

"The circulation department's promotional program must be attractive and desirable to carrier boys so that they will extend their utmost effort."

— C. M. RIPPETO,
Circulation Director,
Hollywood, Calif.,
Citizen-News

CHAPTER 8

100 Ways To Keep Carriers Interested and Active

SUCCESS in building and maintaining circulation depends to a great degree upon how well the circulation manager and his supervisors keep the carrier-salesmen interested and active. Many incentives, some of which have been worked often and others entirely original, may be the means of setting carriers on fire. Here are 100 ideas that have worked in the circulation departments of 64 leading American newspapers:

1. Testimonial Booklet — The South Bend, Ind., *Tribune* (circulation 107,304, population 115,911) issued a booklet containing testimonials from local industrialists, professional men, educators, clergymen, and merchants who had been newspaper carrier-salesmen. Terry Brennan, Notre Dame football coach, was among those attesting to the value of carrier training.

2. Carriers Hosts to Subscribers — To promote baseball as well as the newspaper and to build up good will between carriers and patrons, the Sheboygan, Wis., *Press* (circulation 25,971, population 42,365) allowed each carrier to present to each of his route patrons two tickets for a Wisconsin State League baseball game. Tickets read, "I want you to be my guest."

3. Featured in News and Editorial — A 14-year-old carrier for the Madison *Wisconsin State Journal* (circulation 46,746, population 96,056) merited a news story on Page 1 and an editorial entitled "A Juvenile Non-Delinquent" when he returned to the rightful owner \$50 he found while delivering papers. The money, folded in an envelope, had been dropped by a couple moving into the neighborhood.

4. Service Club Luncheon Guests — The circulation manager of the Independence, Mo., *Examiner* (circulation 9,779, population 36,963) took four of his best carriers to a Kiwanis Club luncheon as his guests and introduced them as outstanding carrier-salesmen rendering a community service.

5. Editor for a Day — To acquaint carriers with newspaper publishing procedure, some newspapers have made their carrier-salesmen honorary members of the news staff and allowed them to spend a day in the newspaper office learning the duties and responsibilities of the publisher, editor, manager and other members of the staff.

6. For More Good Fishing — When a carrier of the Cleveland, Ohio, *News* (circulation 143,604, population 914,808) pulled in a new subscriber on the opening day of the fishing season he was given a fishing set, including an 8-foot bamboo pole, line, hook, sinker, line rack, etc., all packaged in a polyethylene carrying bag.

7. "Thank You" From Carriers — The Canton, O., *Repository* (circulation 68,151, population 116,912) carried a full-page ad for carriers expressing their appreciation to subscribers for paying on time, checking circumstances before making complaints, and for keeping their dogs tied.

8. Bond as Reward — To reduce carrier turnover, the Grand Rapids, Mich., *Herald* (circulation 50,829, population 176,515) deposited to the credit of a carrier half the value of a \$25 U. S. Bond after he had served efficiently for three months and allowed him to collect the full bond when he had continued on his route successfully for nine months more.

9. Carriers Win a Club House — The publisher of the Sarasota, Fla., *News* (circulation 6,163, population 18,896) offered to build a clubhouse for his carriers when the paper's circulation passed a certain standard. The carriers got busy and in a few months the club house was erected and dedicated. It is now used by 120 *News* carriers.

10. Interest on Cash Bond Deposits — At the close of each year the Iowa City, Iowa, *Press-Citizen* (circulation 11,616, population 27,212) pays 5 per cent interest on newspaperboys' cash bond deposits. One year the 115 carriers earned \$535 in interest.

11. Bank Accounts for Carriers — The Williamsport, Pa., *Sun-Gazette* (circulation 28,327, population 45,057) arranged with banks to accept deposits from carriers. Each carrier then had his own bank account and paid his weekly paper bill by check. This gave the carrier good business training and saved much time usually taken for counting change in the office.

