

"A good collection system helps carriers to keep their subscribers. Regular collections are appreciated by everyone."

— DALE DRAKE,
Circulation Manager,
Longview, Wash.,
Daily News

CHAPTER 12

Collecting for the Newspaper

MEMBERS of the newspaper profession and advertising agencies count as circulation only papers that are paid for, and the Post Office Department requires every newspaper to keep its subscriptions paid. In complying with these regulations, collecting for a paper becomes as important as selling and delivering it efficiently.

Three common forms of collecting for a newspaper are:

1. By letters or notices sent through the mail.
2. By collectors who call at homes of subscribers.
3. By carriers who also sell and deliver.

MAIL COLLECTION WIDELY USED IN RURAL AREAS

Collecting by mail is a common practice for newspapers with large circulations in widely scattered rural areas. This method offers distinct advantages for publishers whose papers are distributed by mail, since expiration notices can be included with the regular mailing, and addressing equipment can be utilized in duplication on envelopes used to send letters or printed matter to the subscriber.

Letters Combine Collection and Renewal

Writing letters to subscribers offers opportunities for building good will and developing a feeling of comradeship with the readers. Letters may be factual, humorous, loaded with sales appeal, or limited to a simple statement that "subscription is due." Replies often are rich in human rewards. They may carry items to be used in the news columns, valuable suggestions for improvement or expansion, and words of praise and appreciation that subscribers seldom would express were they not answering a letter written to them. Many an editor will attest that one brief note of appreciation has given him

the "lift" needed to carry him through an otherwise harried day. This kind of satisfaction is immeasurable, and is one of the rewards of publishing that never can show on a balance sheet.

Publishers and circulation managers use various methods and appeals. Some rely on impersonal, printed matter, others send as many as six letters to a resistant or dilatory subscriber. The variety of selling material used by both weekly and daily newspapers is best revealed by reproducing some of the most successful.

TWO LETTERS GET RESULTS

The King City, Mo., *Tri-County News* (circulation 1,981, population 1,031) has had remarkable success by using but two letters. The first, sent out a few days before the subscription expires, is as follows:

Dear Subscriber:

Will you do us a favor?

Your subscription will expire the first of next month...just a few days from now. We hope you will want to renew it for another year. We try to make the paper better and better and we certainly would not want to lose you as a subscriber, yet we actually boast that one of the best things the TRI-COUNTY NEWS does is stop when your subscription expires.

The favor we'd like to ask is this:

If you ARE planning to renew, won't you please do it BEFORE your present time runs out, rather than a day, or a week, or a month after it runs out? Our reason is selfish, perhaps, but easy to explain...it takes just about one-fourth the work in our office if your renewal is received BEFORE your name has been removed from the mailing galley and your cards removed from our card indexes.

Here is a check, all made out except the date, the name of your bank, and your signature. Also here is a self-addressed envelope which requires no stamp. If you'll sign and mail the check today while it's on your mind you'll be sure of not missing a single issue, and we'll greatly appreciate the favor.

If any accommodation to you, we will gladly hold your check 30 to 60 days. Date it when you want it cashed.

Thanks.

THE TRI-COUNTY NEWS
Louis N. Bowman, Publisher

Beneath it on the same page, with a perforation between, is a universal check made to the *Tri-County News*, and with the letter goes a postage-free, self-addressed envelope. Everything possible is done to make the payment convenient for the customer.

When the time arrives for the subscription to expire and the reader has not made payment, this second letter is sent:

Dear Friend:

Your TRI-COUNTY NEWS stopped "without a struggle" on the first of this month, just as we promised.

If you didn't care for it any more, it's a good thing we stopped it, isn't it? If you aimed to renew and just simply forgot, here's another reminder!

If you failed to renew because you felt you just couldn't spare the money at the moment, we want to take this opportunity to tell you **YOUR CREDIT IS GOOD.**

Our policy is **STOP-AT-EXPIRATION**, and not, necessarily, cash-in-advance. You can owe us the price of a year's subscription if you want to...we just simply don't charge it to you without your knowing it.

Use the attached check if you can. We'll gladly hold it 30 to 60 days if any accommodation...date it when you want it cashed. But if you prefer to owe us, it's perfectly "O.K." with us. Call us up, or write us. We'll mark you up for a year in advance and enter the charge in our ledger and you can pay when it's more convenient.

We hope you want the paper. We work hard on it, trying to make it better and better. We really miss you!

Sincerely,

THE TRI-COUNTY NEWS
Louis N. Bowman, Publisher

At the bottom of this letter, in coupon style, is a check made to the *Tri-County News* and needing only the subscriber's signature.

Bowman says that these letters bring almost 100 per cent return. He believes, as many others do, that best returns are obtained from collection letters written in a friendly, businesslike tone, typical of the warm relationship that should exist between a newspaper and its readers.

FIVE REMINDERS MAY BE NEEDED

Francis Schweinler, publisher of the Mosinee, Wis., *Times* (circulation 1,678, population 1,453) seemingly never gives up until he is certain all of his flock are safe within the circulation fold. He sends five letters before giving up on obtaining renewals. Letter No. 1, sent one month before expiration, follows:

Dear Subscriber:

I got to thinking this week that you'd like to know that your subscription to the MOSINEE TIMES is expiring on the date shown in the little box at the top of this page.

We've decided to call it to your attention this far in advance so that you'll have plenty of time in which to drop into the office, or mail us your renewal, which we are looking forward to receiving, for we do want to keep you among our ever increasing number of readers.

If you'll send in your renewal promptly you will be assured of getting the TIMES without interruption. Just fill out the renewal card enclosed with this note, place it with your check or money order in the postage paid envelope also enclosed and mail it to us.

I want you to know that we are glad to number you among our subscribers, and I'll be looking forward to receiving your renewal to the TIMES in the near future.

Sincerely yours,

Francis F. Schweinler

Publisher

THE MOSINEE TIMES

Notice No. 2 is a printed circular, containing the picture of a hand with a string tied on one finger and this word: "*Just A Friendly Reminder*: Your subscription to the MOSINEE TIMES expires on _____." This notice is sent two weeks before expiration.

Letter No. 3, which is mailed on the expiration date, goes *right to the point*:

Dear Subscriber:

I know you are too busy to read a long letter so we'll
just

skip

down

here

and remind you that your payment for the MOSINEE TIMES is due. For your convenience we are enclosing a return envelope that needs no postage.

Sincerely,

THE MOSINEE TIMES
Circulation Department

Enclosed you will find \$_____. Please extend my subscription for
_____ months.

Name _____

Address _____

Letter No. 4 is sent two weeks after expiration. Its appeal is stronger but in a gentle, rather humorous, tone:

Dear Subscriber and Friend:

You remember the story of the cowboy—

He'd got into a shooting fracas and shot a "dude." The judge sentenced

him to swing. So with pencil and paper he struggled to ask help in his predicament. He wrote a letter which ran like this:

"Deer Jedge:

They are fixin' to hang me Friday, and here it is Wednesday.

Respectfully yours,

Cowboy Bill"

We're in a predicament, too. Your MOSINEE TIMES subscription hasn't been renewed, and the brunette who takes care of the list says she is "fixin'" to pull your address plate. We certainly don't want this to happen.

