

“Approach the prospective carrier in terms of benefits he will enjoy and sell him on why getting new customers will swell his income.”

— JOHN S. SHANK,  
Circulation Director,  
Dayton, Ohio,  
*Daily News*

## CHAPTER 6

# How To Obtain Good Carriers

ONE OF THE PRINCIPAL PROBLEMS confronting a circulation department is obtaining sufficient carrier-salesmen of desirable personality, character and stability. While the position offers excellent opportunities for business training and liberal earnings for a few hours of work each day, these advantages are not always understood, and parents sometimes are reluctant to encourage their sons to engage in such part-time work. However, by carefully selecting from the ranks of boys available in the community, and thoroughly selling them on the position, most any newspaper is able to create and develop a capable carrier force. This is done by:

1. Setting high standards for the boys and for the circulation department in dealing with the boys.
2. Working through youth organizations to present advantages to be derived from selling and carrying papers.
3. Using testimonials of prominent business and professional men who in their youth were newspaper carriers.
4. Obtaining cooperation of school administrators and teachers.
5. Selling the position to parents.
6. Soliciting the help of active carriers.
7. Giving effective publicity to activities of carriers and the advantages they enjoy.
8. Developing for carriers a strong recreational program.

## HIGH STANDARDS MUST BE ESTABLISHED

Ambitious boys are needed for the carrier-salesman position, and in it are sufficient opportunities to challenge the best in a boy. When a circulation department is set up with high standards of operation and sufficient personnel it gives excellent guidance and instruction. However, general community and home conditions are not always conducive to interesting boys in this important work. When times

are hard and money is scarce, boys usually are anxious for part-time work. When times are good and money is plentiful, circulation will be booming and additional carrier service will be needed but carriers then are more difficult to obtain — the *position must sell the boy*. It must be made sufficiently attractive for a promising boy to want to work.

### Profit Must Be Adequate

A prospective carrier wants to know first of all how much money he can make, whether it will be more than he could make at some other kind of work, and whether it will be enough for him to use in obtaining articles or pleasures he desires or needs and which would not be obtainable otherwise. The profit that a carrier realizes, of course, depends on his own initiative and application but he must be convinced of the earning possibilities before he will put his heart into the job. The profit should be enough to keep him satisfied with his job, but not so satisfied that he would not hustle for more subscribers.

Naturally, carriers of daily papers work more hours and have greater opportunity for satisfactory profits than do carriers of a weekly paper. The weekly paper usually has a small circulation and may be delivered to more subscribers by mail than by carriers. However, there are 140 or more weeklies with individual circulations of over 5,000 and at least twelve with circulations in excess of 10,000. A few of these serve 50 per cent or more of their subscribers by carriers.

The Ardmore, Pa., *Main Line Times* (circulation 15,650, population 1,200) delivers 59 per cent of its circulation by carrier. The carrier collects 28 cents a month from each customer, of which 10 cents is profit. Thus, a carrier with a route of 100 patrons makes \$10 a month, working only a few hours of a single day each week. He is more free to find other part-time work than is the carrier of a daily.

Carriers for the La Follette, Tenn., *Press* (circulation 3,731, population 5,797) pay 2½ cents per copy for papers they sell at 5 cents per copy, making a profit of 100 per cent. Carriers for the Red Bank, N. J., *Register* (circulation 15,535, population 12,743) also make a profit of 2½ cents per copy.

The Houlton, Maine, *Pioneer Times* (circulation 3,644, population 8,377) sells for 10 cents and the carrier makes a profit of 3 cents on each copy sold. Some weekly papers, which sell at 5 cents per copy, are wholesaled to carriers at 3 cents each, allowing the boys a profit of 2 cents per copy.

The carrier of a daily newspaper serves his patrons five, six or seven days a week and, therefore, has the opportunity to deliver and collect for many more papers. His profit under the "little merchant" plan ranges from approximately 7 cents to 16 cents per week per subscriber. One publisher estimates that an evening paper with a 30-cent subscription price should allow carriers a profit of at least 10 cents per

week per subscriber, and an evening and Sunday newspaper with a 45-cent subscription price should permit a profit of 16 cents per week per subscriber. Another publisher believes that 7 cents a week per customer is about the right profit for a carrier on a small daily paper.

