

A PIECE OF TABLEWARE may be
solid silver without the
"sterling" stamp, the accepted "Hall Mark" of quality.

BUT YOU DON'T KNOW.

A BANK MIGHT BE HONEST AND EFFICIENT WITH-
out Government inspection.

BUT YOU DON'T KNOW.

A BUSINESS CONCERN MAY BE ABSOLUTELY RESPON-
sible without a commercial rating.

BUT YOU DON'T KNOW.

A PUBLICATION MAY HAVE THE CIRCULATION IT
claims without verification by the Audit Bureau of Circu-
lations.

BUT YOU DON'T KNOW.

BETTER BE SURE.

THE CIRCULATION OF THE EAST OREGONIAN IS VERI-
fied by the A. B. C.