MERRY CIRCULATION WAR IN LOUISVILLE

A. B. C. Now Auditing Courier-Journal and Times and Herald-Post Following Claims Made by Latter Paper

Louisville's newspaper circulation war continues unabated.

The Audit Bureau of Circulations is now concluding an exhaustive analysis of the respective circulations of the *Courier-Journal and Times* and the *Herald-Post* following assertions of the latter publication that it has the largest bona fide "all-day" circulation of any Louisville newspaper. Among other representations made by the Herald-Post was one that its competitors contrived to have their agents and news-dealers "eat" thousands of papers that were included in circulation claims. This charge was denied by the Courier-Journal and Times and the Herald-Post was immediately challenged to publish the report made by A.B.C. on the completion of its audit.

The latest development in the situation is the refusal of the Courier-Journal and Times to submit to an independent audit sponsored by the Retail Merchants Association and proposed by the Herald-Post. A committee representing the merchants and consisting of Fred Levy, Walter I. Kohn and J. E. Pridday was named to supervise the audit. Emanuel Levi, vice-president and general manager of the Courier-Journal and Times, has just forarded a letter to the merchants association declining to meet the suggestion because, he declares, the A.B.C. audit should be conclusive and for the further reason that the local merchants have neither the facilities nor opportunity to conduct an audit of newspaper circulations. Mr. Levi's letter concludes:

"The Audit Bureau of Circulations is an organization directed and controlled by advertisers. Every member of the Retail Merchants Association should know how it functions. National advertising aggregating millions of dollars every year is placed with newspapers by advertising agencies solely on the strength of Audit Bureau of Circulations reports. It is the only agency of which we have any knowledge formed for the purpose of investigating and reporting on circulations. It is thoroughly and completely equipped to do this work. It is relied upon and trusted by advertising agencies and national advertisers, as well as local advertisers generally.

"Whenever a better agency for the determination of circulation facts is established we shall ask that agency to audit our circulations. If the Board of Director of the Retail Merchants Association is able to set up such an agency they will be welcome to audit our circulations. We shall do nothing, however, to interfere with the present audit being made by the Audit Bureau of Circulations. If the Board of Directors of the Retail Merchants Association desires to interrupt or interfere with that audit or investigation it must do so without the assistance of these papers."

CARTER SENDS MELONS

Ft. Worth Star-Telegram Publisher Shows How Big Texas Grows 'Em

Nestled in a galvanized iron washtub and swathed in yellow straw, a huge watermelon rolled into EDITOR & PUBLISHER's office last week from Texas via the American Express. The melon, direct from Publisher, Amon G. Carter's farm was sent by the *Fort Worth Star-Telegram.*

An accompanying letter from the "Hired Hand" of the Star-Telegram to James W. Brown declared "it isn't much of a melon, as melons go here in Texas, but being my friend, I didn't want you to strain yourself lifting a real melon out of a tub."

The letter, "dictated in the boiler room of the Fort Worth Star Telegram by the Hired Hand (Harold Hough, circulation manager), written, edited and spelled up-stairs," bore the motto: "Truth must be protected from abuse and overwork." It commented on the political situation in Texas:

"The results of this election is another evidence of Texas' generosity, wherein we traded two Governors for one. Still the big majority of folks down this way feel it was a real bargain. Jim has to stop picking plums and 'Ma' can resume canning peaches; we can ship melons, and Mr. Amon G. Carter can keep on hollering for Dan Moody and Texas."

Sending melons to publisher, advertiser and agency friends, is an annual custom of the Star-Telegram.

NEW WGN PLANT

Work on the *Chicago Tribune's* home for the transmitting set of its radio station, WGN, was begun recently, and the first programs will be sent out from the new plant in October. It is located on Illinois State Road No. 5 between Chicago and Elgin. In addition to the rooms for the transmitting set proper, power plant, and workshop, the building also contains a small studio, living quarters for engineers and operators and a garage. In the center of the building between the operating room and the studio, the Tribune is establishing a branch of public service office.

NEW PRESS GROUP

North Louisiana Association Names Faulk President

With election of Clarence E. Faulk, publisher of the *Monroe* (La.) *News-Star,* as president, the North Louisiana Press Association went into permanent organization at a meeting held in Minden recently. David W. Thomas of Ruston, was elected vice-president and Isaac Chapman of Minden was chosen as secretary-treasurer.

Monroe was selected as the place of the next meeting, which will be held in February. A constitution and by-laws were adopted.

The association went on record in opposition to government competition in printing and publication work, and resolutions to this effect were authorized to be sent to Louisiana representatives in Congress.

TO BUILD NEW PLANT

The *Hartsdale* (N. Y.) *Herald,* weekly tabloid, has purchased a 100-foot plot on Hartsdale Road at Columbia avenue, upon which a new newspaper plant will be erected. The present home of the paper was recently sold by G. Harris Danzberger, publisher.