Many newspapers provide opportunities to earn bonuses and commissions above the amount the carrier receives from serving his regular customers. Thus the industrious carrier is often able to enhance considerably his weekly earnings.

### **Working Conditions Must Fit Carrier-Salesmen**

To properly handle a route, a boy must be in good health and not less than 12 years of age. A wise circulation manager will keep in mind the following points in adjusting working conditions to fit these boys: (1) the length of the route must be such that the boy can cover it in reasonable time; (2) the number and weight of the papers he is required to carry should not be so great that the load is burdensome; (3) arrangements should be made for him to receive his papers at a convenient time and place; (4) the boy should not be so long in carrying his route that he is deprived of time for study and activities he especially enjoys; (5) the bookkeeping and selling he is required to do should be made as simple as possible; and (6) consideration should be given to the risk the boy takes of being injured while making his run. What is being done along these lines by seven daily newspapers with highly efficient carrier organizations is shown in Figure 6.1.

### **Other Inducements Must Be Offered**

Other attractions beside liberal income are offered to carrier-salesmen. Newspapers have done much to make the position appealing, but none, perhaps, has done a better job of recruiting than the Tarentum, Pa., *Valley Daily News* (circulation 20,396, population 9,540), according to *Editor & Publisher*.<sup>1</sup> Most of the time its circulation department has a drawer running over with carrier applications, many of them from areas where other newspapers have trouble recruiting boys. A *Valley Daily News* route means something to teen-agers in the Alleghany and Kiskiminitas Valleys of western Pennsylvania.

Monthly bonuses, bank checking accounts, educational trips, parties, movies, etc., are among the benefits offered carriers by the Tarentum newspaper that enable it to recruit and keep on the job the best available boys in an area where it is in competition with seven other daily papers.

Issued as credit certificates, which can be applied to payment of carrier's bills, the bonuses are contingent upon two requirements: (1) prompt payment of all bills during the calendar month; (2) no

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<sup>1</sup> *Editor & Publisher*, Aug. 22, 1953, p. 44.

### CARRIERS' SERVICE AND EARNINGS

Paper and Circulation	Customers Served	Route Length	Receives Papers	Carrier Insurance	Profit per Week per Subscriber
Colorado Springs, Colo. <i>Gazette Telegraph</i> (26,073)	150	6 miles	Home	Carrier pays	(cents) 10
Ft. Smith, Ark., <i>Times Record</i> (18,529)	90	2 miles	Home and Street corners	Carrier pays	9½ to 14½
Orlando, Fla., <i>Sentinel and Star</i> (77,196)	125	3 miles	Home and Spots	Paper pays	12
Tucson, Ariz., <i>Star and Citizen</i> (59,955)	125-150	4 to 5 miles	Home	Paper pays part	9 to 11
Pensacola, Fla., <i>News and Journal</i> (79,781)	125	6 blocks	Substations	Carrier pays	16½
San Diego, Calif., <i>Union and Tribune</i> (186,390)	85	2 miles	Home and Street corners	Carrier pays	11
Little Rock, Ark., <i>Arkansas Democrat</i> (81,714)	110	10 blocks	Street corners	None issued	10

FIG. 6.1 — A Comparison of Carriers' Loads and Weekly Profits on seven daily newspapers.

complaints from route subscribers. As an added incentive involving more profit, the bonuses minimize service errors and provide a good selling point to prospective carriers.

To facilitate payment of carrier bills, the *Valley Daily News* was the second daily newspaper in Pennsylvania to set up a carrier checking account system, enlisting the cooperation of 14 different banks in four counties. More than 70 per cent of the carriers immediately opened checking accounts.

All carriers have the option of taking out a 24-hour accident insurance policy, a feature most parents like.

Upon accepting a route, each carrier for the *Valley Daily News* is entitled to a free YMCA membership with full privileges, paid for by the newspaper. More than half of those in the carrier organization are members.

During the Christmas season, an all-day holiday party is held for the carriers at the Y, and at intervals during the year arrangements are made with theaters to have carriers attend good movies free of charge. The biggest lure to the carriers, however, has been the opportunity to earn long-distance trips, all expenses paid.

This promotion program won for the *Valley Daily News* first honors in the annual contest sponsored by the International Circulation Managers Association for newspapers of 15,000 to 40,000 circulation. But of more value than that to the newspaper has been the large crew of capable and enthusiastic carriers the program has attracted.