12. Three-Day Selling Campaign — The Gary, Ind., *Post-Tribune* (circulation 51,558, population 133,911) conducted a 3-day selling

campaign on 13-week subscriptions, offering bond awards of \$25 to \$100. Competitors wore white buttons with this slogan in red: "I'm trying to win a Gary Post-Tribune Scholarship Bond."

13. Red Tag Sale—In a contest for 18 free air trips, carriers for the Champaign-Urbana, Ill., *News-Gazette* (circulation 28,913, population 62,397) wore red tags when making calls. New subscriptions were rated by points and boys who did not earn enough points to win a trip were paid cash.

14. Records as Prizes—Some circulation managers are using popular recordings as prizes for carriers. One newspaper offers a record for each new three-months' subscription, and another paper offers 16 hit tunes in one album for one new daily and Sunday subscription.

15. "Opportunity Room"—The *Christian Science Monitor* (circulation 161,566, population 801,444) has established an "Opportunity Room" for its carriers. In it are numerous books, catalogs, pamphlets and posters from colleges, technical schools and employment offices of large corporations.

16. Post Card to Teacher—Whenever the Peoria, Ill., *Journal* and *Star* (combined circulation 101,937, population 111,856) take on a new carrier, the circulation manager sends to the boy's teacher a card with this message: "We have recently contracted this student as a carrier for the Peoria newspapers. We trust that this outside interest will not interfere in any way with the boy's school program or with his studies. If at any time you feel that his grades are not as they should be, we would be very glad to hear from you."

17. Carrier Earns Car—When one of the carriers for the Bloomington, Ill., *Pantagraph* (circulation 38,586, population 36,127) bought a new car with earnings from his paper route, the newspaper ran a promotion ad with a picture showing the boy beside his car. Beneath the picture was a paragraph pointing out that *Pantagraph* carriers are a thrifty lot, having accumulated \$71,097.16 in their special *Pantagraph* savings accounts.

18. Salutes Carrier Quiz Winners—When six carriers for the Canton, O., *Repository* were winners in a current events quiz, the paper ran a full-page ad with the boys' pictures and pointed out that "whenever outstanding boys are recognized, *Repository* newspaper-boys, past and present, are among them."

19. Chicks as Awards—Some newspapers have found male baby chicks to be enticing awards for new subscriptions obtained just preceding Easter. Some states, however, have a law forbidding giving chicks as awards to children.

20. Trip to State Fair—The La Crosse, Wis., *Tribune* (circulation 33,534, population 47,535) each year puts on a sales campaign allowing carriers to earn a trip to the state fair.

21. Six-Day Trip to Washington—The Grand Rapids, Mich.,

Herald in a subscription-getting contest had carriers work for a week's visit to the nation's capital.

22. Christmas Party—The Bedford, Ind., *Times-Mail* (circulation 10,201, population 12,562) each year entertains carriers and their parents at a Christmas fried chicken dinner.

23. Carriers' "Happy New Year"—The names of 706 carriers who deliver the Davenport, Iowa, *Democrat* and *Times* (combined circulation 50,094, population 74,549) in Davenport and suburban towns were part of a double-truck "Happy New Year" ad in December 31 issues.

24. Increased Commissions—The Dayton, Ohio, *Daily News* (circulation 154,532, population 243,872) has two major prize campaigns a year to stimulate sales. These campaigns provide increased commissions for boys and counselors.

25. Customers Rate Carriers—In selecting outstanding carrier of the year, the Charles City, Iowa, *Press* (circulation 4,721, population 10,309) carries a rating card in the paper and asks subscribers to grade their own carrier on service, courtesy, dependability and personal appearance.

26. Competition Between Carriers of Two Papers—A baseball team made up of newspaperboys from the Peoria, Ill., *Journal* and *Star* annually plays a team of carriers from the Rockford, Ill., *Star* and *Register-Republic*.

