

Ask the Man Who Hasn't One

The EAST OREGONIAN is a member of the Audit Bureau of Circulations.

Do you understand what that means to you as an advertiser?

It means that you get a "square deal" when you buy our circulation. It means that the net paid distribution of the EAST OREGONIAN has been verified by the only recognized authority on circulation.

It means all that and more.

It means that our circulation is "above board." We have nothing to conceal.

Facts are given in detail in the A. B. C. statements. The EAST OREGONIAN is glad to furnish them on request. Every publisher with nothing to hide can do the same.

So, ask the man who hasn't one—why?