

How To Plant An Advertising Crop

Until the advent of the Audit Bureau of Circulations, advertisers sowed their business seeds in a vast but fallow field. Some of it grew and returned a fair harvest—much of it was cast upon barren ground and was lost. There was no standardized method of determining the fertility of a publication's field. Experimenting was expensive.

The A. B. C. has eliminated the barren spots of circulation. Planting an advertising crop is no longer an experiment. Advertisers KNOW the field through audit reports. They know whether it is fertile ground and sow their seed accordingly.

The EAST OREGONIAN'S circulation has been audited by the A. B. C. Advertisements placed in this publication are seeds well sown.