Advertising effect of circulation on, 1-3, 33, 224, ABC, see Audit Bureau of Circulations 257, 286, 324, 344, 349-51 Abey, Joseph A., 172 income from, 3-4, 223 Accounting influence on circulation, 24, 344, accuracy, 55, 289, 295 349-51card index system, 295-310 reader interest in, 33, 125 charge sheet, 306-8 regulations regarding, 334 driver's sheet, 306-8 Advertising agencies' study of circuequipment, 43, 295-310 lations, 2 galley proofs used in, 295 Advertising department cooperation, hand-recording system, 295-98 349 - 51Kardex system, 310 Afton, Wyo., Star Valley Independent punched-card system, 309-10 Bargain Day, 141 Quarterly Recapitulation Record, collection notices, 200-1 293, 302-3 Agency Manager, 46-47; see also Disrequirements, 288 trict Manager Accounts Airplane delivery, 36-37, 43, 55, 178, advance payments, 219-20, 288, 291-185 - 86Allentown, Pa., Call and Chronicle carriers', 210-20, 288-91, 299-300, punched-card accounting, 309-10 303 - 4vending machine sales, 148-49 dealers', 288-91 Ambler, Pa., Gazette, use of conveyor, mail subscription, 288, 292 six categories, 288-89 American Academy of Political and Activity bus for carriers, 120 Social Science, Annals, 22 Addressing American Newspaper Publishers Assoby machine, 155-56, 173-74 ciation speed essential, 153 publications, 342 Addressograph, 156, 173 research, 355 Advance payment, handling, 219-20, tribute to carriers, 117 288, 291-93 American Press, 2 Advancement program American Press Institute, 185 for carriers, 106-8 Ames, Robert P., 2 for district advisors, 108-9 Anniversary editions, 253

Antitrust suit decision, 341 Ardmore, Pa., Main Line Times carriers' prizes, 121 carriers' profits, 63	Automobile delivery, 51, 178–80, 183–85 Awards carriers', 102–9, 111–15, 274, 347
delivery methods, 182	farm youth, 274
Area Agent, duties, 44, 51; see also	Gannett, 102
Country agencies, District Man-	H.S. correspondents, 274
ager	Ayer, N. W., & Son's Directory of
Area Supervisor, duties, 51	Newspapers and Periodicals, 320-
Arrears, subscriptions in, 285, 293, 303	21
Assistant Circulation Manager, duties,	В
40–51, 57–58	Bailey-Krehbiel Agency, 7
Atlanta, Ga., Journal and Con-	Balloon race for carriers, 119
stitution	Baltimore, Md., Sun, mail-room plan,
slogan, 250	176
teen-age news, 266, 268	Bank accounts, carriers, 111, 213–14
word game results, 237	Barnhart, Thomas F., 359
youth activities, 272	Baseball
Auburn, Nebr., Press-Tribune and	banquet with major league club, 115
Nemaha County Herald, mail-	contest for carriers, 113
room efficiency, 156	league for carriers, 76, 259
Auburn, N. Y., Citizen-Advertiser, 70	promotion of, 259
Audit Bureau of Circulations	training in, 271
audit costs, 285–86	Basic price, defined, 276
audit report by, 279–83	Basketball, sponsorship, 76, 272
auditor, duties, 281-83	Battle Creek, Mich., Enquirer-News
breakdown sheet approved by, 154	carriers' savings plan, 118
deposit for audit, 286	personnel responsibilities, 41
help to advertisers, 276	soft drinks as prizes, 119
help in selling, 276	teen-age page, 273
insigne, 277	Bauer, Robert, 138, 142
membership advantages, 286-87, 357	Beaumont, Tex., Enterprise and Jour-
membership dues, 285	nal, carriers' workshop, 116
membership requirements, 276, 286–	Beaver-Rochester, Pa., Beaver Valley
87	Times, area editions, 130
officers, representation and duties,	Beck, Robert K., 224
281	Bedford, Ind., Times-Mail, carriers
Quarterly Recapitulation Record, 293, 302–3	Christmas party, 113
records for, 277–85, 289, 292–93	Benny, Jack, 105
reports for, 61, 277–85, 292–93	Bethlehem Steel Corp., 148
standards set by, 277–81	Bevinger, C. W., 54
Audit report	Bible, circulation, 25
by ABC to newspaper and adver-	Bicycle delivery, 118, 188
tisers, 279–83	Binghamton, N. Y., Sun, selling by
preparation, 281–83	mail, 144
summary of contents, 283	Birmingham, Ala., News and Post
Augusta, Ga., Chronicle-Herald, effi-	Herald
ciency improvement, 109	circulation growth, 5–6
Austin, Tex., American and States-	special edition, 3
man, carrier training, 94	Birthday cards
Automatic conveyors, 48–49, 158–77	for babies, 258 to carriers, 117
Automatic conveyors, 40-49, 196-77	10 (4111618, 117

Bishop, Howard W., 148	Branch Manager see Assistant Man
Block method of folding, 188	Branch Manager, see Assistant Man-
Bloomington, Ill., Pantagraph	ager Brandenburg, George, 359
carrier earns car, 112	Brandow, Beverly, 267
customers' letter contest, 116	Breakfast canvass for carriers, 113
discounts as awards, 114	Brennan, Terry, testimonial, 110
Forty-Niners Club, 116	Bridgeton, N. J., Evening News, offi-
installment payments, 142	cer quoted, 288
publicity for carriers, 114	Brigham, Utah, Box Elder News,
readership surveys, 11–12	prizes for subscriptions, 137
selling to teachers, 118	Broadcasting Telecasting Yearbook-
Subscriber's Value Chart, 121	Marketbook, 30
survey, 40	Brochures, use of, 257, 268
Bloomington, Ind., Herald-Telephone,	Broken Arrow, Okla., Ledger, selling
samples to newcomers, 114	campaign, 152
Boat regatta, sponsorship, 271	Broken Bow, Nebr., Custer County
Bolivar, Mo., Free Press, slogan, 250	Chief, selling contest, 236
Bollinger, Lee C., 266, 289, 299	Brown, C. W., 149, 152, 197
Bonds	Brown, Floyd A., 135
carriers furnish, 216, 289, 309	Brown, Wm. C., Co., 2, 122, 359
given to carriers, 111	Brush-Moore Newspapers, 57
Bonds, W. W., 219	Buckley, K. L., 40
Bonus	Budget, importance of, 55
benefits from, 66	Buffalo, N. Y., Courier-Express, "honor
for carriers, 64, 121, 232	boxes," 148
for district managers, 136, 231	Buffalo, N. Y., Evening News, class-
as sales incentive, 64, 230-32	room program, 269
for salesmen, 127	Bulk mailings
for solicitors, 232	equipment, 153–77
for supervisors, 136	regulations regarding, 331–34
Book Fair, sponsorship, 270, 272	Bulk sales
Bookkeeping	how to increase, 259
accuracy, 55, 289, 295	records of, 293
equipment for, 43, 295–310	Bundle-tying
time-saving in, 43	automatic system, 168–72
Books, as aid to circulation develop-	cost savings in, 169
ment, 359	Bunn Tying Machine, 168–69
Boonville, Mo., Daily News, contest	Bureau of Media Service, State Uni-
for correspondents, 136	versity of Iowa, survey by, 3–4
Boston University, survey, 264	Burlington, Vt., Free Press
Bowling tournament, sponsorship, 271	carrier's manual, 115
Bowman, Louis N., 193-94	scholarships, 103
Boy Scout Manual, circulation, 25	Burroughs Typewriter Accounting
Boy Scouts	Machines, 304–7
mention, 103	Business district selling, 12–13
promotion, 35, 268, 275	Business news, interest in, 30
salute to, 75	Business Week, 20-21
source for carriers, 66	Butler, J. H., 27
subscription selling by, 138, 237	6
Bradford, Vt., United Opinion, circu-	С
lation-population ratio, 16	Cahland, John F., 32
Branch buildings for carriers, 121	Calendars, with carriers' pictures, 115

California, Univ. in Los Angeles, 270	breakfast canvass for, 113
California Newspaperboy Foundation,	buildings for, 118, 121
116	Certificate of Merit, 97
Calvin, Jack, 249	Certificate of Recommendation, 115
Cambridge, Ohio, Daily Jeffersonian,	character development, 62, 67, 71
scholarships, 103	check list for, 98-99
Cameron, Barney G., 146	checking account plan, 64, 66, 213
Campaigns	club house, 111
for quick increase, 150	code books, 309
selling in, 126, 150–52, 224–30	collecting by, 39, 80–84, 99, 192,
in specific areas, 130	210-20
Campfire Girls, promotion, 275	collecting from, 64, 66, 99, 210–20,
	290
Canadian Circulation Managers' As-	
sociation, 358	commissions for, 38, 64, 113, 137
Canon City, Colo., Daily Record, local	congratulations to graduates, 114
news coverage, 123	contests, 113, 118, 119, 120, 121, 140
Canton, Ohio, Repository	contracts with, 76, 79–85, 289, 339–41
birthday cards to carriers, 117	cooperation of customers, 116
carriers on radio, 113	counseling for, 49–51, 57, 62, 91–
salute to Boy Scouts, 75	101, 107–8
salute to quiz winners, 112	courteous service by, 98–100, 190
"thank you" to subscribers, 111	credit certificates for, 64
Cape Girardeau, Mo., Southeast	current events quiz, 112
Missourian, community service	daily "draws" by, 289, 300
program, 260	delivering by, 38–39, 178–91
Card index system, 295-310	deposits, 82, 216, 289
Carr, Jack, 147	discounts, 114
Carrier Counselor	don'ts for, 190
duties of, 49–51	draw sheets for, 289, 300, 304, 309
training for, 107–8	duties of, 60; see also Chaps. 7, 9,
Carrier meetings, 92–94, 100–11	11 and 12
Carrier-Salesmen	earnings of, 63-65, 101, 112, 115;
	see also Accounts with carriers
accounts, 210–20, 288–91, 299–300,	and Profits for carriers
303-4	
achievement program, 107	efficiency contest for, 118
activity bus, 120	employee relationship of, 79
advancement program, 106–8	entertainment for, 56, 64, 76–78,
age requirements, 64, 338-40	271-72; see also Carrier-Sales-
A.N.P.A. tribute, 117	men, parties
awards, 102–9, 111–15, 274, 347	Fathers' Day letter, 88, 101
balloon race, 119	football games for, 76, 271-72
band, 77–78	Forty-Niners Club for, 116
bank accounts, 111, 213–14	golf tournaments, 271, 272
banquet with ball club, 115	group meetings of, 92–94, 100–1, 111
baseball activities, 76, 113, 115, 259,	guidance for, 62; see also Carrier-
271	Salesmen, counseling for, train-
basketball, 76, 272	ing for
"Beat the Clock" contest, 119	hayride for, 119
birthday recognitions, 85, 117	high school course for, 119
bonds given by, 216, 289, 309	hobbies of, 76–78, 271–72
bonds given to, 111	honor programs and clubs, 106
bonuses, 64, 121, 232	identification cards for, 85–86
,,	

