

The Reader His Mark

THE ABC that appears in the symbol at the top of this page stands for Audit Bureau of Circulations. The symbol itself is an emblem of cooperation, in which every subscriber to this magazine has an interest.

The Audit Bureau of Circulations is a voluntary, non-profit, cooperative association. It was founded in 1914 and now consists of 3450 advertisers, advertising agencies and publishers in the United States and Canada. This magazine is proud to be a member.

ABC originally was set up to help take the racket out of publishing, to eliminate the waste and guesswork then so prevalent in publishing and advertising, to establish order and confidence in place of the misunderstanding and misrepresentation that arose from unverified circulation claims and dubious circulation practices. Its mission was to protect the interests of both readers and advertisers.

This it did by first defining the term "paid circulation." Then it established standards and rules to govern subscription sales practices and records. Finally it set up an auditing organization to verify the claims and report the facts concerning the circulation of each member publication. It now maintains on that job a working staff of sixty-five full-time auditors. So the ABC symbol has become the hallmark of circulation standards and advertising values. Each member publication must maintain those standards if it wishes to retain its membership and display the ABC symbol.

This ABC audit is no perfunctory affair. When a business publication, such as this one, becomes a member of the Bureau, it agrees that the auditors shall have "the right of access to all books and records." Their inspection, therefore, may cover any part of its operations. Original subscription orders, payments from subscribers, paper purchases, postal receipts, arrears of payments, and many more items are painstakingly checked by the auditors. In many instances they

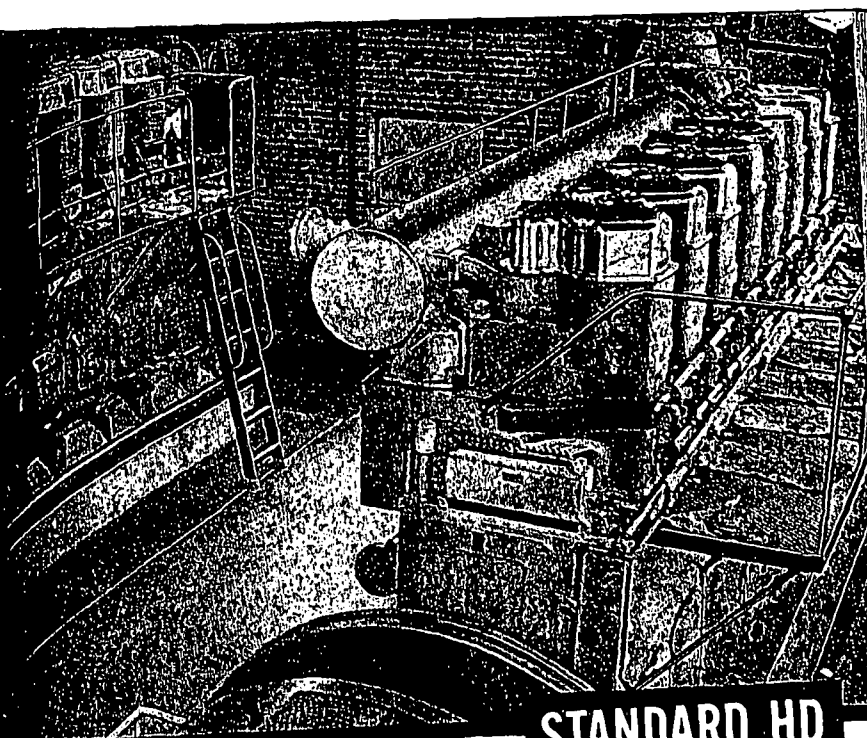
go behind the records to seek verification from subscribers themselves as to the terms of their subscriptions.

IN DOING ITS JOB, ABC has created many values for both publishers and readers as well as for advertisers. That is because the publication that becomes a member of ABC thereby offers the strongest possible guarantee of its primary devotion to the interests of its readers. The function of a business magazine is to be useful to its readers. When this service is rendered by an ABC publication, it is constantly subject to the practical test of reader acceptance and approval. As each subscriber has the right to purchase or refrain from purchasing an ABC publication, that collective right confers upon the readers the power to say whether or not the publication will survive. Thus the report on its ABC audit provides the most direct assurance that a publication stays in business only because of a voluntary demand by readers who find its editorial service responsive to their needs.

Naturally, the editor of each business publication follows closely the score thus racked up by his paper in its ABC reports. In the scope and tone of his editorial coverage and treatment, in the selection and presentation of his editorial content, he must constantly labor to maintain and enhance the readers' acceptance of his efforts. That is why the editorial standards established by ABC publications set the editorial standards for all publishing. That is how the ABC constantly stimulates its member publications to become even more useful to their readers.

AND THAT IS WHY the ABC symbol has become the Mark of the Reader, a constant reminder that his willingness to pay for an ABC publication is the acid test of its value both to him and to its advertisers.

McGraw-Hill Publishing Company



STANDARD HD
TRADE MARK
OIL

Running up record ring life with . . .

In 1947, operators of a midwest municipal power plant put a new 1060-hp diesel unit into service, using STANDARD HD Oil for lubrication.

After 19,000 hours' operation, the unit was shut down for inspection. The engine was entirely free from deposits and showed minimum wear. Piston rings were in excellent condition and were replaced in the engine for further service. This unit is still going strong with a total of 23,000 hours of trouble-free operation on its original piston rings.

Installed in 1950, a 1755-hp, supercharged diesel engine in this plant is running up another record for low maintenance with STANDARD HD. After more

than 9,000 hours' operation, this unit was inspected and found unusually clean. Rings were free, and it was not necessary to remove them for cleaning purposes.

The outstanding performance of STANDARD HD Oil in all types of diesel-generating installations provides the evidence of the benefits it can bring in your diesel units. The Standard Oil lubrication specialist serving your immediate area of the Midwest will be glad to give you this evidence, using plants with which you may be familiar. Phone your local Standard Oil office. Or write: Standard Oil Co., 910 S. Michigan Avenue, Chicago 80, Illinois.



(Indiana)

STANDARD OIL COMPANY