

**WHEN ALL** ADVERTISERS demand their money's worth, all publication will provide circulation reports verified by the Audit Bureau of Circulations.

IT IS ONE OF THE MYSTERIES OF THE ADVERTISING world that while all manufacturers demand verification of weight and quality in the material purchased, some of them still buy advertising space without knowing what they are paying for.

SUCH ADVERTISERS, HOWEVER, ARE NOW EXCEPTIONAL. Most of them demand verified A. B. C. circulation statements before placing contracts.

IN THE CASE OF THE EAST OREGONIAN THE DEMAND is immediately met. The EAST OREGONIAN is a member of the Audit Bureau of Circulations.