incentives for, 64, 66, 106-7, 115, rated by customers, 113 121, 134, 232 recognition for, 106-9, 118 independent contractor, 79-88, recreation for, 56, 62, 76-78, 271-72 339 - 41recruiting help given, 62, 73-74, 121 instruction luncheon for, 120 Red Necktie Club for, 115 insurance for, 64-65, 85-86 responsibilities, 39, 79-88, 92-93, 98interest earned by, 111 99, 249 Jackpot House, 224-26 rewards for, 97, 111, 114, 115 route lease for, 80-84 laws governing, 55, 68, 70, 150, 337route lists of, 80-84, 217, 291 lease form for, 80-84, 289 salary plan, 79 letters to, 89, 249 sales tips, 131-35 "little merchant" plan, 79, 210, 213 sampling list for, 225 savings plan for, 97, 112, 118 as luncheon guests, 111 manual for, 94-96, 98, 101, 115, 117 scholarships for, 75, 101-4, 111 school requirements for, 70, 120 merit programs and awards, 97, 106 - 8selling by, 93, 111, 115, 118, 126, 131-35, 225 Merit stamp contest, 121 Mothers' Day honors, 89-90, 101, skating party for, 118 soft drinks as prizes, 119 news about, 62, 110-14, 117, 120, softball league for, 116 249-50, 346-47 spelling contests for, 76, 271, 272 sports programs, 76, 111, 113, 115, newspaper published by, 89, 117 office control records, 85-87 116, 259, 271-72 stamp collectors club, 77 operational plans for, 79 opportunity room for, 112 statements to, 289-90, 304-5, 309 orchestra, 77-78 stop and start orders, 96, 291, 296, paper-folding contest, 119 299-300 paper-throwing contest, 188 subscribers' contact with, 110, 114 parents report card, 116 subscribers pay tribute to, 72, 73, parties, 66, 111, 113, 115, 119, 120 116, 118 pay for delivering samples, 115, 330, subscriber's Value Chart, 121 339 suggestions to, 190, 191 penalties imposed on, 114 supervision, importance, 98 Perfect Week Award, 115 survey of activities by, 99 personalized match boxes for, 116 swimming contest for, 76, 259, 271ping-pong tournaments, 76 plant tours for, 91-93, 113 teacher's report on, 68, 112 prediction column for, 117 tee shirts for, 121 prizes for, 111, 112, 113, 114, 119, television appearances, 72–73, 146–47, 121, 137, 225, 226, 227, 248-49 production record of, 226 Ten-Minutes-a-Day plan, 115 profit, see Carrier-Salesmen, earntennis match for, 76 Thanksgiving turkeys for, 119 ings promotion directed to, 43, 71, 75, theater tickets for, 114 248-49 three-part responsibility of, 39 prompt service by, 190, 217 training for, 56, 70, 79-121, 131-33, 186-91, 211-18, 248-50 prospect list by, 116 publicity for, 110, 111, 112, 113, 114, transportation for, 119, 120 tributes to, 67, 72–73, 74–75, 98, 110, radio appearances, 72-74, 113, 121, 111, 116, 117, 118, 191, 218 trips for, 64, 104-5, 112, 117, 120 146-47

Carrier-Salesmen (continued)	air trip for carriers, 112
Turkey or Beans contest, 113	promotion articles, 244
Turtle Derby for, 121	Character development, provided by
visual aids for, 134	carrier service, 62, 67, 71, 101
working conditions, 64, 337–41	Charge Sheet in accounting, 306-8
workshop for, 116	Charity tie-ins
worthy-cause help, 113, 114, 272	ABC standards for, 278
Carrier service	disadvantages of, 238
benefits from, 67, 70, 74, 116, 118,	selling through, 138, 146, 237
211–14, 216	Charles City, Iowa, Press, rating card,
efficiency, 356	113
importance of, 44	Charleston, S. C., News & Courier and
income from, 1	Post
promotion of, 43, 66–67, 71, 75, 248–	paper-folding contest, 119
49	parent cooperation, 88
Carrier Supervisor, 49, 56, 92–101,	publicity for carriers, 120
107–9	scholarships, 102
Carriers' Advisor, training for, 107-8	system for advance payments, 220
Carriers' Bond, 216, 289, 309	teen-age news, 268
Carriers' contract	Charleston, W. Va., Daily Mail, talent
provisions of, 80–85, 289	show, 257–58
simple form for, 82	Charleston, W. Va., Gazette, scholar-
Carriers' manuals, 94-98, 101, 115, 117	ships, 103
Carrithers, K. W., 85, 323	Charlotte, N. C., Mecklenburg Times
Carroll, Iowa, Times-Herald, delivery	gift offer, 232
plan, 187	selling campaign, 138
Carthage, Mo., Press, carriers' skating	Charts used in promotion, 257, 258
party, 118	Check list for carriers, 98-99
Cartoons, carriers featured in, 75	Checking accounts for carriers, 64, 66
Casey, John H., 5	213
Cash deposits, carrier, 82	Cheshire labeler, 173
Cashword Puzzle, results from, 237	Cheshire mailer, 173
Census Bureau, 14	Chevrolet Co., 148, 184
Centerville, Iowa, Daily Iowegian	Chicago, Ill., News, news coverage pro-
Good Will check, 230	motion, 244
letter to parents, 227	Chicago, Ill., Tribune
promotion features, 226–30	distribution system, 9
selling campaign, 224–30	women's features, 30
Central States Circulation Managers As-	Chickens as prizes, 112
sociation, 140, 172, 357, 358	Chief clerk, duties, 42, 43
Centralia, Mo., Fireside Guard	Child Labor Laws, 55, 150, 327, 337-
popularity contest, 233, 234	41
statements and forms, 296–97	Christian Science Monitor
Certificate of Merit for carriers, 97	carriers' opportunity room, 112
Certificate of Recognition, 115	officer quoted, 38
Chamber of Commerce, 115	points of easy reading, 25
Champaign-Urbana, Ill., Courier	railway station sales, 9
breakfast canvass for carriers, 113	Christmas
circulation policies, 223	letters to parents at, 90-91
officer quoted, l	party for carriers, 113
prizes for carriers, 113	trees for subscribers, 259
Champaign-Urbana, Ill., News-Gazette	Cincinnati, Ohio, Enquirer

circulation policy, 222	unites community elements, 5
price advance survey, 325	value of density in, 8-10
selling inducements, 231	of weeklies, 1, 2, 17, 38-40, 149,
Circle mail room, advantages, 175	180-85; see also Weekly papers
Circulation	Circulation, four major purposes, 1
ABC definition of, 276–77	Circulation area
aids in selling, 2, 358-59	coverage of, 8-12, 14-16
books on, 359	influence on equipment and person-
from bulk sales, 293	nel, 43
in city and suburbs, 2, 8–10, 17–21,	
39–51, 293	Circulation builders, professional, 234 Circulation department
comparing population with, 14–23, 321	how organized, 38–52, 53–61
	importance of, 53
contributes to community welfare, 5	responsibilities of, 7, 41, 53–61
cost cutting, 311–12	ten factors influencing setup, 39
cost finding, 222–24, 294–95	Circulation growth, 3, 5, 44, 52, 222
costs of obtaining, 222–24	Circulation increase, 4, 5, 20–23, 223
defined, 277–78	Circulation Management, 34, 129, 131,
determines editorial influence, 5, 52	144, 172, 174, 317, 325, 345, 359
effects on advertising, 1-3, 33, 224,	Circulation Manager
257, 286, 324, 349–51	duties of, 7, 40–51, 54–61
effects of cost on, 222	relation to general manager, 54
effects of interruption, 5–6	school for, 10
effects of literacy, 21	sources of benefits, 358–60
effects of longevity, 22–23	ten roles filled by, 54-57
effects of population on, 8-10, 14-23	of weekly paper, 39–41
effects of press time on, 46–48, 351	Circulation personnel
expense, 222–24	conditions affecting, 39–52
growth, 15–16	organization, 38–52
"home base" coverage, 9	sources of benefits, 57, 358-60
income from, 3-5, 223	variances in, 39–52
increases in, 4, 5, 20-23, 223	Circulation policies
indication of good will, 6	differences in, 22138
influences on, 16-23, 33-34, 52, 343-	importance in, 238
44, 349–52	influences on, 221-24
of large papers, 9	regarding discount prices, 230
major purposes of, 1, 5	regarding insurance selling, 230
of ocean liner papers, 9	regarding premiums, 229
press-time influence, 48	regarding prizes, 229
promotion of, 3, 239–61	Circulation-Population ratio, 14–23, 321
relation of population to, 8–10, 14–	Circulation Promotion Manager, 59
23, 321	Circulation reports, 40, 61; see also
in retail zone, 12, 19–21, 293	Chaps. 16 and 17
in rural areas, 2, 19–21	Circulation setup
on rural routes, 12, 127–29	for dailies, 39–51
	for weeklies, 39–40
shows paper's worth 1 6	
shows paper's worth, 1, 6	Circulation staff duties, see Chaps. 3 and 4
sources of, 8–23	· · · · · · · · · · · · · · · · · · ·
surveys, 2, 3, 14–17, 20–21, 162, 180–	Circulation surveys
83, 355	operational methods of, 162, 355
terms describing, 2	percentage income from, 3–4
total paid, see Chaps, 16 and 17	of 66 midwest dailies, 40

