

Some Publishers

refer advertisers to "Government Statements" of circulation. THEY MEAN THEIR STATEMENTS TO THE GOVERNMENT, which is a very different thing.

THE GOVERNMENT DOES NOT MAKE ANY STATEMENTS in regard to circulation.

STATEMENTS TO THE GOVERNMENT, IN THE ABSENCE of verification, are valueless to the advertiser.

THERE IS ONE METHOD AND ONLY ONE OF ASCERTAINING the facts regarding the circulation of a paper.

AND THAT IS BY REFERRING TO THE REPORTS OF the Audit Bureau of Circulations.

A PUBLICATION THAT QUOTES ITS STATEMENT TO the Government in lieu of an A. B. C. report is evading the issue.

ASK TO SEE THE A. B. C. REPORT ON THE EAST OREGONIAN.