

NEWSPAPER CIRCULATION IS COMPLEX OPERATION

Many Involved In Daily Distribution Of Mail Tribune

Newspapers Delivered By Motor, Bike, Mail

(Editor's note: This is the last in a series of articles explaining the functions of each department of the Mail Tribune, and how they cooperate to produce more than 18,000 copies of your newspaper each day, and deliver them to your doorstep or mailbox.)

The members of the Mail Tribune circulation department assume that there will automatically be a newspaper printed every day but Saturday.

Their job is to see that as many persons subscribe to it as possible, and, more important, that a copy reaches each subscriber soon after it comes off the press.

In some ways it is the most complex operation in the paper, and it involves the cooperation of more people than any other.

Staff Members
Managing the department is Dale Erickson, who is general overseer of all operations in both subscription and delivery sections. Wyatt Rosborough is rural circulation manager. He is in charge of M-T outside carriers (paper boys in cities other than Medford) and the 15 motor routes.

Last year the 15 cars that delivered the Mail Tribune on motor routes travelled 233,758 miles without an accident, the fourth highest number of accident-free miles recorded on motor routes of papers under 25,000 circulation in the United States and Canada.

Mail Tribune motor carriers place papers in rural boxes on several Medford rural routes and in Grants Pass, Rogue River, Eagle Point, Prospect, Trail, Cave Junction, Shady Cove, Butte Falls, and Ashland.

Outside Carriers
Outside carriers deliver papers in Gold Hill, Central Point, Jacksonville, Talent, Phoenix and Ashland, Hornbrook, Hill, and Yreka in California. The papers are transported to the cities by motor carriers on the way to their routes, with the exception of California cities. Papers go there by bus.

Among veteran motor carriers is Bill Reed, who started his route in the late 30s, went into the service during World War II, and came back to work as make-up man in the paper's shop during regular hours and deliver papers in the Table Rock-Central Point area in the afternoons.

Earl Richardson, regularly employed as the paper's mail department head, began a route in 1939 and also came back after war service. He delivers the Eagle Point-Shady Cove area.

Started in 1947
Joe Kingsley and his wife, who deliver southwest of the city, began a route in 1946, and Bill White, a Rogue River resident delivering to Gold Hill-Rogue River subscribers took over a motor route in 1947.

More than 1,000 subscribers living in almost every state and many foreign countries receive their newspaper by mail from the Mail Tribune circulation department. Richardson is in charge of the mailing section.

Assisting in several circulation department capacities is Dick Simonson. For the most part he sees that the 43 local carriers get their papers delivered. He works part time while attending school at Southern Oregon College.

Use Bicycles
City carriers deliver their papers by bicycle with 80 to 150 subscribers on a route. The "little merchants" buy the paper from the Mail Tribune and sell them to their subscribers. The more subscribers they have, and the better job they do, the more money they make. Monthly earnings for M-T paper boys average between \$30 and \$60.

Paper delivering is done after school on weekdays and between 5 and 7 a.m. Sunday mornings. The majority of carriers are junior high school age. Two years ago, a carriers' scholarship fund was set up and about \$150 is given each year to a senior in high school, who has in the past carried a route at least three years, toward a college education. Money comes from the carrier owned coke machine in the building.

Clerical Work
Regular circulation department clerical work is handled by Miss Lorna Thompson, a 1953 graduate of Phoenix High school. Miss Nancy Whitlock, who graduated last year from Julian High school in San Diego county, Calif., is working as a subscription clerk during Bargain Days.

A special feature of this de-



MOTOR CARRIERS—In back of the Mail Tribune building every week day afternoon and early Sunday mornings the paper's 15 motor route carriers line up with their automobiles to wait for papers which they deliver to subscribers in rural areas. Several motor route men and women have been delivering more than 10 years. Shown above are eight of the 15 regular carriers.



CIRCULATION WORKERS—At their desks in the M-T's circulation department are (left to right) Miss Lorna Thompson, regular clerk; Wyatt Rosborough, rural circulation manager; and Miss Nancy Whitlock, fill-in clerk for Bargain Days. On the table at the right are the subscription cards of the paper's many subscribers, put out during Bargain Days to provide more convenient handling of incoming subscriptions during the 10-day Bargain period.



MAIL DIRECTOR—Earl Richardson takes one of the metal plate cards used in mailing papers and bills to Mail Tribune subscribers from one of the office files. Richardson is in charge of mail subscriptions and sends daily and Sunday issues of the paper to more than 1,000 persons throughout the United States and in several foreign countries.

partment is its "addressograph" system. Billing is done by machine by means of metal plates (similar to filling station credit cards). The Mail Tribune has cards for every dwelling unit in Medford and nearly 80 per cent of the units in the entire county. Because of its high number of prepaid yearly subscribers, such a system can be maintained economically, an achievement known to few other newspapers.

Hells canyon in the Snake river between Idaho and Oregon is deeper than the Grand Canyon of the Colorado, chiefly in Arizona, and is also much narrower between the top rims.

Use Mail Tribune Want Ads
The Community's Biggest Marketplace of a ton.

National Safety Council Studies Traffic Program in Medford

Analysis Aimed At Strengthening Traffic Control

Study Includes Courts, Parking, Accident Rate

The annual inventory of traffic safety activities in Medford for 1955 has been prepared and submitted to City Manager Robert Duff by the National Safety Council.

