

## BUYING A PIG IN A POKE

The buying of advertising space used to be buying " a pig in a poke." The quantity and quality of circulation was shrouded in mysterry and often the bag was tied against investigation.

That day has passed. The advertiser no longer depends upon "mere claims." The Audit Bureau of Circulations has untied the strings to the sack and the circulation of the better class of publications is thrown open for the most searching scrutiny.
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In buying advertising space in the EAST OREGONIAN you are not buying "a pig in a poke." Our A. B, C. statements will stand the analysis of the most exacting investigator.

