

Nation Honors Its Newspaperboys Today

Paper Routes 'Big Business' For Carriers

Faithful Boys Go Out In All Kinds Of Weather, Bringing News To Doors

Today, the nation honors its newspaper carrier boys—the boys who give most newspaper readers their closest contact with their paper.

This past week has been National Newspaper week, with the theme, "Freedom Goes Where the Newspaper Goes." The week has been the occasion for speeches and editorials reminding Americans of their heritage of freedom, to which newspaper carriers have made a material contribution.

The final day of National Newspaper week has been dedicated to the carrier salesman, who delivers his papers to the doors of his customers in all kinds of weather every day it is printed. To take care of his route properly he must have many qualities.

It takes energy and persistence to get out every day and cover that route. It takes business know-how to keep his accounts straight. Courtesy keeps his customers happy. He must be careful to avoid putting the papers in the wrong place. It takes salesmanship to get new customers and keep old ones.

Big Enterprise
Early in life carrier boys learn about one of the big enterprises of the world. Newspapers combine many of the things that make modern life. First they are business enterprises. Sale of advertising and the papers themselves involve principles all business men use. They are also manufacturing plants turning out a physical product. They are part of a giant world wide communications system. There is also the news gathering and presentation which involves many things—writing, illustrating, and editing.

The news itself starts with the reporter who goes out and gathers facts. Those facts go to a newsroom where they are written into stories.

If the facts that make the story are far away from the paper you read, they usually move through a wire service. The Associated Press maintains bureaus all over the world, funneling news to your paper through a vast system of wire and radio channels.

But whether it is local news gathered by your paper's own reporters or "wire" news, it goes to a desk which is a part of that paper. There it is edited and headlines for it are written. From there the stories go to the "shop," **Manufacturing Process**

That is where the manufacturing part of the process starts. The typesetting machines used by modern newspapers are among the most complicated used in industry today. These machines turn out lines of type which are put together in "galley" or column such as they will appear when printed.

A "proof" is taken of these "galley" lines and is read by the "proof" readers. The corrected proofs go back to the machines and corrections are put into type. These corrections are then inserted into the galley and the incorrect lines of type thrown out.

After that the "floor" men take over the job. And here the galley's news stories meet the advertising. This is gathered from local sources and from national agencies in a process somewhat similar to the gathering of news. There is also, however, a sales copy.

Advertising copy is edited and sent to the shop in much the same way that news is handled.

To The Presses
The floor men take the news



NEWSPAPERBOY DAY PROCLAMATION—Governor Douglas McKay of Oregon signs the proclamation for National Newspaperboy Day Oct. 8, in the presence of Delton Miller of Salem, carrier of the Oregon Statesman. Delton is 13 years old, attends Leslie Street High School, and is in the 9th grade. His hobbies are football and basketball. He carries 105 papers daily and averages \$35 per month or over \$400 per year.

'Little Merchant Plan' Teaches Boys Thrift And Good Customer Relations

This paper route teaches a boy to take care of his own business in a business-like way. That is the basis of the "Little Merchant plan," which has been adopted by The News-Review for its newspaper boys.

Fuller Johnson, circulation manager, explains that a record is kept of the number of papers drawn each day by its carriers. At the end of every month they are billed for the papers at a wholesale rate.

Each boy has a "route book," which contains a slip for each of his customers. Using his route book he fills out his receipt book, and every month he makes the rounds, collecting from his subscribers.

After he pays his bill to The News-Review, whatever the boy collects represents his profit.

The value of a route to the boy, explains Johnson, is that it teaches him to meet people, to properly take care of his collections, and to serve his customers by delivering the paper promptly each day.

"Most of the boys count on putting into their savings accounts each month," says the circulation manager.

"They allot themselves so much spending money, other than the money they use to buy their clothes. Their savings accounts range from \$100 to about \$600. "We feel that the boys, in learning to be prompt in their deliveries and courteous in their collections, are learning just as much as if they were in school," Johnson said.

'Ideal' Customer Prompt With Bill
The ideal customer? Tops with the newspaperboys are the customers who have their money ready when they come around to collect every month.

That's the virtue in their subscribers that carrier salesmen admire most, according to David Sylvester, 13, who is typical of The News-Review carrier boys.

David has 111 customers, most of whom live in Laurelwood. He says it takes him two days to make his collections and he has no complaints to make on that score.

Most of David's customers are pretty reasonable, too, on where they want their papers placed. For some of them, David takes the paper around to the back porch. But when it rains . . .

