

This Newspaper

Is a Member of the

Audit Bureau of Circulations

IT SUBMITS ALL ITS CIRCULATION FIGURES, BOOKS AND RECORDS OF EVERY NATURE PERTAINING TO CIRCULATION TO THE RIGID SCRUTINY OF THE AUDITORS OF THE AUDIT BUREAU OF CIRCULATIONS, AND GIVES ITS UNQUALIFIED SUPPORT TO THE AUDIT BUREAU OF CIRCULATIONS.

WE DO THIS BECAUSE THE AUDIT BUREAU OF CIRCULATIONS IS THE BIGGEST FORWARD STEP THAT HAS BEEN TAKEN IN YEARS, IN EITHER THE NEWSPAPER OR THE ADVERTISING FIELD.

WE WANT THE ADVERTISERS WHO BUY SPACE IN THIS PAPER TO KNOW EXACTLY HOW MUCH CIRCULATION THEY ARE PAYING FOR AND WHERE THAT CIRCULATION IS.

WE WANT THEM TO GET THIS INFORMATION FROM AN AUTHORITATIVE AND UNBIASED SOURCE—IN SUCH STANDARDIZED FORM AS WILL ENABLE THEM TO MAKE FAIR COMPARISONS OF THIS PAPER WITH OTHER NEWSPAPERS OF THE SAME CLASS.

WE WANT OUR ADVERTISERS TO PAY US—NOT FOR THE CIRCULATION WE THINK WE HAVE OR HOPE WE HAVE OR GUESS WE HAVE—BUT FOR THE CIRCULATION THAT THE TRAINED ACCOUNTANTS OF THE AUDIT BUREAU OF CIRCULATIONS FIND WE HAVE.

AS A RESULT OF THE RIGID AUDITS OF NEWSPAPER AND PERIODICAL CIRCULATIONS MADE BY THE AUDIT BUREAU OF CIRCULATIONS, EVERY ADVERTISER IN AMERICA CAN NOW BUY HIS ADVERTISING SPACE WITH DEFINITE AND DETAILED KNOWLEDGE OF JUST WHAT CIRCULATION HE IS GETTING.

THE BUYING OF ADVERTISING SPACE HAS BEEN RAISED AT ONE STROKE TO A PLANE OF EFFICIENCY NEVER KNOWN BEFORE.

OVER A THOUSAND OF THE LEADING NEWSPAPERS, PERIODICALS, NATIONAL ADVERTISERS, RETAIL STORE ADVERTISERS AND ADVERTISING AGENTS IN AMERICA COMPRISE THE MEMBERSHIP OF THE AUDIT BUREAU OF CIRCULATIONS; AND THIS NEWSPAPER IS PROVED TO BE ONE OF THEM.

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MEMBER AUDIT BUREAU OF CIRCULATIONS

WE WILL FURNISH DETAILED A. B. C. REPORTS ON THE CIRCULATION OF THIS NEWSPAPER TO ANY ADVERTISER AT ANY TIME. ALL OTHER NEWSPAPERS WHICH YOU USE SHOULD DO THE SAME.