Your renewal over the year costs less than 5 cents a week.

By not letting your subscription lapse, you are able to follow the news of this community with a confidence and understanding gained only by reading a local paper.

So please don't put off renewing any longer, but stop right now and fill in the renewal order form and get your renewal off to us in the next mail.

And when YOUR renewal arrives, all of us here at THE MOSINEE TIMES will be just as happy as "Cowboy Bill" was when the "jedge" handed him his pardon.

Cordially yours,

THE MOSINEE TIMES
Francis F. Schweinler
Publisher & Editor

Letter No. 5 is sent a month after expiration. With it goes the front page of that week's issue. If the subscription is not renewed a week later, the name is removed from the list. The letter:

Mr. John Jones
R. #2, Box 123
Mosinee, Wis.

Dear John:

I'm sorry- - - - -

Sorry we can't send you any more than the front page of this week's TIMES - - - -

Sorry we had to cut off your expired subscription just at a time when I'm sure you will continue to enjoy the TIMES more than you ever have. And so I hope you will let me start sending you ALL of the TIMES once more — to help you follow the news of this community with confident understanding again.

If you will just fill out the enclosed subscription card and include your remittance with it in the postage paid envelope enclosed — today — I'll see to it that you get another year's enjoyment of the *TIMES*.

Cordially,

Francis F. Schweinler
Publisher

Mr. Schweinler says this series has produced remarkable results.

Statement vs. Sales Appeal

The Oconomowoc, Wis., *Enterprise* (circulation 3,919, population 5,345), like the Mosinee *Times*, uses five notices but the tone of the appeal in its notices is somewhat different from that of the *Times*. C. W. Brown, publisher of the *Enterprise*, believes that the first renewal notice sent to the subscriber should be no more than a direct and simple statement.

"We have experimented with notices and have found that a plain statement far outpulls anything else," he says. "The reader seems to want the same kind of billing that he receives from a store. Selling promotion should be used only on those who do not respond to the statement."

In seeking renewals, the *Enterprise* uses five mailing pieces:

1. Subscription renewal notice in invoice form on colored (not gaudy) bond paper, advising that the subscription will expire at the end of the month. This is mailed on the 8th of the month.
2. Subscription renewal statement on white paper, mailed on the last day of the month together with postage-paid envelope.

STOP NOTICE

With regret, we are stopping your *Enterprise*; not because we want to but we have not received your renewal order required by postal regulations.

Your subscription expired the first of last month, but we have continued to send it to you, believing you wish to renew and have simply overlooked mailing your check.

You will not miss an issue if you send your check now — or phone us to continue.

CHECK THIS CARD NOW AND MAIL IN ENCLOSED POSTAGE PAID ENVELOPE.

- ☐ Enclosed find check. ☐ Don't stop — I'll remit this month.

SUBSCRIPTION RATES (In advance)

Local and Zone One

1 year - \$3.50

6 mos. - \$2.00

Zone Two and Beyond

1 year - \$4.00

6 mos. - \$2.25



Name _____

We want you as a subscriber.

The Oconomowoc Enterprise

—Your NEWSpaper

Oconomowoc, Wisconsin — LOgan 7-5511

8-4

FIG. 12.1 — One of a series of expiration notices used by the Oconomowoc, Wis., *Enterprise*.

3. Subscription renewal statement, similar in form to No. 2 but printed in red ink and saying: "Your subscription expired the first of the month. Mailing regulations require payment in advance."

4. Stop notice (see Fig. 12.1), also printed in red ink, is sent to all those who could not be advised by telephone that "paper will be stopped in 30 days if subscription is not paid."

5. Sales message, headed "HAVEN'T YOU MISSED YOUR ENTERPRISE?" is mailed two weeks after paper is stopped (see Fig. 12.2).

The *Enterprise* never stops a subscription until 30 days after expiration date, so no customer loses any subscription time by the method used.

Renewal Cards Brief but Effective

A subscription renewal campaign, consisting of three postcard notices and a letter, has been used by a number of newspapers with satisfactory results.

The first postcard, printed on white stock, is mailed three weeks before expiration of subscription. It says:

YOUR SUBSCRIPTION EXPIRES THE FIRST OF NEXT MONTH

We trust that you have enjoyed each issue of the HOMETOWN NEWS in which we have tried to bring you the local news of most current interest, educational features, legal and farm news, as well as the savings offered you by local business firms in the advertising columns.

HAVENT' YOU MISSED YOUR ENTERPRISE?

We have missed you as a subscriber.

Surely you want your hometown NEWSpaper. How else would you know all the news? And remember, the merchants' ads offer savings many times the subscription price.

Mail subscriptions cost less, and you have regular dependable delivery.

Why Not Check Below and Mail Your Order Now?

Start my Enterprise

☐ Check enclosed. ☐ I'll remit in 30 days.

SUBSCRIPTION RATES (In advance)

Local and Zone One
1 year - \$3.50
6 mos. - \$2.00

Zone Two and Beyond
1 year - \$4.00
6 mos. - \$2.25



Name _____

Address _____

The Oconomowoc Enterprise

—Your NEWSpaper

Oconomowoc, Wisconsin — LOgan 7-5511

S-5

FIG. 12.2 — Final notice sent by the Oconomowoc, Wis., *Enterprise* to subscribers who have failed to renew.

We feel sure that you have received more than the cost of this newspaper in enjoyable reading and financial savings made by your purchase of advertised merchandise. Please let us have your renewal before the end of the month to insure you against missing a single issue.

If no response is made to the first notice, a second postcard notice is sent on date of subscription's expiration. This is printed on pink stock and is as follows:

YOUR SUBSCRIPTION EXPIRES WITH THE DATE OF THIS CARD

We wrote you last month regarding the expiration of your subscription to the **HOMETOWN NEWS**. Your failure to renew on time was an oversight, we are sure. Therefore we are reminding you again. A matter that comes before you as seldom as the expiration of your subscription to this newspaper is easily overlooked. **SO**, may we suggest that you attend to the matter **NOW** while it's on your mind.

Again we want to call your attention to the real value you are receiving from the small cost of a subscription to this newspaper.

If the subscriber still isn't heard from, a month later another postcard is sent, this one printed on canary stock. It carries this sad note:

THE BEST OF FRIENDS MUST PART ???

We trust that your failure to renew your subscription to the **HOMETOWN NEWS** is not because you do not like to read the news, features, and advertising offered in it. You have been with us too long for it to be that...But "the best of friends must part," since the law does not allow us to send out unpaid subscriptions, even if we were financially able to do so. We must drop your name from our list unless your remittance is received by return mail.

Again we ask you...Where can you get **SO MUCH** for **SO LITTLE** in enjoyable reading as well as the savings offered on advertised merchandise?

If the third card fails to bring a check, the subscriber's name is removed from the mailing list, but he is sent this letter:

Dear Subscriber:

DID YOU MISS OUR VISIT LAST WEEK? (In the form of the **HOMETOWN NEWS**)

We hated to skip your name on our mailing list. Therefore, we decided to write you once more and enclose a return Self-addressed Envelope and a blank check to make it as easy as we possibly can for you to send your renewal. We regret to drop your name from our subscription list because we sincerely believe it to your interest to take this newspaper. In the **HOMETOWN NEWS**, you get a class of news you will never be able to get in any other media...**LOCAL NEWS ABOUT YOU AND YOUR FRIENDS**...To say nothing of the special prices offered you by local business firms through the advertising columns.