## **YOUTH ORGANIZATIONS ARE A DEPENDABLE SOURCE**

For carriers with plenty of hustle and character, newspapers naturally look to youth organizations, such as Boy Scouts, 4-H Clubs, High School Key Clubs and Sunday School classes. These organizations foster activities that provide mental, moral and physical development, all so much needed for the strenuous and businesslike job of carrier-salesman, and a valuable list of carrier prospects may be compiled from the rosters of such organizations.

The alert circulation manager, therefore, maintains a close contact with such organizations and sets before their members at every opportunity the benefits to be derived from carrying papers. He attends their meetings, talks to them using charts and movies to show how the carrier performs his daily task. He stresses the carrier actually has a business of his own which, when pursued with diligence and honest effort, will return a handsome weekly profit that may be used to buy needed clothing, athletic goods and other articles or to set up a fund for college education. Brochures and other printed material concerning boys of the community who are happy and prosperous carriers are effective in persuading friends of the carriers to join the ranks and share in the benefits.

Youth organizations may be invited to attend carrier meetings when

carriers are honored for outstanding achievements. There is no better way than this to impress upon prospects the benefits they may derive and the associations they may enjoy by being carriers for the home town newspaper.

### BUSINESSMEN'S TESTIMONIALS ARE IMPRESSIVE

Men in every walk of life support the sound fact that carrying newspapers provides good business training for youth. Sid Marks, who as a boy sold papers on the streets of London, and A. M. Emley have published a book called *The Newspaperboys' Hall Of Fame*.<sup>2</sup> It is a "Who's Who" of distinguished men, all of whom started their business careers selling and delivering papers.

The Dayton, Ohio, *Daily News* (circulation 154,532, population 243,872) has carried the same idea into its carrier handbook by introducing testimonials from six prominent local citizens who, in their youth, carried papers. A Dayton attorney tells how he financed his way through high school and college with earnings from his newspaper route; the personnel director of a large manufacturing concern testifies to the sense of responsibility instilled in him by newspaper-carrying experience; a Dayton banker explains how newspaper carriers acquire habits of thrift; and a judge of the Dayton Municipal Court, one of seven brothers who started their careers as newspaperboys, attests to the almost nonexistence of juvenile delinquency among newspaper carrier-salesmen. Such promotion as this, distributed to prospects as well as active carriers, is certain to enlist new blood and strengthen the confidence and ambition of those already on the job.

The Minneapolis *Star and Tribune* (combined circulation 497,784, population 521,718) also made a fine contribution to newspaper carrier promotion in 1954 when they launched an organization of former carriers, now known as the PRESS Club, the letters in the word PRESS standing for the slogan, "Paper Route Experience Spells Success." The objectives, as outlined by the organization are:

1. To attach maximum prestige to newspaper route experience in the minds of present and prospective carriers, parents, educators and community leaders.
2. To provide a new and dignified vehicle for giving maximum publicity to the value and business training advantages of route management.
3. To attract more and more of the higher type boys as a fundamental way to continually improve service and selling.
4. To help maintain the present climate of public appreciation of the benefits of newspaper route work and to preserve for the future the present day opportunities of teen-age boys to be newspaperboys receiving business training as well as route profits for their efforts.

Within a short time more than 3,000 former carriers applied for membership in the club.

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<sup>2</sup> House-Warven, Publishers, Hollywood, Calif.

## COOPERATION WITH SCHOOLS TO FIND DEPENDABLE CARRIERS

One of the best sources for dependable carriers is the public schools, if the cooperation of administrators and teachers may be obtained in making selections. The Elizabeth, N. J., *Daily Journal* (circulation 49,614, population 112,817) fills its carriers' ranks from no other source than from schoolrooms upon teachers' recommendations. Willard B. Gross, circulation director for the *Journal*, describes his system as follows:

When it becomes necessary to obtain a new carrier for a route the district advisor visits the school nearest to the neighborhood in which the route is located. He informs the principal of the availability of the route and requests recommendations. These recommendations are made on Newspaperboy Training Report Cards bearing the names of boys who would qualify for the position (see Fig. 6.2). The advisor next proceeds to the homes of the boys and interviews their parents. After a thorough understanding is established between the district advisor and the parents, the advisor returns to the school and notifies the principal of his selection for the route (see Fig. 6.3). The boy is then given a physical examination and if he is found to be in sound physical health, application is made for a Street Trade Permit, which is required by law. This comes from the state capitol at Trenton and usually is received within five days. The boy then is ready to take over a route.