27. Breakfast Canvass—Robert J. Tebbets, circulation manager of the Champaign-Urbana, Ill., *Courier* (circulation 28,610, population 62,397) suggests that carriers attend a breakfast each Saturday morning during the school year and after the meal solicit for an hour or so, with the top producer of each morning receiving a special mystery prize.

28. Carriers Help Worthy Cause—Carrier-salesmen for the Rockford, Ill., *Star* and *Register-Republic* (combined circulation 83,003, population 92,927) collected over \$10,000 in one month for the National Foundation for Infantile Paralysis.

29. Offered Thimble Drome Racers—As an incentive to carriers in obtaining new subscribers, the Champaign-Urbana, Ill., *Courier* gave Thimble Drome Racers as prizes. These all-metal racers, 10 inches long, were reproductions of the famous Offenhauser car and could attain a speed of 80 miles an hour.

30. Carriers Tour Newspaper Plant—Outstanding carrier-salesmen on the Hibbing, Minn., *Tribune* (circulation 8,424, population 16,276) enjoyed a tour of the newspaper plant after a dinner in their honor.

31. Carrier Appears on Radio—A day or two prior to National Newspaperboy Day one of the Canton, Ohio, *Repository's* carriers was interviewed on a widely heard women's program.

32. Turkey vs. Beans—The Grand Forks, N. D., *Herald* (circu-

lation 34,750, population 26,836) added a little fun to the selection of outstanding carriers by conducting a contest between two teams. One team was sponsored by the editor and the other by the business manager. The contest closed with a dinner, at which the winners ate turkey and the losers ate beans.

33. Service Error, Not Complaint — In the circulation department of the St. Louis, *Globe-Democrat* (circulation 310,243, population 856,796) a protest from a customer regarding delivery of the paper is not a "complaint"; it is a "service error."

34. Rewards and Penalties — Each week that a carrier for the Council Bluffs, Iowa, *Nonpareil* (circulation 20,777, population 45,429) has no complaints filed against him, 50 cents is placed in his bank account. For each complaint, 10 cents is deducted to pay the "kick boy" — the boy who takes papers to homes missed by the regular carrier.

35. One-Column Ads Feature Carriers — The Bloomington, Ill., *Pantagraph* carried daily a one-column ad with picture of a carrier and something about his experiences, savings, and hobbies. The heading was "Meet Johnny Jones, One of Bloomington's Young Businessmen."

36. Carrier's Phone Number to Customers — Each carrier for the Logansport, Ind., *Pharos-Tribune* and *Press* (combined circulation 22,043, population 21,031) leaves his telephone number with the subscribers he serves so that if he misses one the customer can call him at home.

37. Discounts as Rewards — The Bloomington, Ill., *Pantagraph* gives carriers discounts on their bills upon the completion of four months, eight months, one year, eighteen months, and two years of service. The longer carriers serve the less their papers cost them.

38. Samples for a Week — The Bloomington, Ind., *Herald-Telephone* (circulation 12,908, population 28,163) obtains from public utility offices the names of families moving into the town and has the paper delivered to them for a week. Then the carriers call at homes for subscription orders.

39. Congratulations to Graduates — In a 3-column advertisement the Janesville, Wis., *Gazette* (circulation 22,693, population 24,899) extended congratulations to carriers graduating from high school. The ad contained pictures of the boys and summaries of their school and newspaper achievements.

40. Help in Fly Control Program — The success of a fly control program was assured when the Mason City, Iowa, *Globe-Gazette* (circulation 25,132, population 27,980) carriers called at every one of the city's 8,400 homes to collect a fee. They gathered in \$2,200 for the program.

41. Gives Theater Tickets as Prizes — The Michigan City, Ind.,

News-Dispatch (circulation 13,913, population 28,395) makes arrangements with local theaters for show tickets at a reasonable rate and gives them as prizes to carriers for obtaining new subscriptions.

42. Calendars With Carriers' Pictures — The Washington, Iowa, *Journal* (circulation 4,185, population 5,902) supplies each newspaperboy with calendars displaying his picture. The boy delivers these to his customers at Christmas.