DID YOU EVER STOP TO THINK? This newspaper costs you only
—¢ per week. You'll SAVE MORE THAN THAT ON ONE special
offered you on your weekly grocery bill!

The publisher hopes that by this time the addressee will have missed receiving his paper and will want his name reinstated on the mailing list — and often that proves to be true. Four courteous and convincing appeals are hard to resist.

Other Reminder Forms

Illustrations and price reductions sometimes heighten the appeal in renewal notices used by weeklies. Cartoons appear on three notices sent out by the Afton, Wyo., *Star Valley Independent* (circulation 1,615, population 1,319). The first notice is sent a month before the subscription expires, the second about two weeks later and the final notice on the day the subscription expires (see Fig. 12.3).

The Pine Bluffs, Wyo., *Post* (circulation 1,853, population 846) uses three illustrated notices, offering a month free on renewals received before expiration (see Figs. 12.4, 12.5 and 12.6). Accompanying each notice is a blank check on a business reply postcard. Simpler, but nevertheless effective, are the notices (see Fig. 12.7) sent out by the Milford, Del., *Chronicle* (circulation 7,993, population 5,179), Lancaster, N. H., *Coos County Democrat* (circulation 3,236, population 3,113) and Columbia Falls, Mont., *Hungry Horse News* (circulation 3,026, population 1,232).

Unusual language sometimes appears in letters, seeking renewals or collecting for subscriptions ordered in advance. The following jingle, with a pathetic appeal, has been used by some newspapers in obtaining renewals:

I fear we'll have to part,
Although it almost breaks my heart!
I wrote to you, and wrote and wrote,
But no reply to any note!

I really hate to say good-bye
And so I'll make one final try;
To make you see how much you miss
My daily trip, with happiness.

I'd surely miss these trips to you —
And know that you would miss me too.
And so I make this final try
In hopes you will not say good-bye.

It's such a simple little act
To get started coming back —
So why should both of us be sad?
Fill in below — we'll both be glad.



SAVE \$1.00

Your check for \$9.50
will pay for 3 years.

This Is A Bill . . .

Not much of one, though — in these inflated times. It still costs only \$3.50 for a year's subscription to our newspaper.

Your subscription expires this month. So won't you just put your check for \$3.50 in an envelope now and drop it in the mail? Thanks a lot.

Sincerely yours,
Star Valley Independent



SAVE \$1.00

Your check for \$9.50
will pay for 3 years.

THIS IS A REMINDER . . .

Last month we sent you a bill for \$3.50 to renew your subscription to our newspaper.

Guess you overlooked it. So while you have this reminder in your hand, won't you write a check for \$3.50, put it in an envelope and drop it in the mail? Thanks a lot.

Sincerely yours,
Star Valley Independent



SAVE \$1.00

Your check for \$9.50
will pay for 3 years.

This Is "It" . . .

We've sent you two reminders about your subscription to our newspaper having expired.

So far — no reply. So we're making this final plea. Won't you send your check TODAY. Just \$3.50 will keep our newspaper coming to you, without interruption, for a full year. Please mail it now.

Sincerely yours,
Star Valley Independent

FIG. 12.3 — Three postcard notices used by the Afton, Wyo., Star Valley Independent to obtain subscription renewals.

TO MAKE A LONG STORY ... SHORT



Your Post subscription will be expiring before very long . . . and by renewing NOW — a little earlier than you ordinarily might — you can take advantage of the Post's Special Offer of **One Extra Month Free** on renewals received before expiration.

What's more — every additional year you order after the first one will save you 25 per cent on the regular yearly rate. So, the longer the renewal . . . the more you save!

And look what you'll be getting! Week after week you'll receive the Post, chuck-full of all the news of rural Southeastern Wyoming and adjoining sections of Nebraska and Colorado. News about your family and friends.

Yes — all this and more — will come your way without interruption, and at the lowest of subscription rates . . .

. . . but remember . . . this Special Offer closes in just a few days! So, give your budget a break by filling out the attached subscription check for a long-term renewal. It is already addressed and postage-paid . . . then mail it right away!

Thanks,

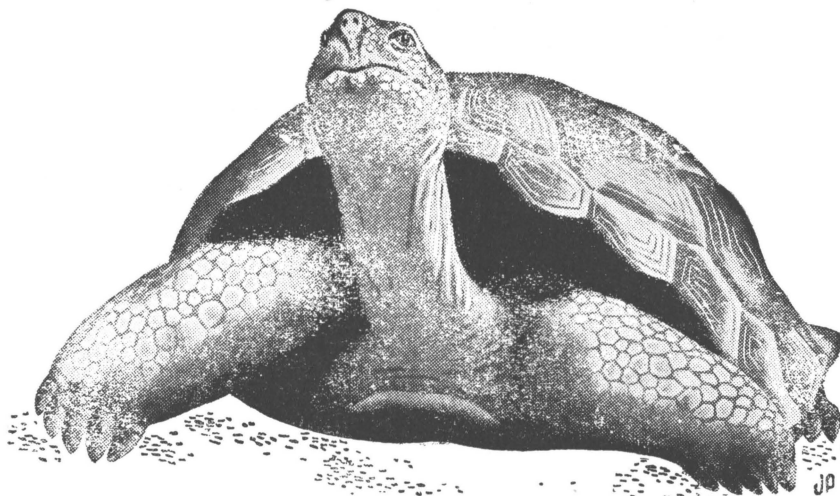
THE PINE BLUFFS POST

By *James H. Lee*

Tear Off Check to Mail — If Address Is Not Correct Please Make Necessary Changes

FIG. 12.4 — First notice of subscription expiration sent out by the Pine Bluffs, Wyo., Post.

Don't Be. Too Slow!



OR YOU WON'T GET YOUR FREE EXTRA MONTH FOR RENEWING BEFORE YOUR EXPIRATION DATE!

You will still have time, though, if you'll fill in the enclosed POST subscription check, and mail it right away. Yes sir, if you mail your renewal right now you'll keep the Post coming without interruption and you'll get the advantage of the Post's Special Offer of One Extra Month Free on renewals received before expiration.

And, look what you'll be getting! Week after week you'll receive the Post, with its big classified section and also chuck-full of all the news of rural Southeastern Wyoming and adjoining sections of Nebraska and Colorado. So, don't delay, send your subscription in today. Just fill in the enclosed blank check for one, two or three years, or mail your personal check or money order in the handy postage-paid and addressed envelope, and you'll still be in time to receive your free extra month's credit.

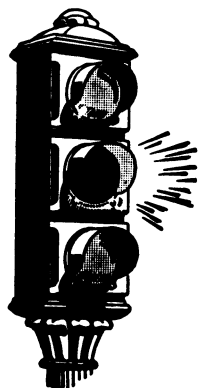
Thanks,

THE PINE BLUFFS POST

- ☐ Three Years \$5
- ☐ Two Years \$3.50
- ☐ One Year \$2

By *James H. Lee*

FIG. 12.5 — Second notice of subscription expiration sent out by the Pine Bluffs, Wyo., Post.



