## Circulation <br> Prestidigitators

The sole object of the "A.B. C.''Audit Bureau of Circulations - is to protect honest advertisers and honest publishers, by doing away with circulation errors and the mis-statements of circulation prestidigitator
Those publishers of newspapers, magazines, tarm journals and trade publications all over A merica who form the great bulk of the membership of the A. $B$. C.", betieve that the man who buys advertising space is entitifed to an

These publishers, together with advertisers and advertising ${ }_{2}$ gencies, are spending their money to support the "A. $A \cdot C$. $C$ ", to pay for the serices of

When you place your advertising with
 ing your own interests and helping to place the entire business of advertising
on a cleaner, scunder, and more efficient basis.


Member Audit Bureau of Circulations


TELL THE TELEPHONE
Lost? Found? Help? Work? For Rent? For Sale? House Wanted? Business Opportunity? An Auto? A Horse? If your name is in the telephone directory

## TELL THE TELEPHONE

Every phone in Salem, Marion and Polk coun ties connects in an instant with The Capital
TELL THE TELEPHONE

Business of
Office
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