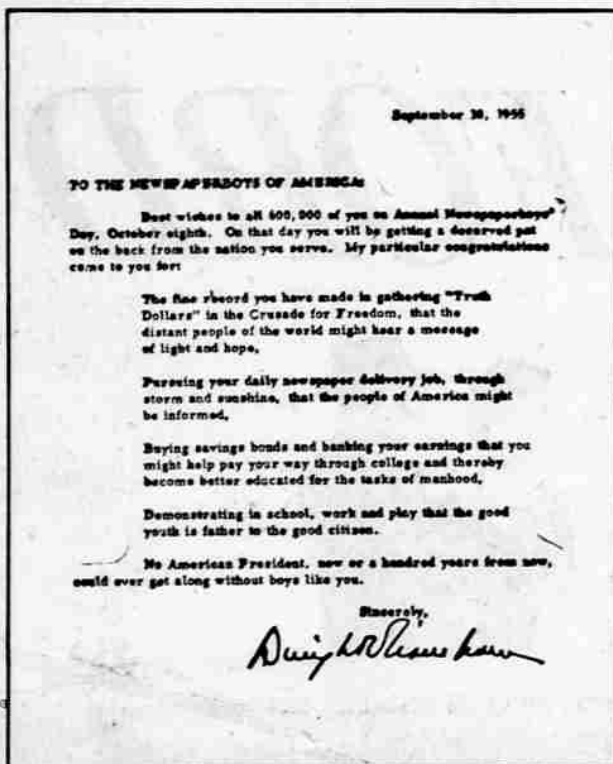


MEDFORD MAIL TRIBUNE

Honoring Today's Newspaperboys Training for Leadership Tomorrow



Planning — Saving

Many Newspaperboys begin their thrift habits on paper routes, and their profits permit them to pursue hobbies, such as model airplane building, music, photography, electronics and many other fields that help educate and develop their talents. In many cases it enables them to choose their life work. Many boys have also helped finance their entire college careers through the earnings of a newspaper route.

A typical carrier boy is Keith Harrison, Route 44, who is shown making one of his regular savings deposits at the Jackson County Federal Savings and Loan Association, to Mrs. Lola Watson. Keith plans to use his savings for a college education.



National Newspaperboy Day Observed Saturday

Government of the people, by the people, for the people is predicated upon the ability of the people to know the truth, as it concerns themselves and as it concerns their country. The right of our newspaper to bring you the truth is guaranteed in the Constitution. This right we shall never let lapse by neglect or default. . . this right we shall zealously guard always . . . because it is the very foundation of our American way of life.

Your link with this information is your newspaperboy . . . you can count on him to deliver your newspaper with clock-like regularity. In serving you faithfully and well, he is learning lessons vital to his own future . . . most of all, that the price of success is enterprise, responsibility and unflinching attention to the business at hand. Maybe that's why so many newspaperboys grow up to become leaders in our community and national life.

Salesmanship — Selling

Donald Fowler, of Ashland Route 5, is shown discussing the front page with Mrs. Wayne La Tournette, a new subscriber on his route. A newspaperboy operates as an independent merchant, and in order to maintain or increase his earnings, he must learn to become a good salesman.

Salesmanship is a vital part of the newspaperboy training program. He must study his paper . . . know its content . . . news, features, comics and the value of the advertisements. Learning and doing on a newspaper route has helped make some of the nation's leading executives today.



Activities

A group of newspaper boys is similar to other business groups in promoting activities outside of their business operation for community interest.

The 'coffee break,' a modern practice in business operations, has spread to news-

paperboy operation. The result is a "Coffee break," with the profits accumulating in the Newspaperboy Fund. The fund provides an annual scholarship for a newspaperboy, a percentage goes for entertainment, and 10 per cent of the yearly profits goes to the United Crusade.

Credit and Collecting

Clifford Davis Jr., of Jacksonville Route 1, is shown making his monthly collection from Mr. Clyde Davis. Mail Tribune routes range from 40 to 154 subscribers, with an average of 118 subscribers served daily by the 69 boys and one girl who make up the independent merchants serving the Tribune's subscribers.

Collecting, done properly, requires training and tact. Newspaperboys earn their income from the service they perform in delivering the paper when and where the subscriber wants it. The young businessman faces the credit problem on his first collection trip, as he will only collect approximately 50 per cent of his subscribers the first time around. About 1 to 7 per cent will stall him on the second and third calls, and a few subscribers will put him off for another month. It is here that the carrier must decide whether or not to "increase his investment" in the subscriber, or tactfully stop the paper until the subscriber can pay. In reality the newspaper carrier faces all of the problems that occur in big business. Through solving these problems each carrier begins to learn the rudiments of proper business practice.