City Circulation Division, duties, 42-	College students
51, 54–61	gift subscriptions to, 226–27
City circulation handling, 39-51	reading survey, 264
City Circulation Manager, duties, 41-	Collinsville, Ill., Herald, officer
51, 54–61	quoted, 313
City Supervisor, duties, 50, 59	Color printing, circulation aid, 125
City zone, defined, 279, 281	Colorado Springs, Colo., Gazette Tele-
Classified advertising, circulation	graph, carriers' services, 65
builder, 33, 125	Columbia Falls, Mont., Hungry Horse
Claybaugh, Charles W., 137	News, collection letters, 200, 205
Cleveland, Ohio, News	Columbia, Mo., Missourian
carriers' dinner, 115	carriers on television, 147
carriers' prizes, 111	farm page, 28
Cookie Club for girls, 272	keeps papers dry, 117
promotion by features, 244, 246, 252	readership survey, 357 Columbia, Mo., <i>Tribune</i>
Cleveland, Ohio, Plain Dealer	
carrier's manual, 94–97, 117	collection methods, 219
collection cards, 211–12	Sea Scouts sponsorship, 271
family reading promotion, 254–55	Columbus, Ga., Ledger and Enquirer,
instruction in folding, 189	combats summer slump, 135
Reward of Merit, 97	Combination offer with magazines, 207
Cline Electric Manufacturing Co., 172	Combination rates, ABC standards for,
Club house for carriers, 111	278
Cockerville, Dr. Clara E., 70	Commercial printing, income from, 3
Code books, carriers', 309	Commissions
Colfax, Wash., Gazette-Commoner	for carriers, 38, 64, 113, 137
circulation promotion, 11	on sales, 51, 60, 126–30, 136, 210, 236,
emphasis on editorials, 124	294
Collecting	Community, promotion of, 26–27, 35,
advance payments, 219-20, 288, 291-	122–26, 242, 253, 257–61, 354–55
93	Community groups, selling by, 126, 137
by carriers, 39, 80–84, 99, 192, 210–	Community history as circulation
20	builder, 35–36
from carriers, 64, 66, 210-20, 290	Community relationships, 122-26, 260
by collectors, 192, 210	Company-owned delivery cars, 184-85
on commission basis, 38, 210; see	Competition
also Commissions	between carriers, 49; see also Con-
at counter, 44, 51, 219	tests, for carriers
essentials for success in, 211, 217–18	with magazines, 55
instruction in, 211; see also Carrier-	price affected by, 313
Salesmen, counseling for and	with radio, 30, 55
training for	from television, 30, 55, 263, 354–55
by mail, 40, 192–209	Complaints, handling of, 41, 43, 44, 51,
from newsstands, 218	
on phone orders, 218	Concerts, sponsorship of, 260
problems in, 218–19	Congratulations to carrier graduates,
promptness in, 217	114
record chart for, 217	Conover, Harrison, 11
in rural areas, 192	Contests
from street salesmen, 218	ABC standards for, 278
time-saving in, 214	for carriers, 113, 118, 119, 120, 121,
Collection cards, 211–13	140
Collection letters, 192–209	policies concerning, 229–37

Contracts	Current events programs, 112, 270
with carriers, 76, 79-85, 289, 339-41	Customers' letter contest, 116
explained to parents, 84–85	Cutler-Hammer Conveyors, 163-65
laws governing, 56, 327, 336-41	168, 173, 176
Cookie Club sponsorship, 272	Cutler-Hammer Stacker, 169–71
Cooperation	_
with advertising department, 349–50, 357	D
of customers with carriers, 116	Daily papers
between departments, 56, 357; see	ABC costs for, 285
also Chap. 20, 343–52, 357	income from advertising, 4
with general manager, 54	influence of, 5
with mechanical department, 350–51,	mailing equipment of, 155–77
357	promotion by, see Chap. 14
with news department, 343-45, 348-	subscription prices of, 314–26 use of pictures in, 26, 31, 34, 124
49	125, 253, 260, 266
with publisher, 222	Dallas, Tex., News
Cooperation, poem, 352	don'ts for carriers, 190
Cope, Millard, 347	instruction in selling, 131-33
Cordingley, William A., 102	Danville, Ill., Commercial News,
Corn Belt Dailies, 9	handling news, 32
Correspondence, see Letters	Darlington, Kenneth, 139
Correspondents	Davenport, Iowa, Democrat and Times
commissions paid to, 136	achievement program, 107
help build circulation, 11	car leasing, 184
selling by, 136	carrier recruiting plan, 121
Cost savings suggestions for 169 60	carriers on radio, 74
Cost-savings, suggestions for, 168-69,	contact with homes, 88–91
311–12	Happy New Year for carriers, 113
Costs of	letters to parents, 89, 90
airplane delivery, 186	officer quoted, 79
fringe circulation, 222	school for carriers, 92–93
motor delivery, 183–84	selling demonstration, 93
obtaining circulation, 222–24 promotion, 239, 240–41, 294	visual aids for carriers, 134
	Davenport, John Scott, 2, 122, 359
transportation, 294 Council Bluffs, Iowa, Nonpariel	Davis, Hayden, 102
carriers' rewards and penalties, 114	Dayton, G. R., 172
Counseling with carrier-salesmen, 49–	Dayton, Ohio, Daily News-Journal
51, 57, 91–101, 107–9	Herald
Counter sales	award, 247
how to handle, 44, 51, 219	carriers' commissions, 113
income from, 1	carriers' manual, 98
Country agencies, duties, 46–47	counseling program, 100
Country circulation handling, 40–51	current events study, 270
Coupons, ABC standards for, 278	family reading promotion, 253–54
Court of Civil Appeals, 341	officer quoted, 62
Courtesy	promotion of features, 244–49
of carriers, 98–100, 190	promotion on television, 73
importance of, 53	questionnaire to parents, 85
Cowden, George M., 357	Ten-Minutes-a-Day plan, 115
Cox, Glenn L., 347	testimonials of former carriers, 67
	Youth Forum, 270
Credit certificates for carriers, 64	Dayton, Ohio, Junior League, 270

Dayton, University of, 270 Dayton Council of World Affairs, 270 Dayton Educational Television Foundation, 73, 270 Dealers, records and accounts, 288–91, 302–3, 309 Decatur, Ill., Herald and Review, campaign to sell to newcomers, 115 Decatur Newspapers, Inc., route lease	Denver, Colo., Post Rocky Mountain Empire, 9 scholarships, 104 selling instructions, 131 service improvements, 5 subscriber evaluation, 7 Department personnel requirements, see Chaps. 4, 5, 20 and 21 Deposits by carriers, 216, 289
form, 81	DePuy, C. B., 224
Delivering	Des Moines, Iowa, Register and Trib-
by airplane, 36–37, 43, 55, 178, 185–86	une conveyor system, 162
by automobile, 51, 178-80, 183-85	delivery plans, 179
by bicycle, 118, 188	department setup, 46-47
by busses, 178	district bonus plan, 136
by carriers, 38–39, 178, 180, 182, 186–	Honor Club, 106
91	letters to carriers, 71
to carriers, 40-51, 64-65, 178-87	plant tour, 91
in city, see Chaps. 4, 10 and 11	publication, 359
costs of, 180; see also listings under	puzzle contest, 257
Costs	Red Necktie Club, 115
in country, see Chaps. 4, 10 and 11	sales letters, 139
on day of publication, 36, 48, 183	sales tips for carriers, 134
to dealers, 42–51, 289	scholarships, 102
to distant areas, 41-51	state coverage, 19
effects of transportation on, 12, 48–	stuffing system, 167
49	survey of television competition, 354
facilities for, 43, 48; see also Chaps.	Turtle Derby, 121
10 and 11	value of circulation, 3
to homes, 41–51, 79–121, 186–91; see	Detroit, Mich., Free Press
also Chaps. 6, 7 and 8	emphasis on features, 124
by mail, see listings under Mail	officer quoted, 122, 276
methods of, 55, 182, 188	promotion, 256–57
with Mobile Depot, 187	stimulates good citizenship, 126
by motor, 51, 183–85	Detroit, Mich., News
by motorcycle, 178, 188	"Beat the Clock" contest, 119
to newsstands, 42–51, 182, 287 personnel required for, 179; see also	scholarships, 75, 102
Chaps. 4, 5, 6 and 7	Diaz, Arthur, 61, 354
photographer checks on, 119	Dible, Earl W., 268
from plant to carrier, 178–86	Dick mailer, 177
by private carriers, 55, 178–82	Directory of Newspapers and Periodi-
promptness in, 36, 45, 48, 186–91	cals, 320–21
to rural readers, 11–12; see also list-	Disabled American Veterans, 146
ings under Mail	Disaster news, space devoted to, 29
by small dailies, 179-80	Discount prices
in small towns, see Chaps. 4, 10 and 11	for carriers, 114 policies regarding, 230, 323
in suburbs, see Chaps. 4, 10 and 11	for servicemen, 9
by trains, 12, 178	for subscribers, 141–44, 230–33
by truck, 5, 44, 55, 173, 178–87	Disneyland, 104–5
by weekly papers, 40, 48, 180-83	Dispatcher, duties, 44, 60

Distributive Educational Plan, Illinois, District Advisor, duties, 49, 50, 68, 101 District Captain, duties, 42 District Manager bonus for, 136, 231 duties, 40-58, 85, 100 qualities required of, 58 training for, 229 Division manager, duties, 44-58 Dodd, Mead & Co., 352 Dodge, Nelson, 153 Doty, Kenneth C., 307 Drake, Dale, 192 Draw Sheets for carriers, 289, 300, 304, Driver's Sheet, in accounting, 306-8 Duncan, Judge Richard M., 341 Dunst, Robert J., 98 Duplex Model-E press, 169

Ε

Early edition, importance of, 48 Early press time, value of, 48 Easton Pa., Express community cooperation, 354 Eau Claire, Wis., Leader and Telegram, circulation survey, 136 Eden, L. Gilford, 8, 184 Edgecombe, Tyler, 156 Editor & Publisher, 4, 15, 64, 185, 231, Editor for a Day, carrier as, 111 Editorials, importance of, 29, 123-24, Education, effect on circulation, 52 Education Committee, of International Circulation Managers Association, Efficiency contest for carriers, 118 Effingham, Ill., News, carrier promotion, 75 Eisenhower, President Dwight D., honored as newsboy, 346 Eldon, Mo., Advertiser, slogan, 250 Elizabeth, N. J., Daily Journal application for route, 69 cooperation from schools, 68 discount for servicemen, 9 standards for carriers, 120 Training Report Cards, 68 Elkhart, Ind., Daily Truth, carrier's contract, 83

