

## EVERY DOLLAR

that is spent for advertising in a publication that misrepresents its circulation and thus obtains money under false pretenses is a dollar lost to the publishers who give full value.

IN SELF-DEFENSE, THEREFORE, THE 'ABOVE BOARD' publishers have an independent audit made of their circulation records by the Audit Bureau of Circulations and invite their competitors to do likewise.

WHEN EXCUSES OR EVASIONS ARE GIVEN FOR declining the challenge, the advertiser can draw his own conclusions.

THERE ARE MANY EXCUSES FOR NOT BELONGING to the A. B. C. There is only one reason.

THE EAST OREGONIAN IS A MEMBER OF THE AUDIT Bureau of Circulations. There are no hidden mysteries about its circulation records.