Records and Bookkeeping

Warren Lovell, Medford Route 16, is shown checking his route and receipt book with the Addressograph plates of his route in the Mail Tribune office. Each carrier is given a list of his subscribers and the dates of all expirations. He must turn in each new order, cancellation and change of address. It is also important for the carrier to have the name and receipt form for each subscriber if he is to receive the maximum profit from his route. Failure to turn in an order means delivery without a collection.

In order to keep each carrier posted as to the condition of his route, a profit and loss statement is made from the bill at the end of each month. This statement shows the total number of papers purchased each month, the total cost of all papers, charges for insurance, delivery complaints and miscellaneous items. Credits are shown, which include items such as prepaid monthly and yearly subscribers. Total collections receivable are then shown, also the net bill, gross earnings, amount uncollected and the net earnings for the month.

Through this simplified procedure each carrier gains a certain practice in accounting. Even if he does not go into business later, he will have had enough experience in sound business practices to keep his private affairs in order.



Folding and Delivery

The picture on the right is a group of Mail Tribune carriers preparing their papers for delivery. Learning to fold each paper properly takes instruction, practice and application. Four to six weeks is the average length of time before a boy can fold an average of five papers per minute. Boys vary, of course, depending on their application. This variation can spread from 2 to 11 papers per minute.

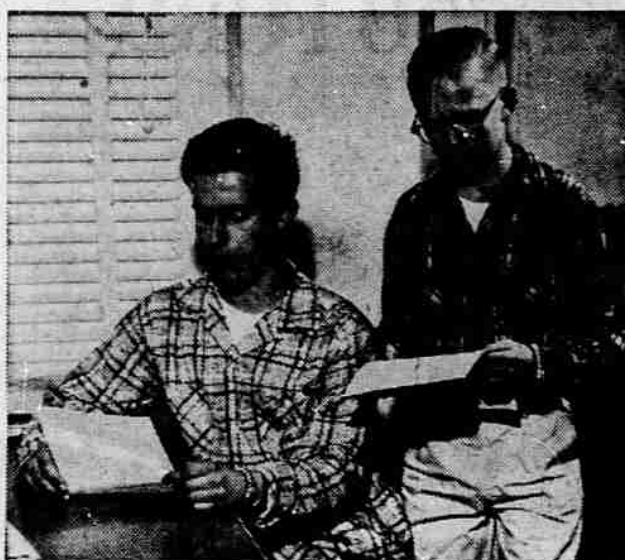
Delivering papers promptly and properly is the desire of all newspaperboys. There are, however, many outside and conflicting interests which may cause him to lose sight of his objective and forget the Newspaperboys' Creed. He may ride across a lawn tossing the paper into the shrubs, damage a screen door, window or flowers. He may slide the paper through a puddle or deliver a paper torn by rough handling, but his primary objective is to give you good delivery. Learning by doing correctly has helped countless newspaperboys to build a fundamental understanding of basic public service which is a MUST for a successful business operation.



Businessmen

Curtis Holmes and Don Oldham are shown preparing to sign the two papers which will make them two of America's young businessmen. Curtis is reading the legal requirements that will permit him to buy newspapers at a wholesale rate and to retail them in a designated area on a route. There will be a bonding obligation and his parents will also be required to sign the contract. He will then be launched on his first business venture.

Dan is examining the business insurance policy that will give him 24-hour-a-day protection in case of accident on or off his route. Insurance is another need in modern business operation.



Community Service

William H. Prentice, left, president of the United Medford Crusade, and Edmund E. Hass, division leader, are accepting the Newspaperboy contribution of \$68.38 presented by Dudley Peterson, Route 12, and Ronald Anderson, Route 25, representing the Mail Tribune carrier group. The Newspaperboy Community Service account totaled \$48.81, and contributions by almost 100 per cent of the 46 boys in Medford shoved the total to \$68.38, or about \$1.50 per boy.



Scholarship

Donald A. Weber won the first Newspaperboy Scholarship and is now attending Oregon State college as a freshman. The award has three requirements: (1) At least three years service on a Mail Tribune route, (2) Above average scholastic standing, (3) Participation in outside activities while in school.

Don was a newspaper boy for 4½ years, worked for a year in the mailing department, was among the top 10 per cent of his class in his scholastic standing, and was active in Boy Scouts.



Entertainment

Pictured at the right is a group of the 34 boys that enjoyed a deep sea fishing trip out of Crescent City June 18. The trip resulted in nearly 500 pounds of fish and a few sunburns and upset stomachs. The boys chartered a bus and spent the night at the Surf hotel. They also enjoyed exploring the beach and visiting other attractions at the Seaport City.