Elliott addressing machine, 156, 173, 297 Ellis, Fred, 73 Elmont, N. Y., El Monitor, markedcopy promotion, 259 Emley, A. M., 67 Employees carriers as, 79 featured in advertising, 244 selling incentives for, 136 Entertainment for carriers, 64, 76-78, 271 - 72Enthusiasm, importance of, 52 Equipment for accounting, 43, 295-310 for mailing room, 43, 153-77 purchase recording, 294 for stuffing, 45, 153, 166-68 Erie, Ill., Review, picture sale, 261 Expense per subscriber, 223-24 records, 288-312

FFair Haven, Vt., *Era*, population-circu-

lation ratio, 16 Fair Labor Standards Act, 336-37 Fair Oaks, Calif., San Juan Record, annual selling contests, 137, 236 Fairchild Scan-a-Graver, 125 Familiar Word Week, 25 Farm, circulation service, 40-51 Farm news builds rural readership, 11, 28-30, 129 Farmers promotion directed to, 253 selling to, 51, 127-31, 183, 256 Farmington, Mo., News, promotion plan, 253 Farmington, N. Mex., conditions affecting newspaper price, 315 Fassio, Virgil, 104, 178 Father's Day observances, 88, 101 Favor, C. H., 239 Features aid in selecting, 347 family interests, 254-55 help sell paper, 26-27, 30, 124, 252, on local themes, 124, 346 promotion of, 243-44, 246, 252 youth's interest in, 267

Federalsburg, Md., Times delivery methods, 182 soliciting campaign, 150 Field Executive or Supervisor, duties, 46, 51 Fisher, M. E., 56, 74, 237 Fishing Derby, 271, 272 Flint, Mich., Journal addressing system, 173 statement by officer, 54 testimonials of school officials, 116 Florida State Supreme Court, 339 Fly Roy, duties, 160	efficient delivery, 191 Honor Club, 106 Mother's Day breakfast, 89–90 promotion methods, 242 seasonal hints to carriers, 135 steps to success or failure, 100 trips for carriers, 104 Vacation-Pak Plan, 118 Fringe circulation costs, 222 Full-time Solicitors, 126–31 Fullerton, Nebr., Nance County Journal, gift copies to hospitals, 259
Fly Boy, duties, 169 Folders, time-saving with, 176	G
Folders, time-saving with, 176 Folding papers contest, 119 methods used, 188–89 Fond Du Lac, Wis., Commonwealth- Reporter, youth program, 271 Football, sponsorship, 76, 271–72 Foote, Cone and Belding, 9 Foote, William J., 346 Forbes, Frank G., 4 Ford Motor Co., 148 Forest Grove, Ore., Washington County News-Times, gift photographs, 260 Former carriers, honored, 67, 110, 117, 121, 250, 346–47 Forsee, Joseph B., 72 Ft. Smith, Ark., Times Record, carriers' service, 65 Fort Wayne, Ind., News-Sentinel and Journal-Gazette, mail-room setup and savings, 163–64, 175 Fort Worth, Tex., Star-Telegram, scholarships, 103 Forty-Niners Club for carriers, 116 Forty-ninth State, of St. Louis Globe- Democrat, 9	Gainesville, Tex., Daily Reigster, farm youth features, 274 Gannett, Frank E., 102, 272 Gannett, Guy, Publishing Co., scholarships, 102 Gannett Barn, 272 Garden City, N. Y., Newsday, high school journalism awards, 274 Gary, Ind., Post-Tribune carriers' selling drive, 111 circulation department setup, 42–43 officer quoted, 53 Gastonia, N. C., Gazette, collecting from carriers, 214–15 Gates, H. Phelps, 25, 38, 102, 264 Gatlinburg, Tenn., Press, Mountaineer Historical Exhibit, 36 General Manager circulation aims of, 52 cooperation, see Chaps. 20 and 21 relation to circulation manager, 54 Geneva, Nebr., Signal, mailing system, 156 Gentzkow, Rod, 131
4-H Clubs	Georgetown, Del., Sussex Countian, selling by Boy Scouts, 138
promotion, 35, 275 source for carriers, 66 sponsorship of, 271	Germantown, Pa., Courier, conveyor system, 158
Fox, Rodney, 125	Gerrard Wire-tying Machine, 158, 173, 175
Fox Movie Studio, 105	Gift subscriptions, 226–27, 232, 259
Fresno, Calif., Bee branch stations for carriers, 121	Girl Scout promotion, 35, 275 Glen Oaks, N. Y., News, youth fea-
carriers' <i>Bee Journal</i> , 81 carriers' grading system, 217 Certificate of Merit, 97	tures, 274 Glendale, Calif., News-Press, Camera Column, 266
circulation department setup, 44-45	Goals for salesmen, 127
customer compliments carriers, 118, 191, 217	Goldish, Sidney, 263 Golf, sponsorship, 271, 272

Goss flatbed press, 154 Hayride for carriers, 119 Graham, Sterling E., 97 Heckman, Ralph E., 163 Grand Forks, N. D., Herald, carriers' Heinrich, F. J., 103 contest, 113-14 Hi Neighbor Club, 259 Grand Island, Nebr., Independent, Hibbing, Minn., Tribune, newspaper news coverage, 32 plant tour, 113 Grand Junction, Colo., Sentinel, car-Hickerson, A. E., 158 riers' contest, 120 High school Grand Rapids, Mich., Herald, carrier's course for carriers, 119 award, 111, 112 publications workshop, 274 Graphotype, use in mailing, 156 source of carriers, 66 Greenville, Tex., Herald-Banner, teen-High school Key Clubs, source of carage news, 267 Greenwood, S. C., Index-Journal, Hills, Lee, 122, 124, 126, 345, 347 handling advance payments, 219 Hobbies, carriers', 76–78, 271–72 Gross, Willard B., 68 Hobbs, N. Mex., local conditions affect-Group organizers, ABC standards for, ing newspaper price, 315 Holder, Robert, 269 278 Guest tickets for carriers, 110 Holland, Mich., Sentinel, youth ac-Guidance, see Carrier-Salesmen, countivities promotion, 271 seling for Hollywood, Calif., Citizen-News, officer quoted, 110 н Holm, Helge, 7, 104 Home Book of Quotations, 352 Hackensack, N. J., Bergen Evening Home delivery, see Delivery Record Home Delivery Manager, see Circulamechanical accounting, 304-8 tion Manager sales campaign, 150 Honesdale, Pa., Wayne Independent, Halifax, Nova Scotia, Chronicle Herdelivery methods, 182 ald, circulation facts aid advertis-"Honor Boxes," selling with, 126, 147, ing, 350 148 Hall, W. Earl, 32 Honor club for carriers, 106 Hamilton, Carl, 158, 234-35 Horn, Edwin R., 310 Hamilton, Ohio, Journal-News Horsman, Willard P., 11, 40 customer cooperation, 116 Horton mailer, 155-56 selling campaign, 135 Hammond, Ind., Times, carrier train-Hospital, gift subscription to patients, ing, 217 Houlton, Maine, Pioneer Times Hammonton, N. J., News, use of picdelivery methods, 182 tures, 260 Hand-recording system of accounts, carriers' profits, 63 295-98 recreation sponsorship, 259 Happy New Year for carriers, 113 House organs, promotion through, 243 Hardy, Don, 123 House-Warven, publishers, 67 Harkin, F. E., 348 Houston, Tex., Chronicle Harriman, Tenn., Record delivery coordination, 48 circulation promotion, 11 neighborhood sections, 27 slogan, 250 Teen Page, 266 Harrisburg, Pa., Patriot and Evening Houston, Tex., Post, reminders to car-News, mail-room operation, 173-75 riers, 249 Hartford, Conn., Courant, helping Howard, H. G., 31 news department, 346 Hubbard, C. S., 136 Hatton, E. R., 276 Hudson, Buell W., 76

Hudson, J. R., 134

Hauser, Philip M., 22

Interstate Commerce Laws, 55

Human interest as circulation builder,

Iowa, State University of, 2, 3, 29, 224 Iowa City, Iowa, Press-Citizen, interest Huntington, N. Y., Long Islander, delivery methods, 182 paid on carriers' bonds, 111 Huron, S. D., Huronite and Plains-Iowa dailies, circulations study, 17-18 man, carriers' prediction column, Iowa Falls, Iowa, Citizen professional circulation builders, 234 117 tying-machine use, 158 Iowa State College, 125 Iowa State College Press, 7, 125, 253, Identification Card, for carrier, 85-86 347, 357, 359 Incentives for carriers, 64, 66, 106-7, 115, 121, J 134, 232 for employees, 136 Jackpot House, 224-26 to mail subscribers, 227 Jackson, Mich., Citizen-Patriot Income per subscriber, 183, 233 departmental cooperation, 357 Income sources, 1-4, 53, 223 promotion featuring carriers, 119 Income Tax, laws regulating, 327, Jackson, Miss., Clarion-Ledger, promo-341-42 tion featuring carriers, 72 Independence, Mo., Examiner Jackson, R. R., 186 carriers' luncheon reward, 111 Jackson, Tenn., Sun, perfect-week circulation gains, 257 award, 115 50th Anniversary Edition, 253 Jacksonville, Fla., Florida Times-Untribute to carriers, 74-75 Independent contractor advisors' training, 108 advantages of being, 80 circulation department setup, 49-51 contracts, 66, 79-85, 289, 339-41 selling chart, 127, 128 qualifications for, 79 Jacksonville, Fla., Journal, departmen-Indianapolis, Ind., Star and News . tal cooperation, 350 scholarships offered, 102 Jae, James, 24, 56 trips offered, 104 Jampol Conveyor, 176 Inland Daily Press Association, 7, 183 Janesville, Wis., Gazette Installment payments ad featuring graduates, 114 ABC standards for, 278 features former carriers, 117 benefits from, 142 Jarrell, Arch W., 32 objections to, 142 Jefferson, C. K., 3, 71, 359 Institute of Newspaper Operations, 355 Jefferson City, Mo., Post-Tribune and Insurance Capital News, late press time adcarriers', 64-65, 85-86 vantages, 48 liability suit, 339 Johnson, G. Frohman, 257 for readers, 43 Johnson City, Tenn., Press-Chronicle, as sales inducement, 230 public relations, 53 Interest earned by carriers, 111 Journalism schools, contact with, 358 International Business Machines, 173, Journalism student development, 272-309 International Circulation Managers Association, 57, 66, 102, 107, 232, K 264, 270, 342, 347, 358 Kalamazoo, Mich., Gazette, publica-International Circulation Managers Astions workshop, 274 sociation, Official Bulletin, 149, Kannapolis, N. C., Independent, col-232 Interstate Circulation Managers Assolection system, 219 ciation, 70 Kansas, University of, 10