***Your Subscription
STOPS
With This Issue!***

It expired last month and this is the last issue we can send you without a renewal. Just fill in the handy subscription check at the bottom of this letter, or if you prefer enclose your personal check — then fold and mail it TODAY! No postage required.

FIG. 12.6 — Third and final notice sent by the Pine Bluffs, Wyo., Post.

Dailies Bombard Heavily With Letters

Notices used by daily newspapers regarding subscription renewals generally are more lengthy than those put out by weeklies. They are likely to be letters of one, two or three pages, explaining the various features believed by the publisher and his promotion manager to make the newspaper indispensable to its readers. Daily publishers are determined to hold subscribers on the list, and bombard with several appealing mailings.

The Omaha, Nebr., *World-Herald* (combined circulation 250,359, population 251,117) uses five mailings to obtain renewals. The first two and the fourth are letters personally signed by H. A. Shannon, subscription manager, the third is an insert to be used on the day the subscription expires and the fifth is a letter with the signature of Kwiki, a fictitious character used in promoting classified advertising.

MILFORD CHRONICLE PUBLISHING CO.
PUBLISHERS OF
"MILFORD CHRONICLE"
MILFORD, DELAWARE



**Don't
Hold
Back**

Use the self-addressed envelope which is enclosed. No postage is needed.

Subscription to the Milford Chronicle

From 19 to 19

Don't Miss a Single Issue of the Home News

Your Subscription to the Coos County
Democrat or Whitefield Times

has expired

Why Not Mail Your Order for Renewal
At Once . . .

RATES

\$3.50 Per Year in U.S.A.
\$2.25 for Six Months in U.S.A.
\$4.00 Per Year in Canada
\$3.00 Per Year for Servicemen
(on yearly subscriptions only)

SAVE ON THREE YEAR SUBSCRIPTIC

You can save \$1.50 by subscribing for three years.

Just send us your check for \$6.00.

(This offer good only until the 30th of this month, and applies only to
State of Delaware.)

Just a Note . . .

to remind you that your subscription to the
Hungry Horse News expires

Cost of the paper for a year (52 issues) in Flathead
county and Glacier National Park is \$3.50. Elsewhere, \$4.00.

Six month subscriptions are \$2.00 in county and park,
\$2.50 elsewhere.

Thank You

FIG. 12.7 — Expiration notices used by the Milford, Del., **Chronicle**; Lancaster, N. H., **Coos County Democrat**; and Columbia Falls, Mont., **Hungry Horse News**.

Letter No. 1 is sent four weeks in advance of expiration date. Enclosed with it is a form to be filled in, showing whether renewal is for a year, six months, three months or one month, and a circular showing combination rates with 20 or more magazines (see Fig. 12.8), a universal check and return envelope. The letter opens with the

picture of a hand holding a theater ticket and opposite it is this explanation: "One on the aisle...right this way...a big 365-day feature-studded program of exciting and important events is in store for you... It is called 1957!" The letter then continues:

The WORLD-HERALD has a front-row seat reserved for you with late wire-news and pictures of national and international events and local happenings in sports, politics, science, world problems and from the farm front.

Farm Editor Don Muhm offers you the latest information on new farming developments, new equipment, machinery and insect control to help make your work easier and more profitable.

Weather conditions, market trends and the latest Washington policies are covered thoroughly every day. Price listings and analyses of cattle, hog and grain markets help you buy wisely and get the best deal when you sell.

Recipes, menus, cooking and canning tips, shopping hints, the nation's leading comics, want ads and many other articles and features inform and entertain readers of all ages.

This is just part of the big WORLD-HERALD story for 1957.

Your subscription is due for renewal soon. We're reminding you now so you can keep your WORLD-HERALD coming without missing a single issue.

Act now on this renewal offer! Please fill out the order form and mail it today.

If Letter No. 1 fails to bring a response, a second letter is sent two weeks in advance of the expiration date. This letter carries enclosures similar to those with Letter No. 1. Here is the text of the second letter:

What Can You Expect From The World-Herald in 1957?

You can expect complete farm coverage...all the news from Beef Boulevard...complete market quotations on cattle, hogs, grain and commodities...WORLD-HERALD market analyses with vital information that helps you sell profitably and buy wisely.

You'll get Farm Editor Don Muhm's RFD -- a daily column filled with up-to-the-minute information on farming and ranching, high-profit growing and feeding methods and comments on Washington farm policy.

Three WORLD-HERALD News Bureaus in Lincoln, Des Moines and Washington flash exclusive Midwest news to you from 6 to 30 hours ahead of regular news services — a special handling of developments and events important to Nebraska and Western Iowa farmers.

WORLD-HERALD want ads are the Midwest's biggest farmers' market. They steer you to good buys on livestock, feed, tools and machinery.

THE WORLD- HERALD

DOUBLE VALUE Specials

Look over these outstanding combination subscription bargains featured to give you best reading material for lowest prices. Find your favorite magazines on this list and see how much you can save by ordering them along with The World-Herald. Mark "X" before your choice and fill in the coupon today! Mail the whole sheet to The World-Herald. Allow 6 to 8 weeks for magazines to start.

SPECIALS FOR THE FARM FAMILY:

**THE WORLD-HERALD 6 MONTHS (Daily Only)
and YOUR CHOICE OF ANY 3 MAGAZINES \$6.75**
LISTED BELOW FOR ONLY.....

(Includes All Four)

- | | |
|--|---|
| <input type="checkbox"/> American Fruit Grower 1 Year | <input type="checkbox"/> Hoard's Dairyman 1 Year |
| <input type="checkbox"/> American Poultry Journal 1 Year | <input type="checkbox"/> Household 1 Year |
| <input type="checkbox"/> American Vegetable Grower 1 Year | <input type="checkbox"/> Mother's Home Life 2 Years |
| <input type="checkbox"/> Breeder's Gazette 1 Year | <input type="checkbox"/> National Livestock Producer 1 Year |
| <input type="checkbox"/> Capper's Farmer 1 Year | <input type="checkbox"/> Poultry Tribune 1 Year |
| <input type="checkbox"/> Farm Journal-Country Gentleman 1 Year | <input type="checkbox"/> Town Journal 1 Year |
| | <input type="checkbox"/> True Love Stories 6 Months |

IMPORTANT: If You Desire the Sunday World-Herald, Add \$3.50 to This Offer.



