

The East Oregonian

does not take any particular credit to itself for belonging to the Audit Bureau of Circulations.

TO SUPPLY A. B. C. REPORTS ON ITS CIRCULATION IS good business practice on the part of any publication and the EAST OREGONIAN is glad to render this necessary service to advertisers.

IT IS NOT THAT THE EAST OREGONIAN REQUIRES any check on the honesty of its circulation statements. It is because it is honest that it is able to qualify for A. B. C. membership. Circulation falsifiers are not eligible.

THE EAST OREGONIAN IS A MEMBER OF THE A. B. C. because it wishes to identify itself with advertisers, advertising agents and other reputable publishers in this co-operative effort to discountenance unfair methods.

THE ADVERTISER HAS ONE WAY OF DISTINGUISHING. He knows that every publication that belongs to the A. B. C. tells the exact truth about its circulation. With other papers he lacks that assurance.

THE BUREAU'S REPORT ON THE CIRCULATION OF THE EAST OREGONIAN will be sent to advertisers on request.