43. Approach to Newcomers — A campaign to obtain subscriptions from newcomers was conducted during hot and ordinarily dull August by carriers of the Decatur, Ill., *Herald* and *Review* (combined circulation 66,802, population 66,269). Names and addresses of newcomers were obtained from the Chamber of Commerce and the Credit Bureau and were assigned as prospects to carriers.

44. Pay for Carrying Samples — To encourage carriers to throw samples to prospective subscribers, the Moline, Ill., *Dispatch* (circulation 27,343, population 37,397) pays the carrier one cent a day per sample. Thus, the boy who delivers five samples for six days makes 30 cents a week.

45. Banquet With Major League Players — Maximum points for obtaining newspaper subscriptions during a spring drive entitled carriers for the Cleveland, Ohio, *News* to seats at a banquet with the Cleveland Indians.

46. Ten-Minutes-a-Day Plan — The Dayton, Ohio, *Daily News* explains to all new carriers that ten minutes a day devoted to calling on prospects will bring increased earnings, valuable experience, pride of accomplishment, recognition and fun.

47. "Boy Business" — The Burlington, Vt., *Free Press* (circulation 29,196, population 33,155) has an attractive booklet with the title "Boy Business" on its cover. It explains how the *Free Press* carrier-salesman runs his business and describes the privileges he enjoys.

48. Red Necktie Club — The Des Moines *Register* and *Tribune* (circulation 355,089, population 177,965) developed enthusiasm and publicity for carriers by launching a Red Necktie Club. When a carrier increased by two the number of patrons on his route he was eligible for club membership and was given a red necktie to wear as a club badge.

49. Reward for Perfect Week — All carriers on the Jackson, Tenn., *Sun* (circulation 14,677, population 30,207) who have a week of perfect service, receive in addition to base pay and bonus an Incentive Reward of 25 cents. The Incentive Rewards are cumulative and increase 25 cents each week of consecutive perfect service up to a maximum of eight weeks.

50. Certificate of Recommendation — When an efficient and faithful carrier for the Los Angeles, Calif., *Examiner* (circulation 344,633,

population 1,970,358) leaves the organization, he is awarded a Certificate of Recommendation.

51. Carriers' Softball League — The Rockford, Ill., *Star and Register-Republic* sponsor a Softball League for their carriers. A boy must have carried a route regularly for at least 14 days before qualifying as a player.

52. Carrier-Salesmen Workshop — The Beaumont, Tex., *Enterprise and Journal* (combined circulation 88,334, population 94,014) hold an annual Carrier-Salesmen Workshop in cooperation with the Lamar State College of Technology. Service, sales and collections are covered in a businessmen's panel with questions from carriers.

53. "Forty-Niners Club" — The Bloomington, Ill., *Pantagraph* sponsored a "Forty-Niners Club" with gold nuggets for new subscriptions and renewals. The main reward was a trip to the homes of Abraham Lincoln at New Salem and Springfield. Carriers who did not qualify for the trip were paid off at the rate of 5 cents a nugget.

54. Personalized Match Boxes — In a special selling campaign the Topeka, Kans., *State Journal* (circulation 23,347, population 78,791) gave carriers match boxes imprinted with their names and selling copy. The boys gave them to prospective customers.

55. Statements From School Officials — The Flint, Mich., *Journal* (circulation 92,706, population 163,143) obtains statements from school officials testifying to the value of training for carriers and uses these in promotion material.

56. Report Card for Parents — The Moline, Ill., *Dispatch* sends to parents of each carrier a report card showing sales record, accounts billed, money due and service record.

57. Stencils Carrier's Name on Papers — The California Newspaperboy Foundation suggests that a new carrier be introduced to his patrons by stamping his name on papers the day he takes over the route.

58. Appeal for Customer Cooperation — To assist its carriers in making collections, the Hamilton, Ohio, *Journal-News* (circulation 26,716, population 57,951) ran ads in the paper asking subscribers to have small change and bills on hand with which to pay carriers, who seldom have currency or large coins with which to make change.