### Elizabeth Daily Journal

#### NEWSPAPERBOY SALES TRAINING REPORT

Print:	Town:		
1 Carrier's Name .....	Route No. ....		
2 Carrier's Address .....	Tel. No. ....		
3 Town .....	Date of Birth .....	Age (Min. 12) .....	
4 Date Started .....	Amount of Papers .....	School .....	
Signature	Grade	Signature	Average .....
5 Teacher .....	Principal .....		
Signature	Birthday—Mo. ....		Day .....
6 Mother's Name .....			
Signature	Birthday—Mo. ....		Day .....
7 Father's Name .....			
8 Thrift Savings Deposited \$ .....	Hobby .....		
9 Carrier's Future Ambition .....			

All Elizabeth Daily Journal Student-Newspaperboys must maintain passing grades in their school work. Those that do not maintain this standard will be temporarily disqualified from their home delivery route. Parents should notify the Elizabeth Daily Journal four (4) weeks prior to their son resigning from his route. Resignation forms are available from all District Advisors.

10 Dist. Advisor .....	Parent's Signature .....
11 Supervisor Verification .....	Terminate .....

FIG. 6.2 — Newspaperboy Training Report Card used by the Elizabeth, N. J., *Daily Journal*.

# Elizabeth Daily Journal

ELIZABETH F. NEW JERSEY

ROBERT C. CRANE  
EDITOR AND PUBLISHER

WILLARD B. GROSS  
CIRCULATION DIRECTOR

MEMBER OF  
AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION  
AUDIT BUREAU OF CIRCULATIONS  
INTERNATIONAL NEWS SERVICE  
ASSOCIATED PRESS  
UNITED PRESS

Date \_\_\_\_\_

## STUDENT NEWSPAPERBOY APPLICATION

### HOME DELIVERY ROUTE

SCHOOL \_\_\_\_\_ PRINCIPAL \_\_\_\_\_

TEACHER \_\_\_\_\_ GRADE \_\_\_\_\_ AVERAGE \_\_\_\_\_

The following Student has School approval to serve an ELIZABETH DAILY JOURNAL HOME DELIVERY ROUTE on the basis of the above average in his school grades.

PRINCIPAL \_\_\_\_\_

TEACHER \_\_\_\_\_

(Min. 12)

STUDENT'S NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_ TOWN \_\_\_\_\_

TELEPHONE # \_\_\_\_\_ PARENT'S SIGNATURE \_\_\_\_\_

STUDENT'S SIGNATURE \_\_\_\_\_ DISTRICT ADVISOR \_\_\_\_\_

APPROVED \_\_\_\_\_ DATE \_\_\_\_\_ ROUTE # \_\_\_\_\_ TOWN \_\_\_\_\_

It is fully understood that above named student will continue to serve an ELIZABETH DAILY JOURNAL HOME DELIVERY ROUTE in accordance with his school grades; which must be average or above average during his stay as a Journal Newspaperboy. A periodic check will be made of this student's grades.

ELIZABETH DAILY JOURNAL



WILLARD B. GROSS

Circulation Director.

FIG. 6.3— Notice sent to school principal when carrier is accepted by the Elizabeth, N. J., Daily Journal.



School administrators and teachers appreciate the important training that boys may receive by being newspaper carriers and readily comprehend the value of keeping youngsters well employed during out-of-school hours. Dr. Clara E. Cockerville, assistant superintendent of schools in Armstrong County, Pennsylvania, delivered an address at the annual convention of the Interstate Circulation Managers Association, paying tribute to teen-age boys who have assumed business responsibilities through carrying papers.

"They are the young people who have done things," Miss Cockerville said. "In the security that comes from recognition and success they have had no need to turn to undesirable means for getting attention. There you and I have the key to one tangible thing we can do. We can give those teen-agers with whom we work a chance to succeed, and recognition for their successes."