Kansas City, Kans., Kansan Lansing, Mich., State Journal, Youth bowling tournament, 271 Talent Show, 271 Lansworth, Lew. 250 circulation situation, 52 quiet Sunday delivery stressed, 117 Lapeer, Mich., Lapeer County Press Kansas City, Mo., Star bundle-tying machinery, 169 antitrust suit decision, 341 delivery methods, 182 promotion of staff, 244-45 special offers, 232 report to readers, 251 Larsen, Henry T., 35 Kansas City, Mo., Times, antitrust Las Cruces, N. Mex., local conditions suit, 341 affecting newspaper price, 315 Kappler, Melvin C., 134, 140 Las Vegas, Nev., Review-Journal, news Kardex system of accounting, 310 coverage, 32 Karrithers, K. W., 323 Late edition, importance, 48 Katz, Sol, 190 Late press time, effect on circulation, Kelleher, J. J., 78 Kewanee, Ill., Star-Courier, circulation Laurens, Iowa, Sun, High School news setup, 40–41 coverage, 273 King, Olive, 98 Lawrence, Joseph, 288 King City, Mo., Tri-County News, col-Lawrence, Kans., Journal-World, news lection letters, 193-94 blending, 32 Kingfisher, Okla., Times and Free Laws Press, selling by correspondents, on antitrust basis, 327, 341 136 dealing with minors, 55, 68, 70, 150, Kiwanis Club 327 - 41luncheon for carriers, 111 on income tax, 327, 341 outing for crippled children, 77 pertaining to contracts, 327 Knight, Willis L., 317 pertaining to legal notices, 327 Knott's Berry Farm, 105 pertaining to lotteries, 334 Knox, J. Mason, 352 postal, 327-36 Krehbiel, Marion R., on value of newsregulating carriers in N. Y., 70, 340 paper, 7 state, 340 on wages and hours, 327, 336-41 Lear, Robert, Jr., 14 La Crosse, Wis., Tribune carriers' trip, 112 Leases, carriers', 80-84, 289 Leasing cars, advantages of, 184-85 installment payments, 142-43, 292 magazine campaign, 150 Legal notices, laws pertaining to, 327 Letters news department help, 348-49 La Follette, Tenn., Press to carriers' parents, 71, 88-91 carriers' profits, 63 from manager to carriers, see Carrier-Salesmen, training for delivery methods, 182 from subscribers, 72, 116 rural solicitation, 130 to subscribers, see Selling by mail La Porte, Ind., Herald-Argus Lewis, Arket C., 144 Mother's Day gift, 117 Labeling, see Addressing and Mailing Lexington, Ky., Herald and Leader, Labor Laws, 55, 336-40 youth program, 272 Life magazine, 125 Labor-saving equipment, 153–77 Lamar State College of Technology, 116 Literacy increase, 14, 21–23 Lancaster, N. H., Coos County Demo-Little Merchant plan for carriers, 79, crat, collection notices, 200, 205 210, 213 Lancaster, Ohio, Eagle-Gazette, carrier Little Rock, Ark., Arkansas Democrat alumni honored, 121 carriers' service, 65 Lansing, Ill., Journal, Christmas tree survey of prospects, 356 gift, 259 Livingstone, Martin, 350

Local news coverage, 10, 21, 26-27, 31-Macklin, Robert A., 85, 229, 231 Madison, Wis., Wisconsin State 33, 123 Journal, tribute to carrier, 110 Logan, Utah, Herald-Journal, trips of-Magazine clubs, selling, 150 fered, 105 Logansport, Ind., Pharos-Tribune and Magazines, contribution to manage-Press, carrier service to customer, ment, 359 Mail collecting, 192-209 Long Beach, Calif., Independent and Press-Telegram, telephone selling, delivering, 40–52, 178–83 sampling, 140, 330 selling, 38, 43, 126, 138-44, 206 Longevity, increase in, 14, 22-23 Mail circulation, percentage of, 43, 180-Longview-Kelso, Wash., Daily News emphasis on editorials, 123 Mail room officer quoted, 192 activities in, 41 Loose operation in circulation, 221 equipment for, 43, 155-56, 163-64, Los Angeles, Calif., Examiner 173-77 Certificate of Recommendations, staff, duties of, 40-51, 61 115 - 16Mail subscriptions newsstand price, 315 accounts, 288, 292 "stop" and "start" forms, 96 how handled, 9, 40-41, 46, 49 Los Angeles, Calif., Herald and Exsee also Selling by mail press delivery plans of, 178-79 labor-saving in, 153-58, 168-77 newsstand price, 315 preparations for, 61, 330-36 Tournament of Orators, 271 scoring program for, 161 Angeles, Calif., Times-Mirrortime-saving in, 153-58, 168-77 News Main Line Times, 158 distribution system, 162-63 Manno, Vincent J., on value of newsnewsstand price, 315 paper, 7 scholarships, 102 Manual for carriers, 94-99, 101, 115, youth activities page, 266 117 Lotteries, regulations regarding, 334 Marinette, Wis., Eagle-Star, carrier Louisiana Press Association, 154 promotion ad, 75 Louisville, Ky., Courier-Journal and Marion, Ind., Chronicle and Leader-Times Tribune, trips offered, 105 addressing labels, 173 Marked copies, promotion through, bargain offer, 323 259 officer quoted, 221 statement by director, 238 Market reports, circulation aid, 30 Marks, Sid, 67 Lynchburg, Va., News and Advance, Marquette, Mich., Mining Journal, qualifications for managers, 58 news department assistance, 348 Lyon, W. D., Company, 2 Marshall, Tex., News Messenger help to news department, 347 report to readers, 251 McClelland, John M., 123 Martineau, Pierre, 30 McCoy, Bruce R., 154 Mason City, Iowa, Globe-Gazette McDonald, Peter M., 273 carriers aid fly control, 114 McGrath, John, 270 McGraw-Hill Book Co., 2, 359 grade school news, 273

McGuffy's Reader, 25 McGuire, John T., 148

McWilliams, C. A., 152

news coverage, 32

350-51

Mechanical department, cooperation

Medina, Ohio, Medina County Gacontests for children, 273 zette, delivery methods, 182 delivery system of, 9 Mekeel's Weekly Stamp News, 77 open house for carriers, 73-74 Memphis, Mo., Democrat, handling equipment, 156-57 promotion system, 242 readership survey by, 354 Memphis, Tenn., Commercial Apscholarships offered, 102 peal and Press-Scimitar speakers bureau, 260 leadership chart, 257-58 statements by officers, 56, 122, 263 statement by officer, 54 use of word puzzles, 237 television program by, 272 Minneapolis Symphony Orchestra, Memphis State College, 264 260 Menefee, Selden, 137 Missouri, University of, 29, 72 Meriden, Conn., Journal, sports pro-Mitchell, S. D., Republic, selling gram, 271 with samples, 152 Merit insignia, 108 Mobile Depot, 187 Merit Programs and Awards, 97, Modesto, Calif., Bee, carrier's sales talk, 132-34 106-8, 121 Merit Stamp Contest, 121 Moline, Ill., Dispatch Messick, W. E., 58 delivery samples, 115 Metcalf, Sen. George R., 70 hayride for carriers, 119 Meuser, Ken, 261 promotion of news staff, 244 Mexico, Mo., Ledger awards to, 243 report card to parents, 116 survey of sampling, 140 slogan, 250 telephone selling, 146 Miami, Fla., Herald training carriers, 134-35 help from news department, 345 Monett, Mo., Times, use of photognewspaper reading course, 269 raphy, 260-61 slogan, 251 Monroe, James O., 313 suit for damages liability, 339 Montgomery, Ala., Montgomery Ad-Miami Valley Schools, 270 vertiser and Alabama Journal, Michigan City, Ind., News-Dispatch statement to carriers, 290 Hi Neighbor Club, 259 Morgan, Marlin S., 123 theater tickets as prizes, 114 Morris Harvey College, 103 Mid-Atlantic Circulation Managers Mosinee, Wis., Times Association, 358 appeal to newlyweds, 255-56 Midwest Circulation Managers Ascirculation policies, 229 sociation, 355, 358 collection letters, 194-97 Milford, Del., Chronicle, collection delivery methods, 182 notices, 200, 205 record-keeping system, 297 Mill, Ed, 79, 89, 92, 134 Mother's Day observances, 89-90, Miller, G. H., 234 Milwaukee, Wis., Journal Mothers' letters used in promotion, 71 classroom program, 269 Motor delivery, 46, 51, 178-80, 183counting and stacking, 169-70 stacker assembly, 171 Milwaukee, Wis., Sentinel, selling on Motorcycle delivery, 178, 188 Mount Holly, N. J., Herald busses, 148 delivery system, 180, 181 Milwaukee Transport Co., 148 direct-mail selling, 139 Minneapolis, Minn., Star and Tribprice reductions, 232, 233 street sales, 149 balloon race for carriers, 119 classroom program, 269 Mountaineer Historical Exhibit, club for former carriers, 67 Mundy, R. Frank, 219

Muscatine, Iowa, Journal monthly payment plan, 142 sales letters, 138 Music sponsorships, 77–78, 260, 27? Myers, I. A., 105 Myers, W. A., 169

N

Nashville, Tenn., Banner, scholarships, 102 National Cash Register Co., 299 National Class 31 Accounting Machine, 302 National Council of Social Studies, 270 National Editorial Association, 3 National Education Association, 270 National Fire Protection Association, 311 National news, importance of, 27 National Newspaper Promotion Association, 122, 238, 264 National Newspaperboy Day observances, 113, 346-47 National Publisher, 152 Needles, Calif., Desert Star, price advancement, 318 Neighborhood news, see Local news New Bedford, Mass., Standard-Times activity bus for carriers, 120 carriers' band and orchestra, 77scholarships, 103 testimonials by parents, 71 youth program by, 76-78 New Castle, Ind., Courier-Times circulation survey, 8 motor delivery, 183-84 officer quoted, 8 New England Circulation Managers Association, 358 New Orleans, La., Times-Picayune-States, teen-age news, 268

