

ABC BUREAU TO CONVE AT CHICAGO

On October 16, 17 the members of the Audit Bureau of Circulations, of which this newspaper is a member, will meet in Chicago for their 28th annual convention. The bureau is a co-operative and nonprofit association of two thousand publishers, advertisers and advertising agencies in the United States and Canada and is an important factor in the progress of the advertising and publishing industry.

At the Chicago meeting the members will elect officers and discuss circulation methods and problems of mutual interest. The objects and accomplishments of this association are of direct concern to all advertisers.

Whether a business makes an annual investment of \$500 or \$5,000,000 for advertising purposes, it is of course desirable that the maximum value be obtained in exchange for the money expended. In determining the media and methods to be used, a careful study of values in the light of existing approved standards is essential to the most profitable results.

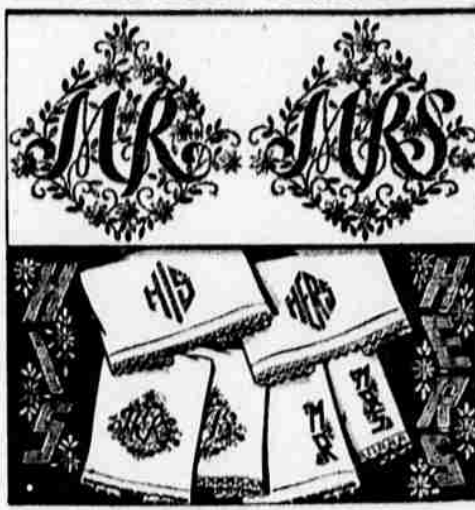
The definite standards which advertisers use in evaluating newspaper advertising are the result of the work of the Audit Bureau of Circulations. The bureau, or A. B. C. as it is better known to advertising men and publishers, was established in 1914. Previous to that time the publishers of newspapers had no generally accepted ways and means of telling advertisers about their circulation. In other words, there were no established standards for circulation values or accepted methods of verification of the circulation that publishers claimed. The publisher who actually had a circulation of, say 50,000 at a distinct disadvantage in meeting the claims of a competitor who might claim 50,000 but really have only 25,000.

In addition to wanting audited figures the advertisers of that day began to ask for other information. Who reads the publication? Where does it go? How much do people pay for it? The answers to these and other questions, of course, have an important bearing on a publication's value to advertisers.

Recognizing the mutual need for dependable facts and figures on circulation, in 1914 a group of publishers and advertising men organized the Audit Bureau of Circulations for the purpose of establishing uniform standards of circulation values and verifying the circulation figures and methods of the publisher members.

The bureau operates under the direction of a board of 27 directors elected by the membership. Serving on the board are 12 advertisers, 3 advertising

His And Hers—Smart Towel Trend



Household Arts by Alice Brooks

Three Pairs of Towels or Pillow Case Designs in One Pattern

Be different! Embroider these now. Mr., Mrs. and His, Her monogram motifs on your towels and pillow cases. They're quick to do. Pattern 6701 contains a transfer pattern of 12 motifs ranging from 5 1/2 x 5 1/2 inches to 1 1/2 x 5 inches; illustrations of stitches; materials needed; color schemes.

The Non-Drinking Guest Has Come Into His Own

By RUTH MILLETT
Once upon a time the non-drinking guest was looked on by hosts and hostesses who went in for entertaining in a big way as a dud—a problem child.

What'll we do with the Smiths? They don't drink," the would-be hosts and hostesses used to ask each other sadly. And they never seemed to hit on a very satisfactory answer. There was no getting around it, the Smiths made entertaining hard. You couldn't just greet them at the door, hand them a drink and keep handing them drinks until the party was over, comfortable in the knowledge that if they didn't have a good time at the party they wouldn't remember it, and certain also that the talk wouldn't have to be bright or even intelligent—not if the drinks were good.

But that day is past, and the non-drinking guest has come into his own. Host and hostesses no longer just tolerate him—they love him.

At last they've realized that it is possible to mix drinkers and non-drinkers without either suffering any ill effects, and both managing to look out for their own good time.

And hostesses especially have come to see that the non-drinking guest is always more considerate, more easily managed, and less boring than the guest who after the third drink thinks everything he says is either funny or has deep social significance.

AN ASSET TO FAMILY BUDGET
Besides that, a lot of hostesses are trimming their budgets these days—and the guest who doesn't consume liquor is a financial asset.

Happily the non-drinking guest realizes that he is no longer a problem to hosts and hostesses—and so has quit apologizing for not drinking.

The days of holding one drink all evening are over. Today the non-drinking guest just says, "No, thanks," and lets it go at that.

periodicals on the basis of definite standards and known values.

National advertisers and their agencies have long made extensive use of the information in A. B. C. reports. In the case of merchants and other local advertisers it is of course just as important that they too use a definite measure of values when they buy advertising. They buy and sell merchandise by well-

known measures of weight, quality, color, etc., and now A. B. C. has made it possible for them to make their investments in newspaper advertising by means of equally accurate and verified information.