Schools can help the newspaper, and the newspaper can help the schools, by instilling in youth the importance of applying their minds and talents to school work and to whatever other responsibility they assume. Schools can help the newspaper to find the right kind of boys for carriers and at the same time find outlets for boys to develop their business potentialities.

In order to maintain a proper relationship between schools and newspapers in matters pertaining to newspaper carriers, New York State has passed a law, placing carrier boys and street vendors under 18 years of age solely within the jurisdiction of local school authorities. At the same time carriers are covered by workmen's compensation insurance. Issuance or revocation of a badge or certificate for either the street vendor or the carrier is up to the school authority in the district where the applicant lives. Consent of parent or guardian and a physician's bill of health are required. This law was advocated by the New York State Publishers Association and was sponsored in the legislature by Senator George R. Metcalf, news editor of the Auburn, N. Y., *Citizen-Advertiser* (circulation 11,565, population 36,772).

There are few people engaged in the education of young people who do not recognize the value of the experience the newspaperboy gains in meeting the public and in putting his book of knowledge to practical use. Most of them will approve newspaper route management as a wholesome, instructive, part-time occupation for teen-age boys. Published statements by educators will go far toward persuading boys of the community and their parents to look into the merits of a paper-carrying job.

#### **PARENTS SHOULD BE INTERESTED**

In obtaining satisfactory carriers it is important that parents of the community be made acquainted with the opportunities for char-

acter-building employment that a carrier position provides. Nothing is more convincing to a mother than the statement of another mother concerning her son's attitude toward the job. Consequently, letters from the mothers of carriers often are published. These usually come in voluntarily but, if not obtained that way, a request often brings them in. The New Bedford, Mass., *Standard-Times* (circulation 62,179, population 109,189) makes good use of such testimonials.

"As a newspaperboy, my son has had an opportunity to cultivate honesty, courtesy and tact while earning his own money," wrote the mother of a *Standard-Times* carrier.

Many types of promotion may be used to sell parents on the carrier position for their boys. The Des Moines *Register* and *Tribune* (combined circulation 355,089, population 177,965) send each month to the parents of their carriers a letter, telling how a newspaper route is good for a boy. The letters are written by C. K. Jefferson, circulation director, and each stresses a different point. These letters appear also in the Sunday *Register*, where they may be read by all parents of the community. The type of good meat appearing in these letters is revealed in the following letter:

#### CAN A BOY DEVELOP GOOD CHARACTERISTICS?

If you made a list of the characteristics you would like your son to have as he grows up, I am sure you would include these five: (1) good character; (2) thrift; (3) sense of responsibility; (4) pleasing personality; (5) initiative.

A strong foundation for these characteristics is laid in the first five years of a child's life, while he is almost wholly under the guidance and influence of the family. Further development on that foundation then begins to depend upon associations outside the home, in school, in association with other children and in activities undertaken.

Parents worry and watch anxiously to make sure that their son has the right kind of associates, and continues to acquire good instead of bad habits.

Do parents give enough thought and attention to the development of characteristics which will become necessary to the growing boy as he approaches manhood, and which he cannot acquire in home life, in school, or at play?

Take thrift, for example. Parents may teach thrift and undoubtedly do. However, a true sense of the value of money comes when the boy sells his services to somebody outside the family, thereby learning how much effort it takes to earn a dollar.

A genuine sense of thrift follows as the boy figures out how to conserve his own earnings and use them so he will obtain the greatest benefit.

In a similar way, the sense of responsibility results from being depended upon by persons who are not bound to him by family ties.

It is obvious that a pleasing personality can manifest itself only in association with other people. It is the result of a desire to make a good impression on others, and self-confidence in his ability to meet, visit with, and deal with other people.

As a boy grows up his activities should include selling and collecting for his services to other people, and learning how to get along with adults.

Among 52 successful men who were newspaper carriers in their youth, the five characteristics named above are the ones they felt were the truly valuable benefits they got from the business association with all different kinds of people in their newspaper route work. They attribute their later success in large part to the early lessons and opportunity to develop these strong characteristics.

The facts presented in the last paragraph of the above letter were gleaned from a thesis, "Opinions of Fifty-two Former Newspaper-boys," written by Joseph B. Forsee for a Master of Arts degree from the University of Missouri in 1950. Mr. Forsee is now circulation manager of the Sedalia, Mo., *Democrat-Capital* (combined circulation 12,127, population 20,354).