New York Herald Tribune High School Forum, 271 telephone selling, 145

mail appeal, 139

340

New York *News*, home delivery campaign, 150

New Ulm, Minn., Journal, direct-

New York Department of Education,

ciation, 70 New York Times mention, 352 "Reading Is Fun" Fair, 270 Sunday circulation, 9 Newark, N. Y., Courier-Gazette, handling local news, 31 Newcomers, selling to, 10, 13, 114, 115 Newlyweds, campaign to sell, 255 News of carriers, 62, 114, 117, 249-50, 346 - 47promotion of, 244, 252-61 school, 265-67 selling of, 123 News department contribution to circulation, 24-37 cooperation with, 343-49 News handling, 31-33 Newspaper Boy of the Year, 74 Newspaper Boys of America, 99 Newspaper Business Management, 2, 57, 359 Newspaper Carrier Leadership, 359 Newspaper Circulation, 39, 221, 359 Newspaper Circulation-Backbone of the Industry, 2, 122, 359 Newspaper Circulation Management-A Profession, 55, 57, 359 Newspaper District Management, 186, 211 Newspaper Organization and Management, 7, 253, 347, 357, 359 Newspaper reading surveys, 11, 124, 263-65, 354-57 Newspaper Research Bureau, 55, 57, 359Newspaper staff cooperation, see Chap. 20 organization of, see Chap. 4 promotion to, 242 selling by, 126, 136 Newspaperboy Achievement Award, Newspaperboy-Counsellor contest, 247 - 48Newspaperboys' Band, 77 Newspaperboys' Hall of Fame, 67 Newspaperboys' Orchestra, 78 Newsstands (see also Street sales)

collecting from, 218

New York State Publishers Asso-

delivering to, 42-51, 180-82, 289 income from, 4 selling at, 42-51, 149, 180-82, 218, 315 Newton, N. J. Herald delivery methods, 182 local news coverage, 123 Niles, Mich., Star, tee shirts for carriers, 121 Nolan, Frank J., 343 Norfolk, Va., Virginian-Pilot and Ledger-Star, plant tours, 274-75 Norristown, Pa., Times Herald, selling with vending machines, 148 Northern States Circulation Managers Association, 358 Notre Dame University, 110

Oakland, Calif., Tribune advancement programs, 106, 118 carrier's manual, 101 circulation survey, 162 officer quoted, 327 plant tour, 91 publicity for carriers, 249 suggestions for carriers, 190-91 trips offered by, 104-5 Oconomowoc, Wis., Enterprise collection notices, 197-200 selling in rural areas, 149 subscribers as salesmen, 151-52 Office control records for carriers, 85-Office personnel, duties, 39–51, 61 Ogden, Utah, Standard-Examiner, airplane delivery, 186 Ogdensburg, N. Y., Journal, rate-fixing, 317 Ohio Circulation Managers Association, 57 Ohio Newspaper Association, 347 Oklahoma, University of, 5 Oklahoma Publisher, 152 Olson, John B., 310 Omaha, Nebr., World-Herald circulation survey, 355 collection letters, 204-9 combination offer, 207 youth program, 271 1000 Ideas for Better News Pictures, 125

Open House for carriers, 73, 74 "Operation Build-up," 107 Opinion Research Surveys, Inc., 124 Opportunity room for carriers, 112 Orlando, Fla., Sentinel and Star, carrier's service, 65 Oshkosh, Wis., Northwestern, delivery methods, 185 Ottawa, Ont., Citizen, mobile depot, Overbrook, Kans., Citizen, news coverage, 126

Pacific Northwest Advertising Executives Association, 5-6 Pacific Northwest Circulation Managers Association, 358 Paid-in-advance subscriptions, ing records on, 44, 46, 342 Paper folding contest, 119 methods, 188 Paper throwing contest, 188 Parade magazine, 45 Parents carrier's report for, 116 cooperation with, 62, 68, 70-73, 84interviews with, 73, 85 letters to, 71, 88-91, 101 questionnaire to, 85 Patterson, Hugh, 129-30 Payton, Dwight, 126 Peele, Robert, 10 Penalties for complaints, 114 Pennsylvania Newspaper Publishers Association, 332 Pennsylvania Railway, 148 Pennsylvania State College, 61 Pensacola, Fla., News and Journal, carriers' service, 65 Peoria, Ill., Journal and Star baseball contest for carriers, 113 carrier appointment, insurance application and identification forms, 86–87 Christmas bargain offer, 323 cooperation with parents, 85 cooperation with teachers, 112 Perfect Week Reward, 115 Perry, Lee, 318

Perry, Okla., Daily Journal, farm fea-	Portland, Ore, Oregon Journal, yout
tures, 30	progam, 271
Personnel	Postal Manual, 332–36
care in selecting, 53, 61	Postal Regulations, 55, 309, 327–37
influences on, 43, 52	Postlewaite, William C., 36
responsibilities of, 53–61	Poultney, Vt., Herald, subscription
Pet shows, sponsorship, 271	ratio, 16
Peterson, Myron J., 131	Prediction column for carriers, 117
Peugeot, David E., 269	Premiums
Philadelphia Suburban Newspapers,	ABC standards regarding, 276–80
equipment use, 158–60	disadvantages of, 231
Philips Exeter Academy, 102	policies regarding, 230–32
Phoenix, Ariz., Republic and Gazette	used in selling, 122, 207, 230-32
check list for carriers, 98-99	Prentice-Hall, Inc., 2, 57, 359
roaming photographer, 119	PRESS Club, objectives, 67
Photography, building good will with,	Press Run
136, 226, 260–61, 346	effect on personnel, 39, 42
Pictures, reader interest in, 124–25,	report on, 293, 300-1
266	Press time, effect on circulation, 46–48,
Pine Bluffs, Wyo., Post	351
collection notices, 200–4	Price advance
month free offer, 141-42	effect of competition on, 326
Ping-pong tournaments for carriers,	how to plan, 325
76	ways to institute, 325, 326
Piqua, Ohio, Call, honoring carriers'	Price discount
families, 118	at certain seasons, 323
Plainfield, N.J., Courier-News, deliv-	to groups, 323
ery by trucks, 184	results from, 232
Plant City, Fla., Courier, local news	to subscribers, 141–44, 230–33
coverage, 11	Price formula for weeklies, 318–23
Plant tours	Principles of Newspaper Management,
benefits from, 360	2, 359
	Prizes
for carriers, 91–2, 113	
youth's interest in, 274–75	ABC standards for, 278
Political news, 29–30	for carriers, 111–14, 116, 119, 121,
Pollard, James E., 2, 359	137, 225–27, 248–49
Pollard-Alling Addressing Machine,	policies regarding, 229
173, 177	for subscribers, 122, 137, 150, 207,
Pontiac, Ill., Leader, carriers' effi-	230–32, 236
ciency contest, 118	Production, carrier's record of, 226
Poplar Bluff, Mo., American Republic,	Professional circulation builders,
delivery plan, 179–80	233–36
Popularity contests, 233	Profits for carriers, 63–65, 101, 112, 115
Population	118
increase in U. S., 14–23	Promotion
relation of circulation to, 16–17, 20–	to advertisers, 242, 257
21, 320–21	analyzing individual problems, 239–
shifts in, 2, 8, 14, 19	40
as source of circulation, 8-10, 14-23	analyzing results from, 262
in U. S., 1850–1950, 22	of carrier service, 43, 66-67, 71, 75,
Porch delivery, 188	114, 248–49
Port Huron, Mich., Times-Herald,	with Christmas trees, 259
carrier's prospect list, 116	of circulation, 3, 239, 61

of community, 26, 35, 125, 242, 253,	auditor's check, 283–85
257-61, 354-55	Pueblo, Colo., Chieftain and Star-
community projects featured, 257-58	Journal, carriers' luncheon, 120
conserving results of, 239	Purcell, Harry C., 236
costs of, 239, 240–41, 294	Puzzle contests, 229, 236–37
by dailies, 243–62	110, 400 07
by direct mail, 56, 224-33	Q
by employees, 243–44	ď
evaluation, 222–24, 239–41, 246–47,	Quarterly Recapitulation Records, 293,
262, 294	302–3
of family reading, 254–56	Questionnaire
of features, 26, 124, 243, 244, 252	to determine advancement, 118
five directions for, 242	on sales and collections, 92
five methods of handling, 241–42	Quincy, Mass., Patriot-Ledger, subur-
of 4–H Clubs, 35, 271, 275	han circulation shallows of
I. C. M. A. Award for, 66	ban circulation challenge, 21
	R
importance of, 53, 56, 221, 239	ĸ
of news coverage, 244, 252–61	Raber, Hale, 152
to non-readers, 242, 253, 256	Racine, Wis., Journal-Times
planning for, 239–62	community history knowledge of ac
to readers, 242, 250–53	community history knowledge, 35–36
of recreation, 259, 271–72	selling methods, 230–31 Radio
of school pages, 272–74	
of school reporting, 272–75	carriers on, 72–74, 113, 146–47
of science fairs, 259	carriers' parents on, 73
seven-step plans, 239	former carriers on, 73
slogans, 250–51	newspaper competition with, 30, 55,
slogans used in, 32, 139, 250	239
speakers bureaus, 260	selling, 126, 146–47
of sports, 259, 271	Randolph, Vt., White River Valley
of staff members, 109, 244–45	Herald, subscription ratio, 16
to staff members, 242–49	Reader acceptance, influences affect-
thirty ideas for, 261–62	ing, 52
use of brochures in, 257	Reader appeal, 24–35, 229, 256
use of bulletins in, 243	Readers
use of charts in, 257–58	articles written by, 253
use of house organs in, 243	promotion to, 242, 250–53
use of marked copies in, 259	report to, 251
varied plans for, 261–62	as salesmen, 151–52
by weeklies, 224–33, 243, 250, 256–	Readership surveys, 11, 124, 263–65,
57, 259–62	354–57
youth readership, 263-75	Reading, Pa., Eagle-Times, automatic
for youth readership, 262	bundle-tying machine, 172
Promotion Manager, duties of, 42, 43,	Recognition, staff, 109, 243-45
45, 56, 59, 241	Recommendation Certificate for car-
Prospect list, 116	riers, 115
Public affairs, interest in, 26–27, 29	Record keeping
Public relations, 1, 51, 53, 56	accuracy importance, 220, 288
Publisher	of advance payments, 219–20, 288,
circulation aims of, 52	291–93
liability, 339–41	for circulation, 40–51, 288–312
Publisher's Statement	importance of, 288
ABC requirements, 283–85	protection in, 311
1150 requirements, 400 00	protection in, sri