THESE FAMILY SPECIALS WILL SAVE YOU UP TO \$6.55

**THE WORLD-HERALD, 1 YEAR (Daily Only) AND ANY 3
OF THESE OLD TIME FAVORITES FOR \$13.45**
.....
(Includes All Four)

From Group A — Select 1 Magazine

- | | |
|--|---|
| <input type="checkbox"/> American Home 1 Year | <input type="checkbox"/> Popular Gardening 1 Year |
| <input type="checkbox"/> Argosy (for men) 1 Year | <input type="checkbox"/> Popular Mechanics 1 Year |
| <input type="checkbox"/> Child Life (10 issues) 12 Months | <input type="checkbox"/> Popular Science Monthly 1 Year |
| <input type="checkbox"/> Children's Digest (10 issues) 12 Months | <input type="checkbox"/> Reader's Digest 6 Months |
| <input type="checkbox"/> Flower Grower 1 Year | <input type="checkbox"/> Redbook 1 Year |
| <input type="checkbox"/> Good Housekeeping 1 Year | <input type="checkbox"/> Screen Stories 1 Year |
| <input type="checkbox"/> Look 1 Year | <input type="checkbox"/> Sports Afield 1 Year |
| <input type="checkbox"/> McCall's 1 Year | <input type="checkbox"/> Today's Health 1 Year |
| <input type="checkbox"/> Modern Romances 1 Year | <input type="checkbox"/> TV Radio Mirror 1 Year |
| <input type="checkbox"/> Modern Screen 1 Year | <input type="checkbox"/> U. S. Camera 1 Year |
| <input type="checkbox"/> Outdoor Life 1 Year | <input type="checkbox"/> Woman's Home Companion 1 Year |

From Group B — Select 2 Magazines

- | | |
|--|--|
| <input type="checkbox"/> American Fruit Grower 1 Year | <input type="checkbox"/> Hoard's Dairyman 1 Year |
| <input type="checkbox"/> American Girl 1 Year | <input type="checkbox"/> Household 2 Years |
| <input type="checkbox"/> American Poultry Journal 2 Years | <input type="checkbox"/> National Livestock Producer 2 Years |
| <input type="checkbox"/> American Vegetable Grower 1 Year | <input type="checkbox"/> Parents Magazine 6 Months |
| <input type="checkbox"/> Breeder's Gazette 1 Year | <input type="checkbox"/> Photoplay 1 Year |
| <input type="checkbox"/> Capper's Farmer 2 Years | <input type="checkbox"/> Poultry Tribune 2 Years |
| <input type="checkbox"/> Catholic Home 1 Year | <input type="checkbox"/> Town Journal 1 Year |
| <input type="checkbox"/> Christian Herald 6 Months | <input type="checkbox"/> True Romance 1 Year |
| <input type="checkbox"/> Farm Journal-Country Gentleman 1 Year | <input type="checkbox"/> True Story 1 Year |
| | <input type="checkbox"/> Wallace's Farmer 1 Year |

IMPORTANT: If you desire The Sunday World-Herald, add \$7.00 to this offer.

THE OMAHA WORLD-HERALD (DAILY ONLY)

Good Housekeeping
Living for Young Homemakers
Town Journal

Value \$19.50—You Save \$5.65

all four for
1 year only

\$13.85

THE OMAHA WORLD-HERALD (DAILY ONLY)

Popular Science
Colliers (Bi-Weekly)
Farm Journal-Country Gentleman

Value \$18.40—You Save \$4.90

all four for
1 year only

\$13.50

HERE IS OUR SUPER VALUE OFFER...

THE OMAHA WORLD-HERALD (Daily Only)

Woman's Home Companion—Redbook—Photoplay—
Farm Journal-Country Gentleman

Value \$20... You Save \$6.05

All Five for
1 Year Only **\$13.95**

EXTRA SPECIAL OFFER

THE OMAHA WORLD-HERALD (Daily Only)

McCall's—Look—Wallace's Farmer

Value \$18.00... You Save \$5.90

All Four
for Only **\$13.10**

**CHECK OTHER SIDE
FOR MORE BARGAINS
WITH
THE WORLD-HERALD**

FIG. 12.8 — An announcement by Omaha, Nebr., World-Herald of combination rates with magazines. This is used as an insert with letter seeking subscription renewals.

The WORLD-HERALD offers you complete coverage on high school, college and professional sports.

The Women's pages are a constant source of valuable information on food preservation, menus, recipes and shopping tips. The nation's leading comics and many other features mean pleasure and profit for yourself and your family.

In short, you can expect ALL the big 1957 news from the BIG newspaper.

Your subscription expires soon. Act now to keep your WORLD-HERALD coming.

Enclosed is a list of combination offers for your favorite magazines and the WORLD-HERALD at money-saving prices. Take advantage of this big bargain opportunity. Check your selections on the enclosed order form and mail it with your check today.

If desired results still are unobtained, a third notice is sent on the day when the subscription expires. It suggests immediate action in the following words:

Last Copy! Your Subscription To The WORLD-HERALD Expires With This Copy, but . . . You Can Renew Today! ACT NOW!

Keep the WORLD-HERALD coming! Fill out this handy subscription renewal coupon NOW! Put it in the mail with your check or money order TODAY! We'll start your WORLD-HERALD again as soon as we receive it.

If your mail subscription salesman has accepted your renewal, or you have already mailed in your order, please accept our thanks and disregard this notice.

A subscription order blank is at the lower right hand corner for easy clipping and mailing.

A wait of only three days takes place when another letter is sent, this one recognizing the fact that the addressee probably has been busy and just neglected to send in renewal order. At the upper right corner of the letter is the picture of a beaver gnawing a log. This is the message:

He's probably as busy as you were about a month ago when you received our notice that your WORLD-HERALD was about to expire.

After all, most WORLD-HERALD readers are busy. They are active, alert people who depend on the WORLD-HERALD for the BIG news and information important to Nebraska and Western Iowa residents.

It's a good guess that your family, like a quarter-million others in the Midwest, depends on the WORLD-HERALD for farm and ranch information, weather reports, the latest Washington policies, and prices, trends and analyses of cattle, hog and grain markets.

WORLD-HERALD want ads, recipes, menus, canning tips, the nation's leading comics, household hints and many other features and

articles are a daily source of valuable information and entertainment for every member of your family.

It's a good guess, too, that there's a good reason why you haven't sent in your renewal. If the delay is a matter of finances, you can solve that easily. Look over the enclosed rate card. The **WORLD-HERALD** comes in sizes to fit every purse. If the full, 12-month subscription price listed on the card is larger than you'd like to handle right now, try the six-month or the three-month subscription offer.

Choose the subscription that suits you best. Fill out the enclosed order form and mail it today. If you don't care to send a check or money order now, we'll bill you and send a statement later.

But, act now while you're thinking about it. Start the **WORLD-HERALD** coming again!

If, after four notices, the subscriber still fails to respond, a final appeal is made in the name of **KWIKI**, a familiar figure in the *World-Herald's* want ad promotion:

"Hi, Neighbor," says **KWIKI**, "You've probably seen me in the **WORLD-HERALD** now and then. I sell want ads. But I'm not selling today. I just thought I'd drop you a friendly line and pass on a few facts I happened to find out about the **WORLD-HERALD**."

"For instance, it's a fact that you get more for your newspaper dollar with the **WORLD-HERALD**. By actual count, the **WORLD-HERALD** gives you MORE state, MORE national, MORE international news than any one of the 10 other leading newspapers in the Midwest! Eight wire news services work around the clock to bring you the latest, up-to-the-minute reports and pictures -- delivered to your mailbox on the date of publication.

"Man, that's impressive! ... And you get the combined talents of many trained correspondents who collect and write local, farm, business, political and sports news for folks in Nebraska and Western Iowa.

"And **WORLD-HERALD** Want Ads! Well, I hate to boast, but my classified section just happens to be the biggest farmers' market in the Midwest! Want ads steer you to bargains in machinery; they locate good buys in livestock, feed, tools. They carry auction sale news. To the farmer who uses them, the want ads alone are worth the price of a **WORLD-HERALD** subscription.