The extent to which newspaper advertisers are protected by A. B. C. verified circulation is evident from the fact that 90 per cent of the daily newspaper circulation of the United States and Canada is audited by the bureau. The total net paid circulation of all A. B. C. English-language dailies in the United States and Canada is 39,161,353. The combined circulation of all A. B. C. Sunday papers is 31,575,842.

Only publications with paid circulation are eligible for A. B. C. membership. This qualification is important to the advertisers as paid circulation is the definite evidence of interest on the part of the readers.

The Herald and News are A. B. C. newspapers. Our advertisers are invited to ask for our latest A. B. C. report.

More Restrictions On Food Ordered For Italians

ROME, Oct. 3 (AP)—The government announced today that potatoes, beans, lentils, milk, cheese and eggs would be added to the list of foods already rationed. These include bread, meat, fats, spaghetti, flour, corn meal and sugar.

Except for Parmesan, all of Italy's many varieties of cheeses had disappeared from the stores as the government took control of stocks.

For days, lines have formed (censored) ... Milk, eggs and potatoes already had been virtually rationed, dealers allowing only limited amounts to each customer.

The newspaper, Il Giornale D'Italia, announced that the government of Rome had rationed potatoes for the capital's inhabitants starting tomorrow but did not mention the amount of ration.

The agriculture ministry's announcement said rations would be fixed by the provinces according to the amounts they normally consume.

Real Nutrition Is Mission Of Good Dessert Course

The first requirement of a dessert is that it taste good. But all careful housewives see to it that the family sweets carry food value, too. In the three desserts given here there is good eating plus good nutrition.

APPLE BRAN SCALLOP (Serves 8)
Four cups thinly sliced apples, 1 teaspoon cinnamon, 1 cup sugar, 2 tablespoons lemon juice, 4 tablespoons butter and 1 cup whole bran shreds.

Arrange apples in greased baking dish. Combine cinnamon with 1 cup sugar and sprinkle over apples. Add lemon juice. Cover tightly and bake in hot oven (425 degrees F.) 20 to 25 minutes, or until apples are tender. Cream butter together until blended. Work in bran evenly. Sprinkle bran mixture over apples and return to oven. Bake, uncovered, 15 minutes longer, or until topping is crusty. Serve hot or cold with plain or whipped cream.

CHOCOLATE BREAD PUDDING (Serves 6)
Two squares unsweetened chocolate, 3 cups milk, 1 teaspoon salt, 1 cup light brown sugar, firmly packed, 2 egg yolks, slightly beaten, 1 1/2 teaspoons vanilla, 6 slices stale bread, cut in 1-inch cubes, 2 egg whites, 4 tablespoons sugar.

Add chocolate to milk and heat in double boiler. When chocolate is melted, beat with rotary egg beater until blended. Add salt. Combine brown sugar and egg yolks; add chocolate mixture gradually, stirring vigorously. Add vanilla. Combine bread and chocolate mixture and let stand 10 to 15 minutes, stirring occasionally. Turn into greased baking dish, place in pan of hot water, and bake in

Arrival Notice
The House of Buick is pleased to announce the arrival of the new BUICK

tongue, horseradish sauce, parsley potatoes, fried egg plant, celery, chocolate bread pudding, coffee, milk.

blended. Then continue beating until mixture will stand in peaks. Pile meringue lightly in mounds to form a border around edge of pudding. Sprinkle meringue with shaved chocolate and continue baking 8 minutes longer, or until meringue is delicately browned. Serve warm or cold.

Dropped at an altitude of one mile, a bomb requires about 19 seconds to reach the earth.

Sixty-five per cent of the motion pictures shown throughout the world are produced in the United States.

Pine Order File Mounts Higher
PORTLAND, Ore., Oct. 3 (AP)—The order file of 97 western pine sawmills reached 95,998,000 board feet the week ending Sept. 27 compared with 90,943,000 the previous week, the Western Pine association said today. The figure for the same week last year was 105,882,000.

Shipment figures in that order: 97,424,000 board feet, 95,562,000 and 97,808,000; production 103,368,000 board feet, 99,628,000 and 90,804,000.

Tears are composed of a chemical called lysozyme, probably the most powerful germ killer in the world.

DELICIOUS WAY TO GET VITAMIN B₁

And other food values needed for the Nation's Fitness!

National Biscuit Shredded Wheat with milk is a doubly satisfying breakfast. You get the keen, nut-like flavor and all the energy of pure whole wheat—the whole grain. This famous cereal is now featured at your food store.

Baked by NABISCO NATIONAL BISCUIT COMPANY

GET VITAMIN B₁ AS NATURE PROVIDES IT!

In 2 National Biscuit Shredded Wheat and a cupful of milk you get more than 1/3 the minimum daily adult requirement of Vitamin B₁. The 2 biscuits provide about 3/5 of this, and the milk 2/5.

"Now that's what I call good coffee!"