Recreation	Roadman, duties, 49-50
for carriers, 56, 62, 76–78, 271–72	Roberts, W. H., 156
promotion of, 259, 271–72	Rochester, N. Y., Democrat and Chron-
Recruiting carriers, 62–78, 121	icle, Gannett Barn project, 272
Red Bank, N. J., Register	Rochester, Pa., Beaver Valley Times,
circulation setup, 39-40	area editions, 130
delivery methods, 182	Rock Island, Ill., Argus
profits for carriers, 63	Merit Awards, 107
Red Necktie Club, 115	Merit insignia, 108
Red Wing, Minn., Republican-Eagle, school news, 266–67	Rock Rapids, Iowa, Lyon County Reporter
Redondo Beach, Calif., South Bay	circulation setup, 40
Breeze	delivery methods, 182
carrier enlistment, 74	subscription offer, 232–33
carrier program, 85	Rockford, Ill., Star and Register-
carrier training, 94	Republic
Service Merit System, 107	baseball contest, 113
Redwood Falls, Minn., Redwood Ga-	carriers help worthy cause, 113
zette	emphasis on local news, 26
news coverage, 26	officer quoted, 343
stories featuring citizens, 259	scholarships offered by, 103
Reed, Leon S., 356	softball league, 116
Reese, Ben, 33, 35, 353	youth program, 272
Remington Rand Kardex, 310	Rocky Mountain Empire, 9
Remington Rand Master Records, 173	Route application form, 69
Renewals	Route drivers, duties, 41
of mail subscriptions, 40	Route lease for carrier, 80-82
obtaining, 192–209	Route lists, 80-84, 217, 291
records, 292	Route Supervisors, see Carrier Super
Reporters, aid in selling, 136	visor
Reports	Royal Oak, Mich., Tribune, carrie
of circulation, 40, 61; see also Chaps.	promotion, 118
16 and 17	Rucker, Frank W., 7, 253, 347, 357, 359
of copies returned, 293	Rural district selling, 127–29
monthly ABC, 302–3	Ruth, Babe, 78
to parents of carriers, 116	Ryan, Robert E., 9-10
to Post Office, 309, 327-36	, ,
of press runs, 293, 300–3	S
to teachers, 68, 112	
Reschke, Alfred, 269	Sacramento, Calif., Bee
Reschke, Luvella K., 269	youth program, 271
Retail zone, defined, 279, 281	Youth Weekly, 273
Rewards, see Carrier-Salesmen, re-	Safety campaign sponsorship, 271
wards	St. Louis, Mo., Globe-Democrat
Reynolds, Fain, 103	dry delivery by, 117
Rhode Island newspapers, sponsorship	"Forty-ninth State," 9
of Science Fair, 259	officer's statements, 24, 56
Richmond, Ind., Palladium Item,	selling on busses, 148
Merit Stamp contest, 121	"service errors," 114
Riley, Edwin A., 332	slogan used by, 251
Rippeto, C. M., 110	St. Louis, Mo., Post-Dispatch
Rison, Jasper E., 221, 238	circulation analysis, 33-35
Riverhead, N. Y., News-Review, sales	newsstand price of, 315
policy, 4	officer quoted, 353

St. Louis Symphony Orchestra, 260	Saturday issue, low sales of, 348
St. Paul, Minn., Dispatch and Pioneer	Savings plans for carriers, 97, 112, 118
Press	Schaper, Herb, 139
building for carriers, 118	Schoen, Scott, 26
circulation setup, 51	Scholarships for carriers, 75, 101–4, 111
St. Petersburg, Fla., Times	School cooperation, 68–70, 112, 120,
accounting system, 310	268–70
promotion program, 5	School news
Salaries 70	coverage, 265–67
for carriers, 79	youth's interest in, 263–67
in circulation department, 294	School pages
for full-time salesmen, 127	promotion of, 272–74
Sales Development Supervisor, duties,	workshop training, 274
60	School teacher
Sales letters, see Selling, by mail	selling by, 130, 226
Sales Manager, duties, 54–55	selling to, 13, 118
Salesmen, 126–31	Schools
Salina, Kans., Journal	cooperation, 62, 68–70, 78, 116
airplane delivery, 36	use of newspaper, 268-70
Children's Journal, 272	Schwartz, Ernie, 237
sports coverage, 267	Schweinler, Francis F., 194–97, 229,
Salt Lake City, Utah, Tribune, com-	255–56, 298
munity program, 259	Science Fairs, 259, 271
Sample copies	Scranton, Pa., Tribune
limit on pounds of, 330	carriers' activities survey, 99
pay for carrying, 115, 339	price survey, 317
selling with, 114, 139–40, 151–52, 356	Sea Scout's ship, sponsorship, 271
sent by mail, 140, 330	Sedalia, Mo., Capital-Democrat, 72
Sampling list for carriers, 225	Selling
Sampling methods	bonus offers in, 64, 127, 136, 149,
survey of, 140	230–32
"Treasure Hunt," 140	Boy Scouts used in, 138, 237
San Angelo, Tex., Standard-Times,	by boys and girls, 137
teen page, 267	to business and professional men, 10,
San Dicgo, Calif., Union and Tribune,	12–13
carriers' service, 65	on busses, 148
San Francisco, Calif., Examiner, youth	in campaigns, 126, 150–52, 224–30
experience feature, 273	by carriers, 93, 111, 115, 118, 126,
Sand Springs, Okla., Leader, special	131–35, 225
campaign, 237	charity tie-ins, 138, 237-38
Sanders, John G., 156	chief factors in, 24, 229
Santa Monica, Calif., Outlook in class-	on commission, 51, 60, 126-30, 136-
room program, 268	37, 210, 236, 294
Santa Rosa, Calif., Press-Democrat	by community groups, 137-38, 146,
accounting system, 298–303	150
bookkeeping system, 43, 289	contests, 113, 119, 120, 126, 140, 230-
handling advance payments, 291	36
school news, 266	in depots, 13
youth program, 272	discount in, 141-44, 230-33
SanTom Paster Co., 156-57	in drug stores, 149
Saracini, Rose M., 180	in the evening, 135
Sarasota, Fla., News, carriers' club	to farmers, 11-12, 128, 129, 183, 256

house, 111

Selling (continued)	Sharon, Pa., Herald, collecting from
in grocery stores, 148, 149	carriers, 216
by Honor Boxes, 126, 147, 148	Sheboygan, Wis., <i>Press</i> , carrier-patron
in house-to-house canvass, 126–30,	good will, 110
150	Sheridan Stuffing Machine, 167
importance of, 54, 55	Short course in circulation, 2
on installments, 142, 292	Sidey, Hugh, 125
with insurance, 43	Signode wire-tying machine, 176
in magazine clubs, 150	Silent Salesmen, 126, 147–49
by mail, 38, 43, 126, 138–44, 206	Silha, Otto A., 242
methods used in, 126, 229-38	
to newcomers, 10, 13, 115	Silverberg, J. N., 154–55
news content, 122–23	Simons, Dolph, 32
newspaper's services, 122	Simple Word Week, 25
at newsstands, 13, 38	Single copies, prices, 323
prizes and premiums, 122, 137, 150,	Single wraps, handling, 41, 156–57
207, 230–32, 236	Skating party for carriers and girls, 118
in public buildings, 13, 149	Skiing, sponsorship of, 259, 271
by radio, 126, 146–47	Sleeper, G. Howard, 140, 149
in restaurants, 13, 149	Slogans, use in promotion, 32, 139, 250–51
in rural districts, 11–12, 127–31, 183,	
256	Small dailies
on salary basis, 127	delivery problems, 179–80
with sample copies, 114, 115, 127,	meeting competition, 11
139-40, 151-52, 330, 339, 356	sources of income, 3–4
seasonal hints for, 135	Smith, David N., 185, 214
by solicitors, 60, 126, 150, 226	Smith, Lloyd, 186, 211
staff members, 136–37, 152	Social Security Act, 338
by street salesmen, 13, 126-31, 149-	Soft drinks as prizes, 119
50, 289	Softball league for carriers, 116
to students' parents, 226–27	Solicitors
by subscribers, 151–52, 250	bonuses to, 232
by teachers, 130, 226	duties of, 60
by telephone, 126, 145–46, 150, 237	selling by, 126, 150, 226
by television, 126, 146–47	Somerville, N. J., Messenger-Gazette,
on Ten-Minutes-a-Day plan, 115	soliciting plan, 127
training for, 122, 131–35	South Bend, Ind., Tribune
to transients, 10, 13–14	carrier safety program, 118
to vacationers, 13–14	carrier's lease form, 84
by vending machines, 126, 147–49	gives turkeys as prizes, 119
Semi-weeklies	officer quoted, 153
influence of, 5	student correspondents' awards, 274
sources of income, 3-4	testimonial booklet, 110
Sensational news, handling, 31-33	Southern Circulation Managers As-
Serrill, Theodore A., 231	sociation, 358
Service Merit System, 107	Special Campaign Manager, duties, 59
Sevier, Tenn., Sevier County News-	Special editions, 3, 253, 351
Record, Mountaineer Historical	Special offers, 141–45
Exhibit, 36	Speedaumat, 173
Shank, John S., 62, 244–47	Spelling contests, 76, 271
Shannon, H. A., 204, 209	Spencer, Iowa, Reporter, airplane de-
Shannon, Ralph E., 356	livery, 185–86
	,,