"Speaking of subscriptions, the folks around here tell me you've been without the **WORLD-HERALD** for ten days now. My gosh!

"Say, I'll just pop a renewal order form in with this letter while I'm at it. You'll probably want to enjoy the newspaper read in a quarter-million Nebraska and Western Iowa homes.

"Don't bother about enclosing a check or money order if it's not convenient. They'll send you a statement later. But act now! Start the **WORLD-HERALD** coming again today."

With these five letters the *World-Herald* obtains renewal orders from 70 to 80 per cent of the persons addressed, according to H. A. Shannon, subscription manager.

REGULAR COLLECTORS COMBINE SERVICES

Some newspapers prefer to have all of their collecting done by regular collectors. These may be men who have other work around the plant, and spend only part of their time collecting, calling on customers when the subscriptions become due. This method is practical for small dailies and weeklies, particularly in communities where the collector knows the subscribers personally, for he may gather news that otherwise would not have been available, and can in many ways win the good will and cooperation of the readers in developing an even better paper.

Larger newspapers often have collectors working entirely on a commission basis who organize their territories so they conveniently contact each subscriber once a month, and call on new prospects in their area. These newspapers favor having an adult, rather than a youngster, handle the combined services of collecting money and pushing sales, because it eliminates many details in the promotion department, and keeps these important functions in the hands of responsible, trained personnel.

Newspapers that have adopted the "little merchant" plan for their carriers are enthusiastic about the valuable training afforded the carrier-salesman when he has to be responsible for collecting as well as delivering.

Arguments on either side are convincing, and the proponents of each method have set forth the advantages and disadvantages as follows:

USING CARRIER

ADVANTAGES

1. The boy delivers more carefully because collections depend on service he gives.
2. The boy is more anxious to sell subscriptions because that increases amount of collections.
3. The carrier serves a smaller group and contacts them more readily.
4. The boy receives valuable training through collecting.

DISADVANTAGES

1. With school activities, it is hard for a boy to find time to do a good job of collecting.
2. May become easily discouraged when collections are hard.
3. A boy may be tempted to use for personal pleasure the money that should be used in paying paper bills.

USING COLLECTOR

1. An adult knows better than a boy how to deal with adults.
2. The collector is a specialist giving his attention solely to one task.
3. Patrons may respond more readily to him than to a boy.
4. An adult knows better than a boy how to deal with a hard customer.

1. Collector, not familiar with delivery, may not understand complaints.
2. A good collector is hard to find.
3. One who does nothing but collecting is not interested in selling or delivering, all of which are importantly related.

CARRIER-COLLECTORS GET VALUABLE EXPERIENCE

Collecting is the culmination of all efforts put forth by the carrier under the "little merchant" plan. He derives no profit from selling and delivering until he collects. He realizes also that the amount of money he collects depends on the number of subscribers he obtains, the way in which he sells them and the kind of delivery service he gives.

Efficient Collecting Adds Subscriptions

The boy who will add a few customers each week will see his collection totals climb. If, in a businesslike way, he sells people on the merits of the newspaper, he likely will hold them as subscribers and that helps to keep his collections stable. Perfect delivery also helps. When a paper is delivered on the porch by the door regularly, the subscriber feels obligated to pay promptly. By exact test, a boy who gave perfect delivery was able to collect twice as much money as a boy who had previously given poor delivery on the same route.

Successful collecting by carrier depends on: (1) preparation, (2) regularity, (3) persistence, (4) courtesy and (5) promptness.

When a carrier goes to collect he should have with him all the equipment he may need, including a collection book, a sharpened pencil, extra receipt cards, a punch and necessary change. Without the collection book the boy will not be certain of the amounts subscribers owe and customers will not be inclined to pay. The type of collection card furnished by the Cleveland, Ohio, *Plain Dealer* (circulation 308,984, population 914,808) gives the carrier a complete record of each customer (see Fig. 12.9). Extra receipt cards are necessary for subscribers who have lost their receipts. The denominations of change needed are determined by the nature of the collections to be made.

Lloyd Smith, in his book *Newspaper District Management*¹ says that boys need to be shown how the ideal carrier collects, how he rings the bell or knocks with his knuckles. He never knocks with his punch or a coin or his collection book. He has the collection book open at the subscriber's account. He knows the amount she owes. He knows where his change is. He has his punch ready. The way he acts when he goes to collect has much to do with his success at collecting.

Carriers should collect from their customers at regular intervals — on certain days and hours so that the customers may be ready to make payment when the carriers call. When possible, collections should be timed to harmonize with the subscribers' pay days or when they have the money.


¹ Lloyd Smith, *Newspaper District Management*, p. 88.

Collection

You should have a card on your ring for every customer who receives a paper.

FRONT

WEEK STARTS MONDAY		JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				
ENDS SUNDAY		7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24



THE CLEVELAND PLAIN DEALER

CARRIER COLLECTION CARD AND SUBSCRIBER'S RECEIPT

Address 1267 Winton Rd. Suite UP

Name John Doe

Start (date) Jan. 1st.

Stop (date) _____ Place Paper Milk Box

THIS IS YOUR
RECEIPT

District No.	Route No.	WEEKLY AMOUNT	PREPAID	COLLECTION DAY	DAILY	SUNDAY
12	51	\$5	No	Thurs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

JUNE		MAY		APRIL		MARCH		FEBRUARY	
29	22	15	8	1	25	18	11	4	27
20	13	6	30	23	16	9	2	23	16

HARD TIMES
CASH IN A
HOT MARKET
PLAIN DEALER

JANUARY

FRONT—Important Instructions.

- FRONT—Important Instructions.**
- 1—Make out one card (see sample) for each customer on your route.
 - 2—If you do not place a card for each customer on your ring, your book-keeping system will fail and your profits will suffer.
 - 3—Add a card to your ring each time you obtain a new customer.
 - 4—Give each of your customers a blank card.
 - 5—When you obtain a new customer, call office, MA 4500, ask for circulation—add the paper.
 - A—If a Sunday only—Place .15 in weekly amount box.
 - B—If a Daily only—Place .30 in weekly amount box.
 - C—If a Daily and Sunday—Place .45 in weekly amount box.
 - D—If customer pays office—Place initials P. P. in box.

- 5—When you obtain a new customer, call office, MA 4500, ask for circulation—add the paper.**

- A—If a Sunday only—Place .15 in weekly amount box.**
B—If a Daily only—Place .30 in weekly amount box.
C—If a Daily and Sunday—Place .45 in weekly amount box.
D—If customer pays office—Place initials P. P. in box.

BACK

Cir. Form 141

TO THE SUBSCRIBER

When shipping your paper for vacation or another reason, please fill out below and give to Plain Dealer Clerk.

You will receive a favor by presenting this card and insist upon having it reached every time a payment is made. If you are unable to pay at the time of delivery, please inform us by postal card or letter. We will be glad to accept cash or check if satisfactory, please inform us by postal card or telephone Home Delivery Dept., Main 4506.

