

*Editorial . . .*

## October Is A. B. C. Month

THERE is no business like the publishing business. This theatrical paraphrase is not without point. A business publication is successful to the degree that it serves the interests of its readers by providing them with news and factual information about the occupations and businesses in which they are engaged. Just as it takes a top-flight theater cast to attract full houses for a long run, so does it require editorial excellence to attract and hold circulation.

With service to readers as the keystone of a successful publishing operation, the business publication maintains a specialized audience of people whose work requires knowledge and use of certain goods and services. Through advertising in the publication manufacturers and service organizations have an opportunity to tell the news about their merchandise and service to interested groups.

A publication therefore has an obligation to serve the interests of two groups, its subscribers and advertisers. In the case of a publication with paid circulation, publishing costs are met by income from both groups, circulation revenue from subscribers and income from the sale of advertising space.

### Circulation

A key factor in the relations between publishers and advertisers is the manner in which the circulation is reported to advertisers. In order that advertising space may be purchased on the basis of sound business investment, the circulation of a publication must be substantiated and described in accordance with uniform and accepted standards and terms to permit accurate evaluation and comparison with other media. To accomplish this the Audit Bureau of Circulations was established in 1941. This Bureau, better known as A.B.C., is a voluntary, non-profit, and cooperative association of 3,450 advertisers, advertising agencies, and publishers in the United States and Canada. Their first act was to establish a definition for paid circulation, then standards and rules for measuring, auditing, and reporting circulations.

At regular intervals the Bureau's experienced circulation auditors visit all publisher members to audit their circulation records. The information resulting from these audits is issued in A.B.C. reports, which are distributed to advertisers and their agencies. These reports answer such questions as "How much circulation?" "Where does it go?" "How was it obtained?"—answers that make it possible for publishers to receive full credit for their circulations and for advertisers to invest their advertising dollars as they buy raw materials and equipment, on the basis of facts and well known standards. A.B.C. therefore is a major factor in the integrity of relations between advertisers and publishers. Based on this mutual confidence advertisers have appropriated the large amounts for investment in advertising which characterize our economy and which are recognized as essential in maintaining the mass communications and mass production that are so much a part of our general welfare.

THIS publication is a member of A.B.C. Recognizing the direct benefits of the Bureau's work to publishers and advertisers, you will ask, "What does A.B.C. mean to me, as one of your readers?" The answer is that you are a customer of ours. You paid us good money for your subscription. In order to merit your continued patronage we know that we must produce a publication of high editorial quality. Thus our obligation to you is also an obligation to ourselves, one that must be fulfilled if we are to stay in business. To maintain and build our circulation is a constant incentive for us to provide ever-improving service to you, our readers—the same incentive that manufacturers and merchants have in striving always to maintain leadership in their fields, to provide their customers with superior products and superior service.

Much more could be written about A.B.C., how it aids in maintaining a free press through its contribution to the success of the advertising and publishing industry and as the world's outstanding successful example of self-regulation in business. This publication is proud of its membership in the Audit Bureau of Circulations.

The construction of a plastics development plant at the site of the Kobuta chemical plant of KOPPERS COMPANY INC., Pittsburgh, Pa., has been announced. The new facilities will produce semi-commercial quantities of a wide variety of new plastics.

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