### Television and Radio Are Effective

Another feature that has proved successful in interesting parents and enlisting carriers is a brief television program in which a carrier tells something about his activities in school and also pertaining to his route. The Jackson, Miss., *Clarion-Ledger* (circulation 44,317, population 98,271) sponsored two such programs a week on a local television station. An outstanding carrier, dressed in T-shirt with a new carrier's bag over his shoulder, appeared without any introduction. He just smiled and said, "Hi, I am Johnny Jones, *Clarion-Ledger* carrier-salesman on such-and-such a route," identifying the section of town. He then proceeded, "I would like to tell you what my subscribers like in the *Clarion-Ledger*." He went through a sales presentation, telling about his good delivery service with paper neatly folded and placed on the front porch. He concluded with: "So long, see you tomorrow before 6 a.m." The announcer then came in behind the boy, told who his parents were, where he lived, how long he had been on the route, and what his activities were at school, including his grades.

The *Clarion-Ledger* also contributes to carrier morale and parental pride by publishing in its "Voice of the People" column letters, such as the following, from carrier fans:

Dear Editor:

We saw, and were very much impressed with the polished, bright, young *Clarion-Ledger* newsboy on television last night.

Fact is, my wife and I were more than somewhat surprised to see him. He's our own newsboy. We were proud of him. Gordon Boutwell is one of those rare neighborhood youngsters that commands respect and admiration.

He's an industrious youngster, as reliable and dependable as he can be. Ever since we've been in Jackson, we've been fortunate in having fine young men from your establishment operate the route we live on. First we had Billy Duvall, then Billy Kelty, and now Gordon.

Gordon, like the other two boys were, is as prompt as the Naval Observatory time-clock. Come rain, wind or shine, the paper is properly folded and put on the porch in a safe, dry place.

He makes his collections regularly and is one of the few collectors we enjoy coming around. He's a perfect little gentleman and a credit to your organization. We safely predict that, like so many of his newsboy predecessors, he is bound to succeed in whatever undertaking he selects for his future.

The Clarion-Ledger can well be proud of its neighborhood representatives. "They don't make 'em any better."

Yours truly,  
Frank & Peggy Marron  
740 Valencia  
Jackson, Miss.

The Dayton, Ohio, *Daily News*, (circulation 154,532, population 243,872) with the cooperation of the Dayton Educational Television Foundation, sponsored a series of 15-minute TV shows entitled "Here Comes A Business Man," illustrating the training of a newspaperboy. Designed to be of interest to newspaperboys and their friends, the hero of the series was Fred Ellis, a typical newspaperboy who underwent the usual training experiences of a boy operating a newspaper route, with all the customary adventures and achievements. Actors in the series were a group of talented, local young people working under the supervision of the director of the Dayton Educational Television Foundation. This program was instrumental in drawing a number of worthy lads into the newspaper's carrier ranks.

Radio is another excellent medium to use in enlisting carriers. Boys may be interviewed by their circulation managers; local radio personalities or public officials may tell of the benefits to be received from carrying papers; and parents, particularly mothers, may be interviewed. Carriers often are given opportunity to participate in quiz programs and local entertainments, directing attention to the pleasures and benefits of newspaper carrying, thus helping the circulation manager to keep the carrier ranks filled.

#### **ACTIVE CARRIERS CAN HELP ENLIST**

Carriers already on the force, with their interest and enthusiastic attitude toward the newspaper they represent, will have a strong influence in lining up other boys to seek a route and participate in its benefits.

The Minneapolis, Minn., *Star and Tribune* hold an annual "Open House" for carriers and for boys of carrier age in each of the communities in which it circulates. This newspaper has 112 community agencies and each has from 25 to 100 carriers supervised from a central office by an adult agency manager. Invitations, enclosing attractive promotion, are extended through the schools. The agency office is

decorated for "Open House" with streamers, balloons, signs, etc., and bulletin boards feature prizes carriers can obtain for new subscriptions. The "Open House" program also is well planned, with a short talk by the agency manager about route opportunities and prizes. Regular carriers and guests are each given a movie ticket and applications are taken from those who desire to have routes as openings occur. The opportunity is given to all to earn prizes by obtaining new customers.