WHY SUBSCRIBER STOPPED

IF MOVING, GIVE NEW ADDRESS	
Address _____	
City _____	State _____
Temporary Stop _____	
Resist Date _____	

GABRIEL NAME
Bull Jones

ADDRESS
1300 Grand Ave.

Dist. No. *12* | Route No. *51*

- 1—When a customer stops delivery,
place the reason on the back of
the card.

FIG. 12.9 — A page from the Cleveland, Ohio, **Plain Dealer** Manual, instructing carriers how to handle collection cards.

The carrier should not easily give up when he has difficulty in making collections. He should use every means to obtain what is owing. When a subscriber is slow in paying, the boy should ask her to set up a definite time when he can call for the money. The essential thing then is that the boy make his call-back at the appointed time. If he fails in this, the subscriber feels justified in putting him off again. Whenever a carrier is unable to collect, he may seek the advice of his district supervisor, who is always ready to give counsel in difficult situations.

The carrier should be persistent, but always courteous. He may be treated unfairly sometimes and become badly ruffled but he should not show his temper or do anything to bring disfavor upon himself or the newspaper he represents. Only in this way can he work toward a solution of his problem.

Handling Accounts Gives Business Training

Under the "little merchant" plan, there is a double problem of collecting. Carriers buy the papers from the newspaper organization and sell them to their customers. The carrier has the responsibility of collecting from his customers, and the newspaper must collect from the carriers and it is just as important for carriers to pay promptly as for subscribers. The carrier is given a statement each week or each month for the papers he has purchased during the preceding period. When he pays his bill promptly the publisher knows that he is keeping up with his collections from customers. If he is behind in his payments, he likely has neglected the collecting job. It is important, therefore, for the circulation manager to see that carriers pay their bills promptly.

Some newspapers have instituted the "Carrier Checking Account Plan," which encourages carriers to keep their collections up and to pay their bills at the office promptly. This plan is beneficial because: (1) it stimulates an interest in collecting and in paying bills, (2) it gives the boys an opportunity to learn how to handle a checking account as part of their training as young businessmen, and (3) it eliminates extra help required to count the cash, especially the small change turned in each week or month by the carriers. The Williamsport, Pa., *Sun-Gazette* (circulation 28,327, population 45,047) has used this plan for several years and likes it. The steps taken in instituting were:

1. The newspaper contacted the banks of the city and explained that it wanted each of its carriers to become a bank customer with a small checking account and that the newspaper would pay all service charges that might be imposed. The banks agreed to cooperate.

2. The newspaper printed check books, each book containing ten printed checks made payable to the *Sun-Gazette* Company. The

words, "Carrier Agent Account" were printed on the left margin of the check to avoid being confused with other checks and to prevent their being used to pay other accounts. Stubs were provided for the carrier's records.

3. The carriers were invited to a luncheon to hear full details concerning the plan.

4. At the luncheon each boy was given an envelope containing sample checks for each of the banks, a bank deposit slip, coin wrappers to accommodate all coins from one cent to fifty cents, a mimeograph letter explaining in detail how he should proceed in opening his account at the bank, and a letter addressed to his parents listing the advantages of the plan to the carrier and also to parents.

"We were careful to see that every boy understood how to handle his bank account," says David N. Smith, circulation manager. "By means of a greatly enlarged model check, hanging from the wall, we showed the carriers exactly how a check should be written. One of our circulation staff also explained the procedure to be followed in opening a checking account at the bank of his choice — usually the one nearest his home."

When a *Sun-Gazette* carrier gives up his route, he is required to close out his account at the bank and to turn in any remaining checks he may have in his book. The new carrier has the checking account explained to him by a circulation department representative. If the new carrier makes any mistake in writing his first check, he receives a letter from the newspaper showing exactly how the check should have been written.

The checking account system simplifies work in the business office, according to Smith. On each Wednesday morning, the mailing department addresses a bill head to each of the city carriers. On Thursday morning the statement form is filled in, showing the number of copies received by the carrier, the amount due for those copies and any extra charges or credits. The statements are mailed out on Thursday afternoon in government-stamped window envelopes containing business reply envelopes. They are delivered to the carriers on Friday morning. The carrier starts his weekly collections on Friday night after he has finished delivering his route and completes the collections on Saturday morning. This allows him time to get to the bank and make his deposit before the bank closes at noon. He then writes out his check to the newspaper and delivers it or mails it to the newspaper office.

TIME-SAVING METHODS

The Gastonia, N. C., *Gazette* (circulation 20,037, population 23,069) imposes a penalty when a carrier does not pay for his papers within four days after statement is issued. The statements are sent

out on Friday afternoon and most of the collections come in on Saturday and Monday. If the carrier does not pay his account by 6 P.M. on the following Tuesday he is charged an extra rate for his papers.

Most carriers make payments to the driver who delivers their bundles, instead of at the office. The statement form used by the *Gazette* is on the back of a heavy manilla envelope, 4 inches wide and 7½ inches deep. It is as follows:

GASTONIA GAZETTE

Cir. Dept.	Gastonia, N. C.
For week ending.....	
If account is not paid by	
6 P. M. Tuesday	
\$.....will be added to statement	
.....Copies	\$.....
Outstanding balance	\$.....
Bond or Savings	\$.....
Misc. Charges	\$.....
Insurance	\$.....
Less Credit on	
Office pay subs.	\$.....
Net Amount due	\$.....
Amount enclosed	\$.....

Place Money in Envelope

A receipt will be given when paid. It will be checked in our office. If found incorrect you will be notified.
THIS ENVELOPE IS FOR YOUR CONVENIENCE. Use it.
Will Save Time for you and us.

This is mailed to the carrier on Friday. After he has made his collection he writes the amount on his statement, seals the envelope and delivers it to the driver or at the office. He is given a receipt for the amount shown on the back of the envelope. The money is carefully checked in the office — if the money is short the carrier is notified the next day; if the amount is over, he is credited that difference on his account the following week.

“We find this envelope-statement form a great timesaver,” says W. R. Upton, circulation manager. “Until we adopted it we were having quite a bit of difficulty. The drivers would have to count out the payments from the carriers and give a receipt for the money. This delayed the driver in making his deliveries to the carriers and delayed the carriers in getting started on their routes. All this is now eliminated. Receiving payments at the office also is much easier. Before adopting this method we had several at the circula-

tion desk to pay at one time and it caused so much delay, having to check all payments before the carriers could leave. All of our circulation staff appreciate this system of collecting from carriers."

The Sharon, Pa., *Herald* (circulation 22,896, population 26,454) uses a similar plan, which saves much time on checking-in days. Under the old plan, three check-in windows were in operation on Saturday mornings to receive money from the carriers. The carrier stepped to a window, asked for his weekly bill, turned in a fist full of assorted currency and coins, and waited for the checker to count the amount due. This method required three persons to man the windows and two to wrap coins and bundle currency for deposit. Now each carrier has a 6 x 9 money bag, stamped with the route number. He steps up to the check-in window and asks for his bag which contains the bill for the week. He then counts out his own money in payment of his account, encloses it in the bag, turns it in at the window and is free to leave. The benefits from this plan are:

1. Reduction in Personnel: One checker is required at the window instead of three. One person prepares the cash for deposit assisted by the checker whose work at the window is soon completed. Required personnel has been reduced from five to two.