"They gotta be dry," so David walks up and puts his papers behind his customers' screen doors.

There aren't any overhanging porch roofs to speak of on David's route, so he rarely lands his papers where they shouldn't be long. Sometimes on a windy Saturday, when the paper is light, he'll hit the roof.

"But you've gotta expect that," says David.

RAPID TRANSIT
All News-Review carrier boys have a speedy means of transportation in covering their routes. They all have bicycles; all, that is, except three. Three boys now own motor scooters.

Boys Have Definite Time To Finish Routes Daily

Rain or shine, News-Review carrier boys should complete their deliveries every evening by 6:15.

Starting from The News-Review or from their homes, the boys are required to be on the streets and placing papers on the customers' porches or in doorways by 4:30.

Two hours—that's the time each boy is allotted to complete his route, which varies from 80 to 125 customers, depending upon the part of town and terrain he covers.

ROSEBURG BOYS
Roseburg boys have the opportunity of serving two Portland newspapers as carrier salesmen here, as well as The News-Review.

Every morning, some 29 boys load their bags with The Oregonian to deliver these papers to their subscribers before breakfast. The Oregonian boys in Roseburg and its suburbs are supervised by Barney Root, local branch manager.

One of Root's outstanding carriers is Gary Long, 13, above. Gary, who resides at 110 Union Avenue, has been carrying Oregonians for 10 months. "This boy has done a fine job of serving the public," says Root.

Gary has managed to save \$250 from his paper route, besides buying his school clothes and having his own spending money. Earlier this year he won himself an all-expense paid trip to Canada, by writing 35 new orders.

"Gary has a wonderful future ahead, and the experience he is now getting will be of great help to him," Root declared.

Other Oregonian carriers include: Robert Cook, Thomas Bentley, Art Mandville, Clair Sutton, Jim Hiatt, Kenneth Cook, Gary Sauley, Ralph Turner, Jerry Young, Kenneth Frasier, Edward Hall, Gary Long, Dick Terho, Donald Abbott, Bradley Wiles, Billy Kelly, Bernard Lacy, John Johnson, Steve Reed, Donald Baker, Steve Oakley, Willie Meihoff, Herbert Walton, Jim Vasey, Everett Mask, and Richard Patterson, all of Roseburg; Eugene Milan and Raleigh Parker, Winston, and Ernie Jorgensen, Dillard.



OUTSTANDING NEWSPAPERBOY—This is John Duvall, who has been a carrier salesman for The News-Review almost three years. In this time he has demonstrated his ability to satisfactorily serve his customers and secure new subscribers, says Circulation Manager Fuller Johnson.—(Staff picture).



NUMBER ONE CARRIER—Downtown businessmen know Elwood Heberly, who is setting out on his bicycle to deliver The News-Review to subscribers on Route No. 1. Most of the carrier boys own bicycles and provide speedy delivery to their subscribers by bicycle.—(Staff picture).

HE GOT UP AT 4:30 A. M.

Governor, Once Newsboy Himself, Sets Aside Day To Honor Carrier Boys

SALEM, Oct. 8.—(Special)—Governor Douglas McKay still remembers the days of his youth when he crawled out of bed at 4:30 a. m. to tramp down Portland's streets and throw copies of The Oregonian on front porches.

Newsboys Carry NW Edition To Journal Readers



In Portland, the Oregon Journal is an afternoon paper. In Roseburg, its Northwest edition is delivered in the early morning hours by 25 carrier boys supervised by A. H. Malone, local circulation manager.

The Portland papers—the Journal and Oregonian—are brought here by fast express truck, soon after they roll off the presses there in the early evening.

The Journal's outstanding boy in this district is Jerry Jones of Myrtle Creek, above, who has "won every contest the past two years," according to Malone. He has already won two Thanksgiving turkeys by securing new subscribers.

"Jerry is the first one to have his collections in every month, and keeps up his route by getting new orders," said Malone, "and he gets along well with his subscribers."

Other Oregon Journal boys are: Roseburg: Kenneth Mead, Mike Evans, Ronald Sheppard, Perry Clute, Bob Forester, David Forester, Joan Welton, Elva Welton, Robert Stevenson, Keith Eddy, Cleo Wigget, Burton Manning, Richard Bassett, William Brown, Paul Rogan, Richard Springstead, Jim Godfrey, Charles McLoughlin, Claud Butler, Tommy Evanoff, Ray Kemp, John Webb, and Arthur Maskala.