59. Customers' Letter Contest — "Why I Like My Pantagraph Carrier" was the subject of letters submitted in a subscriber letter contest conducted by the Bloomington, Ill., *Pantagraph*. A series of eight ads using the winning subscribers' letters, their pictures, and pictures of carriers was run at the close of the contest.

60. Develop Prospect List — Before launching a drive for new subscriptions, the Port Huron, Mich., *Times-Herald* (circulation 31,811, population 35,725) asked each carrier to submit a list of non-

subscribers on his route and reasons they gave for not taking the paper. The carriers obtained 125 new subscribers while developing this list for the big selling campaign.

61. Birthday Cards to Carriers — Each carrier on the Canton, Ohio, *Repository* receives a card on his birthday signed by the district advisor. The card simulates the front page of the newspaper with a streamer headline, "Newspaperboy Has A Birthday," and an editorial which notes that "the boys who deliver the *Repository* are the best carrier-salesmen in the United States."

62. Prediction Column for Carriers — The *Young Plainsman*, carrier publication of the Huron, S. D., *Huronite and Plainsman* (circulation 12,207, population 12,788), tells carriers what they may expect to be in 20 years. The author handles the predictions in high school annual style, studies each boy's interests and talents and makes predictions accordingly.

63. A.N.P.A. Tribute to Carriers — A tribute to the newspaperboy has been recorded by the American Newspaper Publishers Association for use by newspapers in local broadcasts. Transcriptions of the broadcast are available at a cost-plus-postage price of \$1.00. Address Cranston Williams, American Newspaper Publishers Association, 370 Lexington Avenue, New York 17, N. Y.

64. A Salute From Head Man — A training manual for carriers of the Cleveland, Ohio, *Plain Dealer* (circulation 308,984, population 914,808) contains a letter from the president of the publishing company addressed to "Our Independent Merchants, the *Plain Dealer* Carriers". "Each one of us is playing an important position," says the head man to his newspaper carriers.

65. For Quiet Sunday Delivery — In a carriers' contest, the Kansas City, Kans., *Kansan* (circulation 29,532, population 129,553) gave extra points for quiet delivery of the paper on Sunday morning.

66. Keep Paper Dry — Water-resistant plastic envelope bags are used by the St. Louis *Globe-Democrat*, The Columbia, Mo., *Missourian* (circulation 3,415, population 31,974) and other newspapers to protect papers delivered by carriers in rainy or snowy weather. The envelopes are imprinted in red with a promotion message, which makes it easy for the customer to spot his newspaper in the snow or on damp ground.

67. Mother's Day Greetings — Each of twelve carriers of the La Porte, Ind., *Herald-Argus* (circulation 11,708, population 17,882) who won in an efficiency contest was given a photograph of himself to present to his mother as a Mother's Day gift.

68. Carriers Today and Yesterday — The Janesville, Wis., *Gazette* presented each week for several months an illustrated feature story concerning a current carrier and a business man who at one time was a newspaperboy.

69. Skating Party With Girls — Carriers of the Carthage, Mo., *Press* (circulation 6,145, population 11,188), their parents and girl friends were entertained at a skating party by the newspaper.

70. "Apples" for the Teachers — In an early fall subscription-selling campaign, the Bloomington, Ill., *Pantagraph* featured an "apple for the teacher" in the form of a year's subscription to the *Pantagraph*. The drive was directed toward new teachers in the public schools.

71. Compliments From Customers — The Fresno, Calif., *Bee* (circulation 95,552, population 91,669) publishes regularly in its carrier newspaper, letters from subscribers paying tribute to carriers for good delivery service.

72. Encourages Carriers To Save — The Battle Creek, Mich., *Enquirer-News* (circulation 36,972, population 48,666) induces its carriers to save money by matching the bank's interest rate. Thereby carriers' savings earn 5 per cent interest.

