

# "Seb'n Million Ten Million=="



**IN THESE DAYS** of business difficulty advertising must be intelligently prepared and placed in papers of **KNOWN CIRCULATION**, which really reach the homes.

The unscrupulous publisher and the over-zealous advertising salesman will swear to any fantastic, padded circulation figures in the heat of competition. No claims of "Three thousand," "five thousand" or "ten thousand" circulation in this Region means any more than Andy's "Seb'n million—ten million," if the true figures are but a fraction of the mighty boasts.

How can you tell? Remember these facts:

- (1) Reputable daily newspapers, of honest circulation, throughout the country are members of the **AUDIT BUREAU OF CIRCULATIONS**.
- (2) Reputable weekly papers are members of the **STATE AUDIT BUREAU** and have their circulation records certified by a **RECOGNIZED ADVERTISER'S AUDITOR**.

If you are supplied with "sworn" figures, "claimed" circulation and "take my word for it" information, demand an **A. B. C.** or State audit. If you get excuses instead of an audit, draw your own conclusions.

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**THE DALLAS POST** is a member of the Audit Bureau of the Pennsylvania Newspaper Publishers' Association. One actual subscriber means more than ten imaginary ones.

The Post will gladly furnish Brochure giving complete details of it's circulation in every township of the Dallas area.

The Post goes into 3500 homes every week of the year.