The "Open House" is held right after school and the agency office is open each night during a two-weeks period so the boys can bring in their orders and receive their awards. One year 4,000 carriers and 12,000 noncarriers participated in the program and 21,000 new orders were obtained. M. E. Fisher, circulation director for the *Star and Tribune*, points to four special benefits from the "Open House" promotion: (1) a substantial circulation increase; (2) a sizeable list of applications for routes; (3) a more active carrier staff; and (4) an expansion of good will for the newspaper.

No better testimony to the benefits derived from carrying newspapers can be found than letters from former carriers. In a full-page promotion ad, the Redondo Beach, Calif., *South Bay Breeze* (circulation 16,785, population 25,226) featured a letter from a popular carrier who was leaving his route to take a position with a local bank. The lad wrote in part, as follows:

Through these past five years I have learned much in meeting people and in handling my end of our business agreement. With the help of the circulation department of the newspaper and my route supervisors, the route has built up from the original 98 subscribers to the present 162. I maintained a substantial savings account from which I have been able to support myself through my high school career and one year of junior college. And last October I bought myself a pre-war car.

I am also very thankful for receiving the first trophy for "Newspaperboy of the Year." My parents and myself know how much the newspaper route has helped me through my teens. At this age a boy needs a fine local job which helps him to build for a later occupation through starting a business career young.

## **PUBLICIZE CARRIER ADVANTAGES**

Any recognition given by a newspaper to its carriers helps to enlist other good carriers.

### **Pay Tribute to Outstanding Boys**

Outstanding carriers of the Davenport, Iowa, *Democrat* (circulation 20,954, population 74,549) were honored on a radio program, in which some of the older carriers contrasted delivery methods of the "nineties" with those of the present. The *Democrat* also sent letters and pictures of the winners to their parents, and the school each boy attended was notified that he had been named an outstanding carrier.

The Independence, Mo., *Examiner* (circulation 9,779, population

36,963) one day carried the following tribute to its excellent force of carriers as its top editorial:

No members of the *Examiner's* force have so direct a contact with *Examiner* readers as the carrier salesmen. They sell the paper, deliver it, collect for it and receive the "kicks" and commendations of the readers. They finish the daily job of putting out a newspaper and getting it to the reader. They deliver the finished product and are the only persons connected with the newspaper office who are seen often by those who read the paper. The rest of the force is judged somewhat by the manner and service of the carriers.

The *Examiner's* carriers feel keenly the double responsibility that rests upon them — that of interpreting the interest of the newspaper in giving good service to its readers and that of holding the good will of the subscribers they serve. They must know the product they sell and the public they serve. Judging by the few complaints that are received at the office and by the many nice things said about our carriers, we are convinced that they are doing their job well. We are proud of our carrier-salesmen.

Editorial cartoons also have been used effectively in directing public attention to the newspaperboy's important place in the American way of life.

Newspapers employ many other ways of interesting the public in their carriers and in selling the carrier position.

"Meet your *Daily News* Carrier" was the suggestion of the Effingham, Ill., *News* (circulation 7,486, population 6,892) in a full-page promotion, carrying pictures of the boys who deliver the *News* in 22 towns in six counties. The carriers were described as the "lifeline of the area's only daily newspaper."

The Marinette, Wis., *Eagle-Star* (circulation 8,261, population 14,178) headed a carrier-promotion ad with "Free Enterprise In Action — Right At Your Front Door." "Of his own free choice, your carrier boy is using his spare time to build a prosperous little business," the copy continued. It also showed one of the *Eagle-Star* carriers inserting a folded newspaper under the front door handle of a subscriber's home.

Five Boy Scouts on the carrier force of the Canton, Ohio, *Repository* (circulation 66,151, population 116,912) were saluted in a full-page newspaper promotion when they reached the Eagle Scout rank. Pictures of the five lads were shown, and the copy pointed out that Scouting and carrier training go hand in hand to prepare boys for the business of living.

Beaming from a full-page advertisement in the Sunday issue of the Detroit, Mich., *News* (Sunday circulation 566,471, population 1,849,568) were the faces of twenty carrier-salesmen who had won *News* scholarships. "One of the happiest events of the year for those associated with the Detroit *News* is the annual awarding of scholarships," said the advertisement. "We take great pride in these scholarship winners. Without exception those who so far have been admitted

to college have established splendid records both as students and as leaders in various school activities." Within four years of this special type of carrier recognition the *News* set aside \$27,500 for carrier scholarships.