73. Monthly Efficiency Contest — The Pontiac, Ill., *Leader* (circulation 4,858, population 8,990) conducts a monthly efficiency contest to select the outstanding carrier each month. This provides a good opportunity to rank all carriers in order of their efficiency.

74. Reflector Tape for Bicycles — The South Bend, Ind., *Tribune* has equipped carriers' bicycles with reflector tape as a safety measure.

75. A Family of Carriers — The Piqua, Ohio, *Call* (circulation 9,496, population 17,447) devoted a full-page ad to families that had provided several carriers, honoring the boys and their parents. Special recognition was given to the family whose nine boys had been carriers of the *Call*.

76. Separate Building for Carriers — The St. Paul *Dispatch* and *Pioneer Press* (combined circulation 214,768, population 311,349) and other newspapers have provided special buildings for their carriers. This keeps boys away from plant machinery and the truck zone.

77. Helped 3,000 Boys and Girls — The Royal Oak, Mich., *Tribune* (circulation 40,788, population 46,898) in an advertisement, emphasized the fact that it had been aided by and in turn helped 3,000 boys and girls during its 23 years as a daily. These youngsters, it pointed out, had learned the fundamentals of salesmanship, business and service while earning money for themselves.

78. Vacation-Pak Plan — Carriers of the Fresno, Calif., *Bee* keep vacationers on their lists by explaining to them the *Bee's* Vacation-Pak Plan. Each carrier promises not to let papers pile up on customers' porches while they are away and to deliver to them when they return from vacation all papers published during their absence.

79. Advancement Questionnaire — Carriers for the Oakland, Calif., *Tribune* (circulation 201,308, population 384,575) who im-

prove their service are advanced to higher ranks, but before being advanced they must answer satisfactorily twenty-five questions on selling, delivering and collecting.

80. Turkeys for Thanksgiving — Each carrier for the South Bend, Ind., *Tribune* has the opportunity to earn a Thanksgiving turkey for his family. Over 400 ten-pound birds were given one year to carriers who had increased the number of customers on their routes.

81. Carriers' Transportation Modes — The various modes of transportation used by carriers of the Jackson, Mich., *Citizen-Patriot* (circulation 36,230, population 51,088) made an interesting photographic feature for that newspaper. A story accompanying the pictures pointed out that each carrier is a businessman with a bank account.

82. Paper-Folding Contest — The Charleston, S. C., *News & Courier* and *Evening Post* provided great fun for their carriers at a Christmas Party when they staged a paper-folding contest, offering prizes to those who did the neatest folding in the shortest time.

83. Hayrack Ride for Carriers — The Moline, Ill., *Dispatch* hit a popular note when it arranged an old-fashioned hayrack ride for carriers who had built up their routes in a given time.

84. "Beat the Heat" Offer — A 24-bottle case of soft drinks was offered during July to each carrier for the Battle Creek, Mich., *Enquirer-News* who increased the number of customers on his route by three.

85. Roaming Photographer — The Phoenix, Ariz., *Republic and Gazette* (combined circulation 160,219, population 106,818) have a roaming photographer who drives about the city snapping pictures of front porches where papers have been properly delivered. This stimulates good delivery service.

86. Balloon Race for Carriers — The Minneapolis *Star and Tribune* (combined circulation 497,784, population 521,718) used this plan to make selling popular with their carriers: For every order brought in during a week a carrier was given the opportunity to launch a balloon with a return card addressed to him at his home. All carriers released balloons at the same time on Saturday from the middle of Main Street. It created public interest, made fun for the boys, and brought in new subscriptions.

87. "Beat the Clock" Contest — The Detroit, Mich., *News* (circulation 453,579, population 1,849,568) put out an attractive folder showing various merchandise prizes arranged in clock-face style. For each hour there was a prize for a subscription obtained during that hour.