EDITORIAL CALLS ADVERTISER'S COPY "MOST INTERESTING FEATURE"

PAGE 16 ST. LOUIS POST DISPATCH FRIDAY EVENING AUGUST 20, 1926 ST. LOUIS POST-DISPATCH

THE POST-DISPATCH—PAGES 17 TO 24.

ST. LOUIS SUNDAY MORNING, OCTOBER 14, 1888.

THE WORLD'S SERIES

Something About the Two Clubs That Will Play It.

The "Four-Time" Winners Express Themselves on the Subject.

"MY LADY'S" WARDROBE.

BILL NYE INVESTIGATES.

THE FAMOUS WORLD BEATERS—THE ST. LOUIS BROWNS.

Loore likes Baseball and thought his friends would like to read about the last time St. Louis had a World Series—as told by the Post-Dispatch 38 years ago—and here's another—an up to date message from Loore

FREE $1.50 Ladd Beater and Mixing Bowl for only 15 Labels and 49c

White Banner Hopped Malt Extract "Don't Let Loose Claws"

"WITH all due respect to the news columns, the Letters from the People, Just a Minute and the other departments of this diversified daily, we submit that the most interesting thing in yesterday's *Post-Dispatch* was the work of an advertiser—the reproduction of a page of this newspaper for October 14, 1888."

This unusual recognition of an interesting advertisement is contained in an editorial in the *St. Louis Post-Dispatch* of Aug 21. The advertisement referred to includes the story of the fight of the St. Louis Browns, in 1888 four-time winners of the Association pennant for the world series against New York.

The advertisement with its reproduction of the Post-Dispatch story of 1888 was especially timely in view of the fact that the St. Louis Cardinals are now fighting for the National League pennant, with the prospect that St. Louis may win its first pennant since that year.

The advertiser was the Premier Malt Products Company, manufacturers of White Banner Malt Extract, whose advertising matter appeared only on the last two of the seven columns of the reproduced page.

The advertisement was also commented on by J. E. Wray, sporting editor of the Post-Dispatch. The copy also appeared in the *St. Louis Times.*

AD CLUBS BUILDING BUSINESS CONFIDENCE

President Woodbridge of I. A. A. Tells Effect That Group Is Having On Trade—Asks Support of Business Interests

The 250 Advertising Clubs which constitute the International Advertising Association are creating business confidence in all the 14 countries in which they are located, C. King Woodbridge, president of the Association, declared this week.

Mr. Woodbridge recently returned from a trip which entailed months of continuous traveling, and carried him to London, Paris, Holland, Belgium and Switzerland, and, following the I. A. A. convention in Philadelphia in June, out to the Pacific Coast and to many of the large cities of the Middle West.

"The work of the International Advertising Association has resolved itself into a clearing house for the Advertising Clubs and the advertising business organizations of the entire world," he said. "The record of all that is best in advertising and merchandising practice, no matter in what obscure or distant club it may have its inception, finds lodgement in the central agency, and from here is passed along throughout the entire membership of over 30,000 business and advertising builders. Not alone does the Association help to organize Advertising Clubs which not only increase advertising, but which invariably strive for better advertising; it aids these clubs to solve their problems.

"Not only the writers of advertising—the professional advertising men—derive direct benefits from the educational work in advertising which has done so much for the expansion of business. The business man who uses advertising has benefited greatly from our work by learning from our clubs what other business men are doing and by keeping abreast of the best and most efficient practices—gained from actual experience—in the use of newspaper, outdoor, direct mail magazine, and other forms of advertising, whether national or local.

"I doubt if there has ever been devised a more potent machine for the building of bigger and better advertising that the Speakers' Bureau of our Association for the past year under the chairmanship of E. D. Gibbs of the National Cash Register Company, Dayton. Under the leadership of Mr. Gibbs, more than one thousand of the leading sales and advertising managers and big business executives have been sending to our national headquarters, the news of advertising which they garner on their travels about the country. These men are glad to co-operate with the Association and to carry their educational messages in the form of speeches before the Advertising Clubs in the many towns in which their business carries them.

"That the newspapers of the nation have cause to be grateful to the constant campaign of the International Advertising Association should be evident from the constant work done through the clubs and through the Speakers' Bureau, to educate merchants as to the value of newspaper space and the best and most profitable way in which to use it.

"Thus it is that broadly speaking, the intensive work of the International Advertising Association is resulting in making two advertisers grow where only one grew before, and because we have faith in our fundamental belief that the prosperity of our merchants, the tremendous growth of our publications, the constantly increasing scale of wages, the ever-rising standards of living—all these are largely due to advertising—we see in the International Advertising Association, that great clearing house of all that is best and most eminently practical in advertising practice, an organization that deserves and should have the support of the business interests of the world."