Winchester: Everett Jacobs.

Winston: Ronnie Miller, Bill Tabor and Bob Butler.

Myrtle Creek: Jerry Jones, Gregg Bouman, Wilson Barnes, Don Metcalf, Dan Johnson, and Wayne Springstead.

Canyonville: Charles Pickett and Jerry Stevenson.

Riddle: Steve Baxter and Darnie Enslin.

Tri City: Bob Monroe, Dillard; Greg Green.

Sutherlin: Ronald Wolette, David Pickett, Ronald Biglow, Patty Kelly and Ronald Stribling.

Union Gap: Frank Pryor.

Oakland: Donald James, Larry Cole, and Walter Smith.

His experiences as a carrier flooded back upon the governor today when he received a request for a statement designating Oct. 8, as National Newspaperboy day in Oregon. The request came from Maurice T. Miller of the Klamath Falls Herald and News, chairman of the Oregon Newspaperboy committee.

The governor recalled that many of his contemporaries in the carrier field are now bank presidents, publishers or heads of large corporations. "It seemed tough at the time, having to battle with rain and darkness," the governor mused. "But the work brought a pattern of business or diligence into our young lives and taught us the meaning of the word 'responsibility.'"

Governor McKay sent Miller the following statement: Oct. 8, 1949 has been designated as "National Newspaperboy Day" to honor the millions of newspaperboys throughout the nation, many of whom will be our future business and political leaders.

Many of our most prominent American citizens, such as Alfred E. Smith, Herbert Hoover, Henry Ford, Benjamin Franklin, and Thomas A. Edison laid the foundation of their careers as newspaperboys.

The newspaperboy, as the owner and operator of a small independent business, is developing the basic qualifications for our future business or professional man of tomorrow and the leadership of our nation.

The newspaperboy or independent merchant develops traits of honesty, courtesy, punctuality, thrift and self sufficiency.

I, Douglas McKay, Governor of the State of Oregon, in recognition of the fact that newspaperboys of today will be our future leaders of tomorrow, do hereby designate Saturday, Oct. 8, as National Newspaperboy day and do earnestly request all citizens of Oregon to know your newspaperboy better and to give him encouragement that he may be your future leading citizen.

29 Boys Deliver Oregonians Early Every Morning

ROLLING PAPERS—This busy scene is enacted every afternoon in the carriers' room at The News-Review, when the boys receive their papers and fold and roll them prior to setting out on their routes. Each boy has his own box, where his papers are stacked and where he stuffs the folded papers in his bag. These boys serve the downtown and close-in residential districts. Papers are delivered to homes of boys who serve suburban areas and nearby towns.—(Staff pictures)

Carriers Deliver The News-Review To Readers' Doors

One of the major reasons for the success of The News-Review in extending its carrier boy service to its readers, is the good service rendered by the boys themselves, according to Fuller Johnson, circulation manager.

In the city, The News-Review has long delivered each day's edition to the doors of its subscribers. This service is being extended in other communities of the county.

The News-Review carriers in Roseburg include: Elwood Heberly, Roland Wagner, James Boudreau, James Lowe, David LeCieu, Alfred Anderson, Ralph Deal, Gene Horn, Richard John, Ivan Adams, Richard Bartlett, John DuVall, David Sylvester, Dennis Linnell, Charles Merrill, Herbert Sylvester, Donald Clark, Gerald Hash, Robert Spellman, Herbert Kelly, Gary Burghardt, Claude Westley, John DesBiens, Melvin Broad-bent, Tom Roark.

In other communities the boys are: Oakland, William Bowman; Sutherlin, James Magill; Wayne Card, and Lee Montgomery; Canyonville, William Worrell; Myrtle Creek, Kenneth Hadley; Duane Hadley; Winston, Robert Post and William Phelps; Dillard, Ernest Jorgensen; Riddle, Kenneth Brittain.

with the newspaper about one to three years. Unless he goes in for sports, he can hold his route right into his senior high school years.