88. H.S. Course for Carriers — High school credits for carrier training are approved in Chicago schools under the Distributive Education Plan of the State of Illinois. To qualify, a boy must be

either a junior or senior and must spend at least 15 hours in the distribution or selling field. Training includes also telephone communication, collection methods, subscriber relations, newspaper relations, accounting and insurance records.

89. Luncheon for New Carriers — On one Saturday each month the Pueblo, Colo., *Chieftain* and *Star-Journal* (combined circulation 38,666, population 63,685) take boys who have become carriers during the month on a tour of the plant, give them a training period with the circulation manager and district managers, ending with a luncheon.

90. "Cow Hands" in a Roundup — Carriers of the Grand Junction, Colo., *Sentinel* (circulation 15,964, population 14,504) became "cow hands" in a "Maverick Roundup" of new readers. Each carrier was given a "cow poke" handle to precede his name and 634 new subscribers were steered into the corral.

91. Must Have Good School Grades — No boy is allowed to deliver papers for the Elizabeth, N. J., *Journal* (circulation 49,614, population 112,817) unless he has at least a passing grade of 70, and this average must be maintained throughout his tenure. If he fails, he is again eligible when his grades have picked up.

92. Carriers' Activity Bus — The New Bedford, Mass., *Standard-Times* (circulation 62,179, population 109,189) purchased a large orange and black bus for use in its newspaperboy activity program. Printed on each side of it is "Newspaperboys Recreational-Education Program, *Standard-Times*." (See Fig. 8.1).

93. Uses Four Media — The Charleston, S. C., *Evening Post* and *News & Courier* use four media to publicize carrier activities: The *Carrier Headliner*, a weekly mimeographed news sheet sent to ap-



FIG. 8.1 — The New Bedford, Mass., *Standard-Times* uses this bus to transport its carriers on recreational and educational trips.

proximately 600 newspaperboys and distributors, programs on radio station WTAM, and publicity in both Charleston newspapers, which are published in the same plant.

94. Tee Shirts for Carriers—For three new subscriptions, the Niles, Mich., *Star* (circulation 7,708, population 13,145) gave a carrier a Tee Shirt attractively lettered "Niles Daily Star," in appropriate design. The Ardmore, Pa., *Main Line Times* (circulation 15,650, population 1,200) gives to each carrier obtaining two subscribers, a Tee shirt with the paper's name on its front.

95. Branch Stations for Carriers—The Fresno, Calif., *Bee* has branch stations for carriers in all districts of the city. Each district, therefore, has its own headquarters where carriers meet with supervisors and receive their papers for delivery each day.

96. Subscriber's Value Chart—The Bloomington, Ill., *Pantagraph* presented to each carrier a chart showing the value to him of each customer. It revealed that a carrier would have to deposit in a bank \$131.67 to draw the same amount of interest that his profit on a single subscriber amounted to.

97. Carrier Alumni Evening—The Lancaster, Ohio, *Eagle-Gazette* (circulation 14,375, population 24,180) held a "Carrier Alumni Evening," inviting former carriers to meet with the regular carriers in an evening of fellowship and entertainment.

98. Merit Stamp Contest—The Richmond, Ind., *Palladium Item* (circulation 28,257, population 39,539) put on a Merit Stamp Contest, which reduced delivery complaints 20 per cent. Each carrier could earn three stamps weekly by (1) receiving no complaints from subscribers, (2) having papers out of the plant by 5:30 on Sunday mornings, and (3) paying his bill by 2:30 on Saturday afternoon. Carriers receiving 39 stamps were given \$10 and the others were allowed to cash the stamps at 10 cents each.

99. Turtle Derby—The Des Moines *Register* and *Tribune* found that importing turtles from Louisiana was an important way to boost circulation. Carriers were given turtles for so many orders and when all turtles were distributed a turtle derby was held with prizes for the fastest turtles.

100. Carrier Recruiting Plan—The Davenport, Iowa, *Democrat* and *Times* allowed a bonus of \$1.00 to each carrier who brought in a recruit for the carrier ranks.