Sports	Street sales; see also Newsstands
for carriers, 76, 111, 113, 115, 116,	effect of news on, 32
259, 271–72	how to handle, 51
promotion of, 139, 271	Street Trade Permit, requirements, 68
reader interest survey, 124	Strong, G. Gordon, 57
Springfield, Mo., News-Leader and	Stuffing
Press, collecting on phone orders,	by hand, 154–55
218	by machine, 45, 153, 166–68
Springville, Utah, Herald, news cover-	Subscribers
age, 11	carrier contact, 114
Square Dance Jamboree, 259	cost to obtain, 223
Staab, Charles W., 231, 325	income from, 223
Stacking efficiency, 153, 169–71	premiums to, 232
Staff meetings, plans, 356	selling by, 250
Staff members	"thank you" to, 110, 111
promotion by, 243	tributes to carriers, 72, 73, 116, 118
recognition of, 109, 243-45	Subscriber's
selling by, 136–37, 152	income-expense ratio, 223-24
Stafford, Kans., Courier	value chart, 121
circulation setup, 39–40	Subscription price
delivery methods, 182	concessions in, 314
Stamp Collectors Club, 77	conditions that influence, 313-14
Standard Rate and Data Service, 319	in county, 314
Starts, handling of, 43, 44, 51, 96,	of daily papers, 314–18
295–302	determining the, 313–26
Starwrapper, 171–72	discounts, 141–44, 230–33
State Circulation Division, responsi-	effect of competition on, 313-14
bilities, 49–51	formula for determining, 319–23
State news, interest in, 27	goals in setting, 324–25
State Supervisor, duties, 59	for home delivery, 314-17, 324
Statements	inconsistencies in, 314–23
accuracy in, 295	outside county, 314
to carriers, 289–90, 304–5, 309	plans for increasing, 325–26
to dealers, 290, 309	for short term, 314
for mail subscribers, 309	single copy rate, 323–24
of ownership, 327–29	sold on credit, 278
on "pay-at-office," 309	to special groups, 9, 314
for Post Office Department, 309, 327	survey of, 317, 319–20
	valuation, 7, 121
Steck Co., Austin, Tex., 39, 221, 359	variances, 314–21
Steven, William P., 122 Stevens Point, Wis., <i>Journal</i> , delivery	of weekly papers, 316–23 Suburban Circulation Manager, duties,
methods, 185	42, 49, 59
Stevenson, Burton, 352	Suburban papers, growth, 20
Stillwater, Okla., News-Press, youth	Sudderth, Everett, 53
program, 271	Sunday Circulation Manager, duties,
Stockton, Calif., Record, scholarships,	59
102	Sunday farm delivery, 46
Stonecipher, Harry, 29	Sunday paper, quiet delivery of, 117
Stops, handling of, 43, 44, 51, 96, 291,	Sunday Schools, sources for carriers, 66
295–302	Supervisor, see Carrier supervisor and
Strasburg, William E., 160	Circulation manager
•	9

Supplements, regulations regarding, 335	selling by, 130, 226 selling to, 13, 118
Supplies, expense accounting for, 294	Tebbetts, Robert J., 113
Surveys of	Tee shirts for carriers, 121
carrier activities, 99–100	Teen-Age Survey, Inc., 264
carriers' incomes, 65	Teen-Agers
circulation growth, 20–21	news about, 265–68, 273
circulation methods, 162, 355	newspaper reading by, 263-65
circulation-population ratios, 14–15,	Telephone, selling by, 126, 145–46,
17–18, 22	218, 237
delivery plans, 180–83	Television
income, 3–4	competition, 30–31, 55, 239, 263,
interest in features, 357	354–55
mail rates, 317	number of sets in U.S., 31
motor routes, 185	promotion through, 72–73, 272
percentage income from circulation,	selling by, 126, 146–47
3–4	youth's interest in, 30, 265
personnel selection, 61	Television City, 105
prices, 325	•
prospects, 356	Ten factors influencing circulation de-
readership, 11, 124, 263-65, 354-57	partment, 39
sampling methods, 140	Ten-Minutes-a-Day Plan, 115
scholarship offers, 102	Tennis tournaments, 76, 259 Testimonials
space devoted to editorials, 29	booklet of, 110
space devoted to public affairs, 29	from businessmen, 67
space devoted to youth interests, 267	from former carriers, 62
subscription prices, 317, 319–20	from mothers of carriers, 71
television competition, 354	Texas Christian University, 103
television sets, 31	Texas Circulation Managers Associa-
Swimming contests, 76, 259, 271–72	tion, 39, 221, 269, 359
Syracuse, N. Y., <i>Post-Standard</i> , use of labeler, 173	Texas Daily Newspaper Association,
Syracuse, University of, 270	269
Syracuse, Oniversity of, 270	Texas Education Agency, 269
T	Thanksgiving turkeys for carriers, 119
T 1 A - 1 7C	Thayer, Frank, 2, 57, 359
Tabor Academy, 76 Tacoma Wash, Navy Tribung of	Theater tickets for carriers, 114
Tacoma, Wash., News-Tribune, effects of strike, 5–6	Thibodaux, La., La Fourche Comet,
Taeuber, Conrad, 22	mailing system, 154–55
Talent sponsorship, 257, 271–75	Thompson, H. W., 191
Tarentum, Pa., Valley Daily News	Three-part responsibility of carriers, 39
district carrier meetings, 101	Tight operation, in circulation, 221
ICMA award, 66	Time saving
incentives to carriers, 66	in collecting, 214-16
officer quoted, 178	in mail room, 154–77
recruiting program, 64	with modern equipment, 43
trips for carriers, 104	in record keeping and accounting,
Taylor, Robert, 54	288-312
Taylorville, Ill., Breeze-Courier, pa-	Times-Herald Printing Co., court rul-
per-throwing contest, 188	ing, 341
Teachers	Tobi, George B., 350
post card to, 112	Todd, W. C., 43, 53
reports to, 68	Todd, William K., 26

Toledo, Ohio, Blade U. S. Statistical Abstract, 14-15 editorial policy, 256 Universal Reference Encyclopedia, 231 promotion featuring new babies, 258 Upper Darby, Pa., Upper Darby News, Topeka, Kans., Daily Capital and conveyor system, 158 State Journal Upton, W. R., 215 circulation practices, 10 Utah State College, 105 junior page, 267 Utica, N. Y., Daily Press, officer quoted, personalized match boxes, 116 239 Toronto, Ont., Star bundling and wrapping machinery, ٧ selling by telephone, 146 Vacation plans for youths, 118, 272 Valuation formulas, 7 Traffic Manager, duties, 51, 55, 60 Vanderbilt University, 102 Training for carriers, 56, 70, 79, 92-98, 107-9, Varga, Fred, 173 Vedder, Byron C., 1, 223 119–20, 186–91, 217–18 Vending machine, selling, 126, 147-49 for counselors, 107-8 for staff members, 61 Visual aids, 134 Training report cards for carriers, 68 w Training Supervisor, duties, 59 Transportation Wages, laws concerning, 55, 150, 327, for carriers, 119, 120 336 - 40costs, 294 Wall Street Journal, as classroom text, problems of delivery, 48-49, 60, 178-270 Wallastar Bundling Machine, 171–72 Tributes to carriers, 74-75, 98, 110, 111, Washington, D. C., Post Times-Herald 116, 117, 118, 191, 218 circulation growth, 5 Trimp, A. L., 99-100, 317-18 delivery system, 48 Trips for carriers, 64, 104-5, 112, 117, youth program, 272 120 Washington, D. C., Publishers Asso-Trucks, delivering by, 5, 44, 55, 173, ciation, 231 178 - 87Washington, Iowa, Journal Tucson, Ariz., Star and Citizen, carcalendars for carriers, 115 riers' service, 65 readers' suggestions, 356 Tujunga, Calif., Record-Ledger, deliv-Washington, N. J., Star, promotion ery methods, 182 circular, 256 Tulare, Calif., Advance-Register, chil-Waterbury, Conn., Republican and dren's page, 274 American, circulation growth, 4–5 Tulsa, Okla., World and Tribune, Waterloo, Iowa, Courier, full-time soscholarships offered, 103 licitors, 129 Turner, F. P., 127 Waukegan, Ill., News-Sun, trips for Turtle Derby, 121 carriers, 104 Tying machines, use of, 157, 162, 168-Waukesha, Wis., Freeman, motor de-72, 175-77 livery, 183 Tynan, Michael, 355 Webster Encyclopedia Dictionary, 231 Typography, effect on circulation, Weekly Newspaper Bureau, 3 24-25, 350-51 Weekly Newspaper Management, 359 Weekly papers ABC costs for, 285 U. S. bonds for carriers, 111 as advertising media, 2

carrier delivery, 180, 182

circulation growth, 2

U. S. Department of Labor, 340

U. S. Marine Band, 260

Weekly papers (continued)	Wire-o-Veyor, 166
circulation income, 3–4	Wiretyer, 169, 170
circulation-population ratio, 16–17	Wiretyer Corporation
circulation setup for, 38, 40	mail-room scoring
competition with dailies, 10–11	use of machines, 16
delivery methods 180–83	Wisconsin State Leagu
delivery methods, 180–85	Women drivers, news
delivery personnel, 40, 48, 180	44 Wood D. B. 6
delivery problems, 154–60	Wood, D. R., 6
emphasis on editorials, 124	Wood, Donald J., 55,
income from advertising, 3, 4	Woodhaven (Jamaica
income from circulation, 3, 4	Observer
mailing equipment, 154-60,	delivery methods, 1
newsstand sales by, 149, 180–83	marked-copy plan, 2
profits for carriers of, 63	Woodstock, Vt., Ve
promotion, 243, 260–63	subscription rati
selling by samples, 139–42	Woonsocket, R. I., C.
subscription contests, 137–38	76
subscription prices, 318–23	Word games, 236–37
survey of news in, 29	Working conditions
use of pictures, 124–25	laws concerning, 330
in Vermont, 16–17	points concerning, 6
"Welcome Lady," to introduce news-	Workshops
paper, 13	for carriers, 116
Wellford, L. M., 183	publications, 274
West Virginia State College, 103	summer training in
Western Electric Co., 148	World news, interest
Western Michigan College, 274	Wrapping, 153–58
Westinghouse Electric Corp., 148	Wright, Robert B., 32
WHIO-TV, current events study pro-	WTAM, radio publi
gram, 270	121
White, David Manning, 264	141
o o	Y
Williams, C. B., 88	•
Williams, Cranston, 117	Yakima, Wash., Repu
Williams, Herbert Lee, 7, 253, 264,	system, 302–5
347, 357, 359	Yardstick advancemen
Williamsport, Pa., Sun-Gazette	YMCA, 66, 77, 99
carriers' checking accounts, 111, 213–	Youth activities, news
14	270
delivery facilities, 185	Youth organizations,
Wilmot, Bill, 11, 124	138, 237
Wilson, Don, 105	Youth Readership
Wilson, James, 187	surveys on, 263–65
Wing hand mailer, 156	ways to increase, 26
Winston-Salem, N. C., Journal and	ways to increase, 20
Twin City Sentinel, "Teen-Age	z
Talent" page, 266	
Wire photo, reader interest in, 125	Zone Manager, duties
•	G .

program, 161 66, 169 gue baseball, 110 vsstands served by, 5, 57, 162, 327, 359 ca), N. Y., Leader-82 259 ermont Standard, tio, 16-17 Call, carrier news, 36-38 64 n, 270 in, 27 licity for carriers,

ublic, bookkeeping nt program, 106 s coverage, 265-67, contacts with, 66, 65-73

s, 46-47