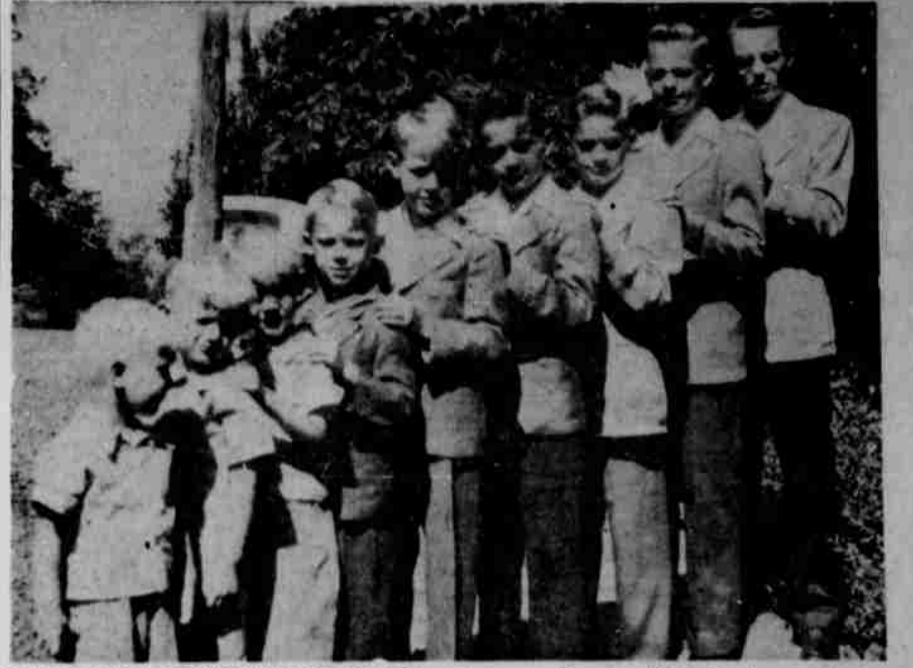
Turning out for afternoon sports and the school teams, of course, make it impossible for the boys to continue carrying an afternoon paper route.

Johnson attributes the low rate of turnover to the fact that boys are given full responsibility for managing their routes. They are "strictly on their own," and in all except serious cases, from out their own troubles with the customer.

Low Turn Over In Boys Cited By Their Manager

Pride in the fact that News-Review carrier boys stick by their jobs is expressed by Fuller Johnson, circulation manager. The rate of turnover in carriers has been low.

The average carrier boy stays



OUTSTANDING NEWSPAPERBOY FAMILY—These are the nine Sylvester boys, of whom three have been News-Review carriers; two are carriers now, and four hope to be carriers. Left to right they are, Robert 5, Milton 7, Richard 8, John 9, Herbert 12, David 13, Jim 15, Ted 16, and Paul 17. They are the sons of the Rev. and Mrs. W. A. Sylvester, 1170 Military street. The three older boys are students at Concordia Lutheran academy at Portland. In the summer Paul is employed at Miller's; Ted at Roy's, and Jim in the News-Review circulation department. David and Herbert are students in the Roseburg Junior High school. Fuller Johnson, circulation manager of The News-Review, says these boys have been "outstanding carriers," while their parents admit their sons have benefitted from the business training they received as carrier salesmen.



Alert Carriers Watch For New Subscribers
How do The News-Review carriers build up their routes? Alert boys among the carriers watch for moving vans, and are there when new tenants move into vacant houses. They observe new houses being built and get subscriptions from their owners.

The News-Review does not sponsor subscription drives and contests, explains Fuller Johnson, circulation manager, but depends upon its boys to obtain permanent subscribers. "Our boys glory in the fact, when they have a street with every house taking the News-Review," he said.

Staff Organized For Roseburg High Annual

The Roseburg high school annual staff is organized, and an outline has been made for the year book.

With Mrs. Cloyd Riffe as advisor, the staff includes: Janeth Elliott, editor; Sue Brown, art editor; Betty Ann Harvie, business manager; and Kee Briggs, assistant. There are still openings for those desiring to try for associate editor.

All sophomore group pictures have been taken. The senior portraits are to start being taken Oct. 10. All pictures of juniors and seniors must be taken by Nov. 15. Girls are to wear dark sweaters and pearls. Boys are to wear white shirts, ties and jackets.

Students who wish to go to the studio for pictures must do so on their own time. It was announced.



Father And Son Banquet Annual Event For Boys

Every newspaper in our way of another, for doing a good job. News-Review carrier salesmen look forward each year to the annual Christmas father-and-son banquet, when they can get together with their dads for a big feed. Parents look forward to it as much as their sons. This banquet is the principal event sponsored by The News-Review for its carrier organization.

HUSKY FROSH WIN

MOSCOW, Idaho, Oct. 8.—(AP) Washington's Yearlings, 0-11, downed 16 to 9, took to the air to set up two touchdowns and got a third on a blocked punt in defeating the Idaho Frosh here yesterday, 20-7.