


## AN A. B. C. NEWSPAPER Dnesn't Need To Substitute Claims For Proved Facts!

their adiertisisg investments innite esles and profft trouble business of have trouble in the region of the pockettook.<br>The Audit Burean of Crreulations was orranized in 1914 for the exways and means of carefully exerhinings circulation cocereagese facts. Claims <br>An A. B. C. neempaper, however, simply refers advertisers to its latest top to bottom into cIRCULATITON METHODS - TERRITORY covered QUANTITY of that newspaper which is bought and read daily. There is never need for an A. B. C. newspaper to make claims of this standard, universally aceepted method of showing the facts<br>,<br>In its audit reports, the A. B. C. refusues to credit circulation in arrears over a certain period or criculation that is sold or given away in bulla<br>A. B. C. circulation totals are net.

Advertisers' Dollars Therefore, Buy Net, Active, Sales Producing Circulation That Has No Frothy Worthless Filler To Make It Look More Important





Looking Back On The '36 Parade of Local Sports


Threat of Rain Mars Rose Bowl Outlook Today


## 




