

Hhang riuchirsi



## Pacific Const Biscuit Co.

"Are Those Snow Flakes?" I thougtar so-they look oo criep and
dianty Sow Fhees with their firsh
from the oven flaver- their dash of salit trom the oven flaver-their dash of salt
-always deficiour
Order them by
Don't ask for crackers -say SNOW FLAKES


BUCKHECHT SHOES

- ERE'S our "brogue" No. $440-\mathrm{a}$ wear shoe that 1 doesn't yield a point when you judge it for good eyelets of brass to bedeck it, fancy wing tips and solid soles will first catch your eye. You'll approve of the ornamental perforating and fancy stitching, too. And our trade-mark
on the sole assures you that we are constantly bettering our on the sole assures you that we are co
sixty-odd year record for fine shoes.



## Thomas Crown r:MOWER

Variable Speed. | ; 赤展
The Most Successful Machine for Alfalfa. Hegr Fedi. Awi Forsale by
Sturgis \& Storie
Pendleton, Ore,
Walla Walla, Wash.

EVERY DOLLAR
that is spent for advertising in a publication that/misrepresents its circulation and is thus: obtains money under false pretenses is a dollar lost ${ }^{2} 0^{-}$the publishers who give full value.

- Malkar loes fo the fabe

IN SELF-DEFENSE, THEREFORE,THE 'ABOVE BOARD' publishers have an independent audit made of their circulation records by the Audit Bureal of Circulations and invite their competitors to do likewise.
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WHEN EXCUSES OR EVASIONS ARE GIVEN FOR DE-
clining the challenge, the advertiser can draw his own conclusions.

THERE ARE MANY EXCUSES FOR NOT BELONGING TO the A. B. C. There is only one reason.

Gumbl ame ravere
THE EAST OREGONIAN IS A MEMBER OF THE AUDIT Bureau of Circulations. There are no hidden mysteries about its circulation records.

