

Buying in Bulk

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.

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

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

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.

In the EAST OREGONIAN'S circulation an advertiser buys a definite and known quantity. Its records are audited by the A. B. C.