2. Time Saved: Instead of five people spending four to five hours each Saturday morning, two persons perform the entire task, from check-in to deposit preparation, in two and one-half hours.

3. Carriers Benefit: The carrier assumes the responsibility for placing the correct amount in his bag before turning it in. Any error is called to his attention on the following week's bill. Each boy takes personal pride in turning in the correct amount and very few errors have been found. No longer is there a line of carriers awaiting their turns at three separate windows. The boy is tied up only as long as it takes him to take care of his own money bag and turn it in. Press time on Saturday is 1 P.M. A relatively free Saturday morning for the carrier makes for punctuality on Saturday deliveries.

CARRIERS POST BONDS

As a guarantee of payment for papers sold to carriers, most papers require the carrier to post a bond equal to about three times the amount of the weekly paper bill. In some cases, this bond provision is simply a guarantee signed by the boy's parents, but usually it is a cash bond. This may be taken care of in a full down payment or an installment basis of 50 cents to \$1.00 a week. Usually carriers are privileged to pay in any amount of bond money they desire, and some deposit much more than the amount required. In this way the

newspaper becomes a sort of savings bank for the carrier. The boy may draw out money as he needs it from time to time, just so he keeps enough on deposit to meet the bond requirement.

When a new carrier comes on a route, it is always important to have the retiring carrier make a complete accounting. In order to avoid any misunderstanding between the old and the new carrier the Hammond, Ind., *Times* (circulation 52,547, population 87,594) requires the two to sign a route transfer agreement, the text of which begins with: "We, the undersigned, do hereby agree this day to the transfer of Route No. _____ from _____ to _____. The carrier collection book for Route _____ on this day reflects the following financial status." Then there is blank space, in which the retiring carrier must list the names of customers who owe money or who have paid in advance and amounts. At the bottom of the sheet is a recapitulation, showing amount to be collected that is owed to each carrier and the amount collected in advance owing to the new carrier. It is signed by both carriers and by the circulation manager.

Encouraging Promptness

In various ways carriers may be encouraged to collect promptly from their customers and keep up with their payments to the newspaper office. The Fresno, Calif., *Bee* (circulation 95,552, population 91,669) grades it carriers by districts according to how well they pay their bills in full by the fifth of each month. In its carrier newspaper it gives the rating of all districts that score 90 or above. On one of its collection record charts appeared this:

THE LADDER TO SUCCESS

100%	I did.
90%	I will.
80%	I can.
70%	I think I can.
60%	I might.
50%	I think I might.
40%	What is it?
30%	I wish I could.
20%	I can't.
10%	I won't.

WHERE DID YOU RANK?

In promotion material prepared by the Fresno *Bee* for carriers, the circulation department seldom scolds but it often gives the boys

a "pat on the back." It is the better way to get the idea across. For example, the following:

BECAUSE HE KNOWS HOW TO COLLECT PROPERLY

His winning smile and courteous manner make his familiar words of "Collect, please," more of a friendly greeting than a collection request. And, his business-like methods save time and assure satisfactions to both himself and the customer.

Quickly he names the amount, marks the receipt, counts the correct change, and comments upon the current news story or coming special feature. Politely he thanks the customer for her patronage and prompt payment and hastens on his way.

He will call at the home of his next subscriber and be just as cordial, just as business-like and will be received with the same friendly spirit.

He is a newspaper boy who is popular and well liked by all his customers because he knows how to be tactful in the one phase of route carrying where so many fellows fall down. He knows how to collect properly.

OTHER METHODS OF COLLECTING

Newsstands and dealers either pay by mail or to supervisors for papers purchased during the month, according to their contracts. Street salesmen may pay for papers as they receive them or be favored with weekly or monthly billings.

Circumstances peculiar to community customs or to the varying needs of individual subscribers will present problems that must be solved to the satisfaction of the customer, even when such handling may complicate the established method of collecting.

Collecting for Phone Orders

Persons who phone in orders for the paper sometimes present a collection problem. Mail subscriptions are supposed to be paid in advance, but when a person phones in ordering the paper, few publishers will demand payment before starting delivery—usually they start the paper immediately and mail a statement later.

The Springfield, Mo., *News-Leader and Press* (combined circulation 57,152, population 66,731) handles such cases by mailing to the person in question a combination letter and statement, thanking him for the subscription and telling him that the newspaper will leave his name on the mailing list for ten days in order to give

him time to send in his remittance. George Woomer, circulation manager, says he receives almost 100 per cent remittance. In some instances a longer term subscription is ordered than the one previously requested.

Collecting at Office

Most newspapers using carrier delivery and collecting like to hold to a minimum the number of prepaid subscriptions. Some, in fact, will not permit payment being made at the newspaper office for three months, six months or a year in advance, because it makes extra bookkeeping and causes the carrier to become confused in his accounts. The Columbia, Mo., *Tribune* (circulation 9,930, population 31,974) receives no payments at the office from customers living in the city. All collecting is by the carriers and all subscriptions begin on the first of a month. The carrier collects monthly from his customers.

W. W. Bonds, circulation manager of the Kannapolis, N. C., *Independent* (circulation 10,775, population 28,448) says he has tried for the past six or seven years to get rid of prepaid subscriptions but has not been very successful. "We have been able to cut down our total about 50 per cent, but still we continue to accept a few new ones," he says. "At the present time we have a total of 10,600 paid circulation, and of this figure we have 190 prepaid subscriptions. This gives a percentage of 1.8 prepaid subscriptions. We try to get our customers to pay the carrier. If they still contend they wish to pay through our office, we will accept their money. We do not care to antagonize any person who can and will pay a year's subscription in advance."

"We accept payments from subscribers in any way they want to make them," says R. Frank Mundy, circulation manager of the Greenwood, S. C., *Index-Journal* (circulation 9,169, population 13,806). "We have a clause in our carrier agreement which specifies that advance payments for over five weeks will be turned over intact and not be mingled with the carrier funds. Then we give full credit to the carrier. We make no deduction for handling prepaid subscriptions. The carrier has a pink slip in his book for prepaids. The pink slip is different from the white weekly and monthly slips. It shows the route number, subscriber's name, address, expiration date, and states that the carrier receives credit on his bill each week until expiration. The copy the carrier has is the original; the carbon is kept in his prepaid file at the office. Each week we count the prepaid slips on each route and at the same time take out those expiring during the week for which the bill is being made out. The carrier then has a place on his bill showing the number of prepaids and the amount deducted from his bill."

The Charleston, S. C., *News & Courier and Post* (combined circulation 87,873, population 70,174) bill prepaid subscribers from the office quarterly, semi-annually or annually, and the carrier receives credit for delivery on a weekly prorata basis. The newspapers deduct one cent a week for each subscriber, which allows 52 cents a year to cover the cost of billing. Advance payments must be for at least three months.

ACCURATE RECORDS ESSENTIAL

Successful collecting, whether by personal contact or by mail, depends to a great extent on careful records. Every precaution should be taken to see that all credits are properly entered. No subscriber enjoys being told he is in arrears when he is not, even if it is explained to be an error.

Courteous, prompt and otherwise efficient handling of collections is important in building newspaper circulation and maintaining it at a high level.