

THE MAJORITY

of the publishers of this Country believe that their advertising space is a real commodity and well worth the price demanded.

THEY BELIEVE THAT THE RIGHT PRICE OF SPACE should be determined by circulation.

THEY INVITE THE CLOSEST SCRUTINY OF THEIR product and provide positive proof of its value by their membership in the Audit Bureau of Circulations.

THROUGH MEMBERSHIP IN THE A. B. C., THEY ALSO endeavor to discountenance the unfair competition of publishers who misrepresent circulation facts to advertisers.

THE ADVERTISER WHO BUYS SPACE IN AN A. B. C. PAPER invests his money wisely and encourages a high ethical standard in the publishing business.

THE ADVERTISER WHO BUYS SPACE IN A NON-A. B. C. paper is, to say the least, taking a chance and may be placing a premium on questionable methods.

THE EAST OREGONIAN IS A MEMBER OF THE AUDIT Bureau of Circulations. Its A. B. C. report is furnished to advertisers on request.