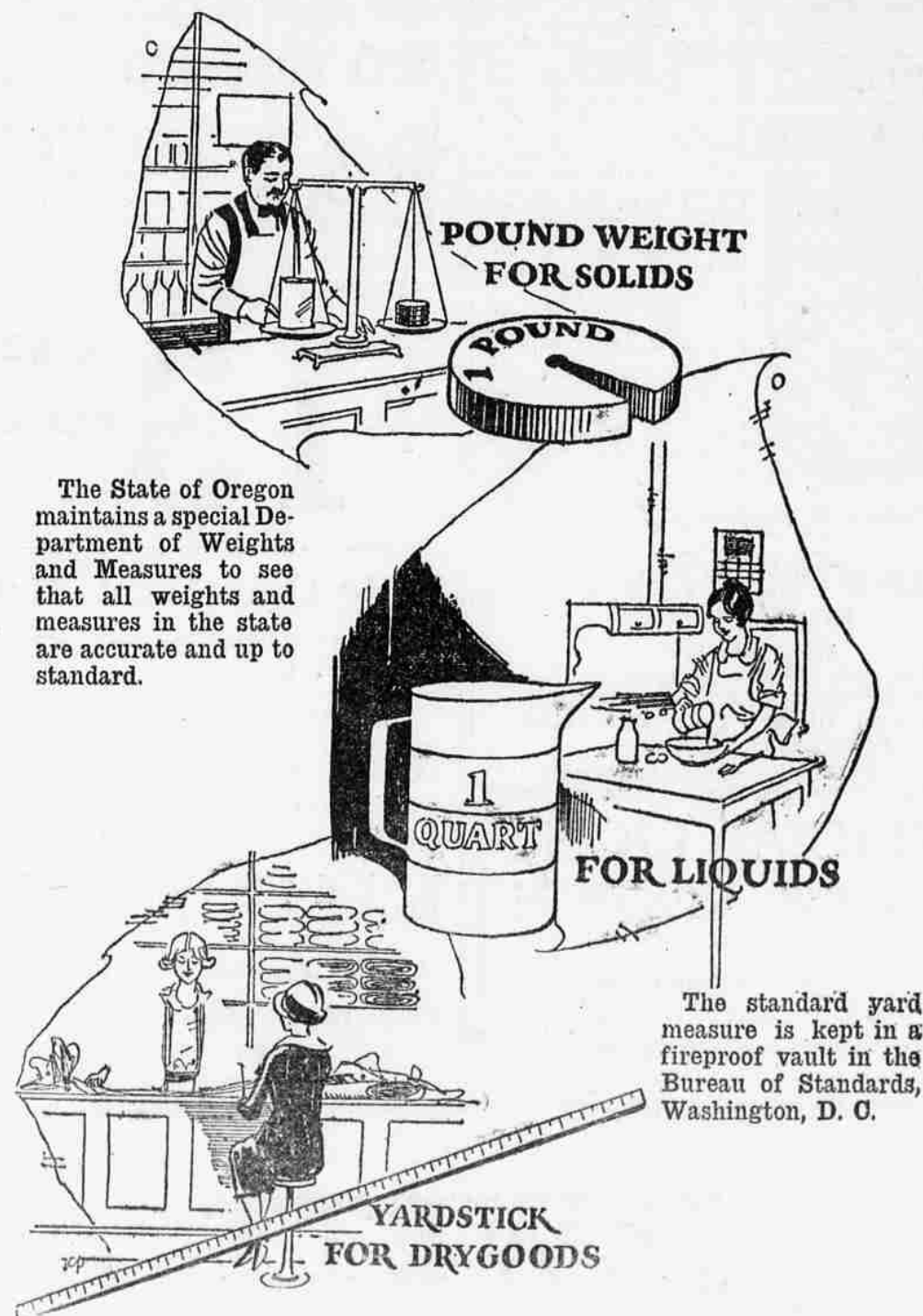


STANDARD Measures of Value



The State of Oregon maintains a special Department of Weights and Measures to see that all weights and measures in the state are accurate and up to standard.

The standard yard measure is kept in a fireproof vault in the Bureau of Standards, Washington, D. C.

Modern commercial transactions would be impossible without standards of measurement and value. We now take the convenience for granted, often without realizing that it took the world many centuries to agree on the exact length of a yard stick, the exact weight of a pound and just how much liquid the quart or liter measure should contain.

Advertising is a comparatively new phase in marketing goods. It has its standards of value too, but these are not so thoroughly understood.

But circulation is one of the indisputable "measure sticks" by which you can judge the value of an advertising medium.

The Audit Bureau of Circulations issues reports of our circulation at intervals. These reports are a recognized standard of value in advertising.

The facts about The Capital Journal's circulation officially audited are yours for the asking. Buy Capital Journal circulation **FIRST** when you advertise.

A·B·C AUDITOR'S STATEMENTS
for Newspaper Circulation

The illustration shows a detailed form titled 'AUDITOR'S REPORT'. It has several columns for different categories of circulation (e.g., Paid, Free, Total) and rows for different time periods or locations. The form is filled with some sample data.

The Audit Bureau of Circulations, of which The Capital Journal is a member, issues twice a year forms similar to the above, one of which is called the "Auditor's Report," the other the "Publisher's Statement." From these forms and reports you may have the exact figures of The Capital Journal's circulation.

Capital  Journal