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Buying in Bulk

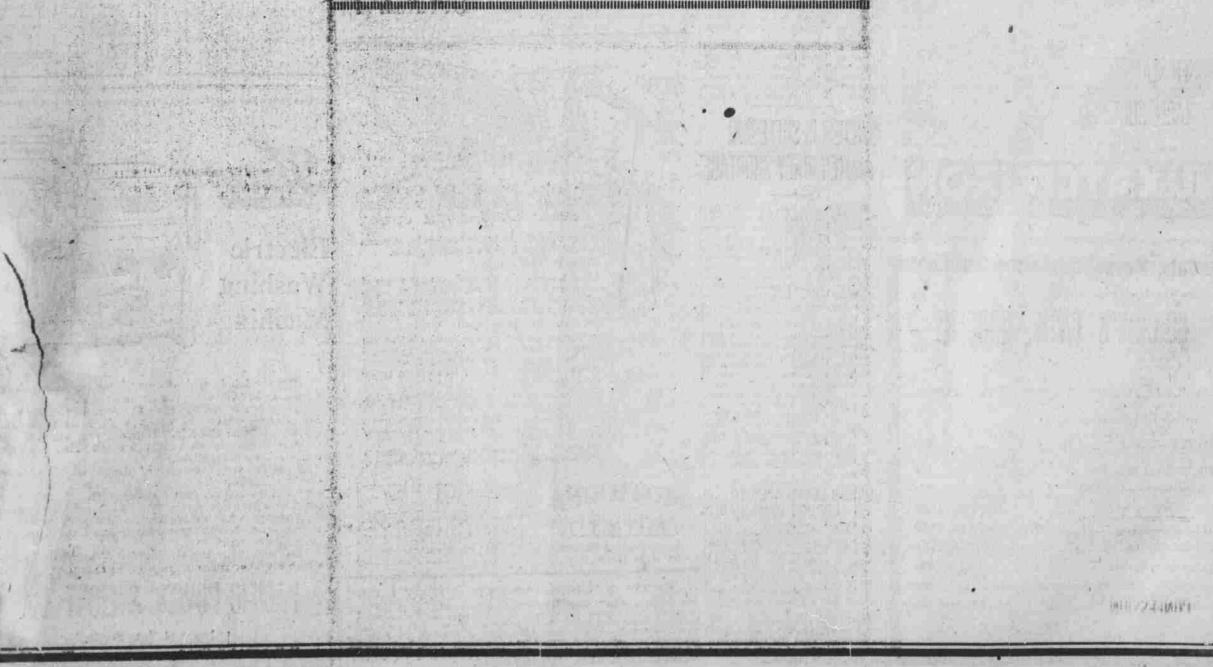
Pausines

Grocers used to display their wares by placing them in bushel baskets on the sidewalk. In those days customers often paid for dirt when they were buying coffee.

DEVE CERES TODAL OFFICE Then came the day of standardized merchandise. Grocers gradually learned to sell their wares in sanitary packages trademarked for definite quantity and quality.

BERLERARY STREAME IN Advertisers used to buy space in publications "in bulk." Like the old-time grocer's customers they frequently received as much refuse as "coffee." "Alson are

to they came addy received The Audit Bureau of Circulations has done for advertising what standardized merchandise has done for the customer. It has marked circulation with the stamp of accuracy. Cana Canato Sinda Cana what standarding there in the EAST OREGONIAN'S circulation an advertiser buys a definite and known quantity. Its records are audited his a definite and have an analy of the second as multer



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