Buell W. Hudson, publisher of the Woonsocket, R. I., *Call* (circulation 25,938, population 50,211) says: "Fifty-two weeks out of the year our circulation manager and our news executives watch for news about present and former carriers. During the Korean War our column on servicemen frequently noted that a local boy in the army had been a *Call* carrier. One result was that we usually had a waiting list of boys wanting to take over routes when carriers wanted to give them up."

### RECREATION AND HOBBY ACTIVITIES ATTRACT CARRIERS

Programs of sports and other activities in which boys are interested are effective means of drawing enlistments for the carrier organization. Baseball leagues, basketball tournaments, football games, spelling contests and ping-pong tournaments sponsored by newspapers for their carriers have drawn into their carrier organizations some of the best boys in a community.

#### Sports Attract Most Youths

The New Bedford, Mass., *Standard-Times* provides all these means for competition between its carrier boys and for developing their talents and their various interests, and has found them extremely helpful in drawing new boys into its carrier organization for long and efficient service.

The slogan of the circulation department of the *Standard-Times* is: "Keep a boy in Sports and he will stay out of the Courts." The most successful feature of this newspaper's sports program is its baseball league for carriers, exclusively. This functions from mid-June to early September and participation runs as high as 175 boys divided into teams representing the divisions of the circulation area. The two top teams play a little "world series" at the end of the season and outstanding players of leagues are named to an All-Star team which plays other teams in the same age group. This baseball program has produced varsity material for the New Bedford high schools and one year it graduated a player into the Boston Red Sox farm system.

A basketball league is run along the same lines as baseball with some additional games with outside quintets. An annual ping-pong tourney and winter swimming classes complete the sports program.

During July and August the *Standard-Times* carriers compete in baseball, swimming, boating and tennis with boys from Tabor Academy, a naval preparatory school in Marion, Mass., 12 miles from New Bedford. Boys from each city and suburban district are allowed

one full day at the academy where approximately 76 newspaperboys each week are given the full privileges of the school.

### Hobbies Attract Good Carriers

Bands, orchestras and other organizations for the development and display of special talents have caused many boys to become newspaper carriers who otherwise would not be interested. Lads who thus apply themselves to cultural development often make the very best carriers.

Stamp collectors' clubs and other types of hobby classes are other attractions that have helped to keep carrier rosters filled with enthusiastic and capable boys.

In the hobby field, the circulation department of the *Standard-Times* features different activities which have sufficient interest to warrant such programs. Outstanding is the Stamp Club, four members of which were pictured on the cover of *Mekeel's Weekly Stamp News*. Hobbyists among the carriers exhibited paintings, clay models, radios, military insignia, art work, model planes, boats and trains at the local YMCA Hobby Show, and a similar show was arranged by the *Standard-Times* during National Newspaper Week.

The most important single activity fostered by the *Standard-Times* for its carriers, however, is a 40-piece newspaperboys band, directed by a prominent New Bedford musician (see Fig. 6.4). The band rehearses two hours each week and has become a regular attraction at local sports events and community functions. It gives frequent concerts at hospitals and orphans homes and plays annually at the New Bedford Kiwanis Club's annual outing for crippled children. The



FIG. 6.4 — Forty-piece Newspaperboys Band, composed entirely of carriers for New Bedford, Mass., **Standard-Times**.





FIG. 6.5 — Five members of New Bedford, Mass., **Standard-Times** Newspaperboys Band constitute this orchestra, which is in great demand for public meetings.

high spot of the band's career came in 1948, when it was selected to play at the memorial services for Babe Ruth at Braves Field in Boston. Out of the band has been organized a newspaperboys orchestra, which plays for many school and social affairs (see Fig. 6.5).

By reason of these various wholesome activities the *Standard-Times* carrier organization is looked upon with high favor by parents and school authorities. J. J. Kelleher, circulation director, says that the newspaper's relations with the school departments are very cordial and that during the school year he receives 10 or 12 calls from school teachers or principals, asking for a route in a certain neighborhood for a worthy boy.

So many other institutions, projects and attractions compete for the interest of youth that the newspaper must use every possible method to keep its carrier ranks filled with dependable and industrious boys.