Here's why Hills Bros. Coffee is so popular. First, it has a delicious flavor no other coffee has. What's more, this flavor never varies. This uniform goodness is due to Controlled Roasting—a process originated and used exclusively by Hills Bros.—which roasts every coffee bean evenly. None overdone! None underdone!

Another reason for the popularity of Hills Bros. Coffee is because it is one coffee that you can make by any method. The Correct Blend is guaranteed to produce the maximum of aroma, flavor and strength in DRIP, GLASS MAKER, POT, or PERCOLATOR, if the directions on the side of the Hills Bros. Coffee can are followed.

HILLS BROS COFFEE

THE SEARCH FOR THE WORLD'S BEST ENDS HERE

CARTER'S FINE FOODS

FREE PROMPT DELIVERY JUST DIAL 3138

PRICES FOR SATURDAY AND MONDAY

S&W FRUITS	S&W CREAM STYLE CORN 2 No. 2 cans 33c	S&W JUICES
GRAPEFRUIT 2 No. 2 cans 29c	WHOLE KERNEL CORN 2 No. 2 cans 33c	TOMATO JUICE 46-oz. Can 24c
PEACHES 2 No. 2 1/2 cans 53c	JULIENNE BEETS 2 No. 2 cans 25c	PINEAPPLE Juice 47-oz. can 34c
PEARS 2 No. 2 1/2 cans 57c	SPINACH 2 No. 2 1/2 cans 37c	GRAPEFRUIT Juice 47-oz. can 26c
DELPHIA FIGS 2 No. 2 1/2 cans 54c	TELEPHONE PEAS 2 No. 2 cans 31c	ORANGE Juice 47-oz. can 34c
FRESH VEGETABLES	CUT STRING BEANS 2 No. 2 cans 33c	QUALITY MEATS
Large Fancy ARTICHOKE . . . 3 FOR 29c	S&W OFFERS YOU a genuine WALTHAM PEN and PENCIL SET for just 25c in coin and either the key-strip and a can of S&W Coffee... OR 25c in coin and two label-fronts: one from S&W Oven-Baked Beans, one from S&W Brown Bread. Mail to S&W FINE FOODS, San Francisco, Calif., specifying your choice of 5 colors—Burgundy, Green, Bronze, Black, Grey.	BEEF ROAST . . lb. 27 1/2¢
Fancy Baking Size SWEET POTATOES 4 LBS. 23c	S&W COFFEE 2-lb. can 60c	BEEF RIB BOIL . . 2 lbs. 25¢
Marble Head Baking SQUASH LB. 3c	S&W BAKED BEANS 28-oz. can 19c	FRESH GR'D BEEF 2 lbs. 35¢
Fresh Green BROCCOLI BUNCH 15c	S&W BROWN BREAD 17-oz. can 17c	FRESH MINCEMEAT 2 lbs. 25¢
Grapes . . . Tomatoes . . . Cranberries . . . Brussels Sprouts . . . Cauliflower	S&W PUMPKIN NEW PACK 2 No. 2 1/2 cans 29c	COTTAGE CHEESE . . lb. 10¢
WHOLE PEELLED APRICOTS 2 No. 2 1/2 cans 53c	S&W HOMINY YELLOW OR WHITE 2 No. 2 1/2 cans 27c	FRESH JONES SAUSAGE POULTRY and RABBITS
RED TART CHERRIES 2 No. 2 cans 55c	S&W GREEN LIMA BEANS 2 No. 2 cans 51c	S&W CATSUP 2 14-oz. bot. 33c
GREEN GAGE PLUMS 2 No. 2 1/2 cans 53c	S&W PEAS and CARROTS 2 No. 2 cans 33c	S&W PEANUT BUTTER 16-oz. jar 23c
RASPBERRIES 2 No. 2 cans 61c	S&W ASPARAGUS GREEN POINT 2 No. 2 cans 45c	S&W MUSHROOMS 2 2-oz. cans 23c
STRAWBERRIES 2 No. 2 cans 59c	S&W HOT SAUCE 4 8-oz. cans 23c	S&W VINEGAR 2 15c
BOYSENBERRIES 2 No. 2 cans 45c		S&W WHITE RICE 2 lb. box 21c
APPLE SAUCE 2 No. 2 cans 33c		S&W RAISINS 2 15-oz. boxes 21c
S&W FISH		S&W PATRA CURRANTS 1 lb. 29c
FINE RED SALMON 2 No. 1/2 PLATE 65c		S&W SULTANA RAISINS 2 15-oz. boxes 25c
FINE RED SALMON 2 No. 1 TALLS 85c		
MINCED CLAMS 2 No. 1/2 PLATE 39c		
Free DELIVERY	Dial 3138	S&W STRAWBERRY Preserves 1 Lb. Jar 47c
		S&W DRIED LENTILS 1 Lb. BOX 19c
		S&W SPLIT PEAS YELLOW OR GREEN 1 Lb. BOX 15c
		S&W WILD RICE 1 Lb. BOX 79c
		PLANTERS COCKTAIL PEANUTS 8-oz. cans 19c
		Cashew Nuts, 8-oz. can 19c

"A Good Place To Trade"