



THE ALABAMA PRESS ASSOCIATION

DOYLE L. BUCKLES, FIELD MANAGER

SECRETARY-TREASURER

UNION BUILDING

PHONES 2977 AND 5081

UNIVERSITY, ALABAMA

CONGRATULATIONS FROM BUCKLES

June 27,

1945

University, Ala., June 27, 1945

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ALL PAST PRESIDENTS

"IT'S OUR BUSINESS
TO HELP
YOUR BUSINESS"

Mr. R. H. Walker,
The Limestone Democrat,
Athens, Alabama.

Dear Mr. Walker:

May we extend to you our heartiest congratulations on qualifying The Limestone Democrat as one of the first in Alabama and the South for membership in the Audit Bureau of Circulations.

In this era of limited and inexperienced help, such a forward step is most outstanding. It is a guarantee that you have your circulation house in order for the approaching battle for business during the reconversion era.

While ABC may not mean so much to the average reader, it does mean a lot to the newspaper and advertising world, as it is recognized as the most reliable guarantee of circulation claims. We hope that your example will be followed by a score of our more progressive weekly publishers this year, and eventually by all of our Alabama newspapers.

With best wishes, I am,

Sincerely,

Doyle
Doyle L. Buckles,
Field Manager-Secretary
THE ALABAMA PRESS ASSOCIATION.

Will you please rush me tearsheets and a statement for the PepsiCola advertising published this month (June.)

Please send us one of your recent ABC statements.