Medford was one of 1,025 cities in the United States which reported for the annual inventory last year. The National Safety Council analyzed and compared reports for all cities. Headquarters for the council is in Chicago, Ill.

Service to Cities, States
The inventory is a service to cities and states whereby they can appraise their own street and highway traffic management and accident prevention programs, by comparison with programs of other cities and states, and with accepted performance standards.

The analysis contained recommendations for strengthening Medford's traffic management and accident prevention programs. Inventory representative for Medford was Sgt. Clyde Fichtner, of the city police department.

Medford reported two traffic deaths in 1955. (There were none the year before.) The fatality rate was 10.5 deaths per 100,000 and 1.2 per 10,000 registered vehicles.

Below Other Years
There were 69 persons injured in traffic accidents in Medford in 1955, which is 38 below the average of 107 for the preceding three years. The inventory disclosed that Medford's accident records activities met 70 per cent of appraisal measures for this section as compared to the 56 per cent performance in 1954.

Traffic engineering activities fulfilled 61.5 per cent of recommended performance, the inventory showed.

One recommendation by the council to reduce traffic "congestion" was to study eliminating parking on high volume streets during rush hours. Other traffic control recommendations were that man hours for maintenance of traffic control devices be increased and that an increase in personnel assigned to traffic engineering be considered.

Parking Space Recommended
The inventory recommended Medford should have a total of 2,540 off-street parking spaces. In 1955 Medford reported having 475 off-street parking spaces compared to 390 in 1954. (Medford added 59 in 1955. The proposed off-street parking facilities program, recently ordered by the city council to be submitted to Medford voters for approval in the Nov. 6 general elections, calls for the addition of 180 parking spaces by 1957 and 464 by 1966.)

Police traffic operations showed a substantial improvement from 1954 to 1955, up from 28 to 77 per cent of the recommended standard. The inventory stated that the administrative base for traffic operations appeared excellent.

Good investigation, the inventory commented, will find evidence of law violation sufficient to warrant arrest of one or more violators in 55 per cent or more of accidents investigated. The inventory pointed out that Medford's accident arrest rate was 40, indicating need for stronger enforcement against violators who produce accidents.

Fewer Convictions
The conviction rate in accident arrests was 84 per cent, below the 95 per cent recommended by the council.

Medford's four-year average of fatal and personal injury accidents is 113½ annually, according to the inventory.

In view of the performance of other cities, the safety council assumes that 1,986 or more hazardous traffic law violations occurred in Medford in 1955 for which drivers should have been apprehended and convicted. Convictions reported by the Medford police department were 1,703.

Recommendations listed by the safety council in the inventory were that four officers and one clerk be added to the force and that the number of convictions with penalty for hazardous traffic law violations be increased.

The annual inventory also contained an analysis by the American Bar association of Medford traffic courts.

The Bar association recom-



"LITTLE MERCHANTS"—About half of the Mail Tribune's army of 48 city carriers are shown gathered for their "informal" picture near the side alley of the building, where they park their bikes while folding the papers for subscribers on their routes. These boys, mostly of junior high age, have average monthly earnings between \$30 and \$60. They make about one and a half cents profit on each paper they deliver.

ended that a violations bureau be established to handle parking and other non-moving violations, so that the traffic court can give its attention to more serious cases. Such a bureau would be under the jurisdiction of the judge or judges of the court.

Other recommendations listed in the inventory were that a written plea of guilty and waiver of trial be used for violation processed in the violations bureau, and that Medford adopt the use of the uniform traffic ticket and complaint. (The latter has been done.)

The Safety council stated that the most significant deficiencies in Medford's school traffic safety

education program were crossing protection, program stimulation and driving instruction.

Driver Education
Suggestions were that driver education be expanded in public and parochial schools to include all eligible students, that at least 30 hours of classroom instruction be established at all parochial school crossings where conditions make protection necessary.

The inventory pointed out that Medford reported public safety education activities fulfilled 67

per cent of recommended performance, an increase over the 28 per cent achievement of 1954. It was recommended by the council that the public be brought into fuller participation in the safety program.

The council commented that the Medford Safety council, Medford's organization for traffic safety, received 68.4 per cent of the recommended score. It is evident, according to the inventory, that a commendable program is being carried on by the Medford Safety council with the limited staff time and funds available.

The inventory added that the police and traffic committee is well constituted to assume the responsibility of coordinating official safety activities.

769 Start Classes At Junior High

The first week of classes at McLoughlin Junior High school ended with a total enrollment of 769 pupils. Of these, 218 were seventh graders, 240 in the eighth grade and the ninth grade registered 313. This year's enrollment is more than the first week of school last year.

Coach William Pirkle has 49 seventh graders out for football. Bill Shepherd reports 42 eighth graders in his group, and Mel Boldenow's ninth grade squad has 48 members. The Bulldogs will play the first game of the season the Hedrick field Sept. 28.

The Booster club held an organization meeting on Sept. 13. Seventy girls met to begin plans for the club's activities. Officers will be elected and marching practice will start next week. Ninth grade girls are eligible to join the Booster club.

Each home room sent four representatives Friday to help plan standing committee work for the first semester. These committees will work with the student council on health, safety, assemblies, grounds and other subjects.

Tryouts were held Thursday for baton twirlers. Those selected thus far are Diane Franklin, Donna Jamann, Sherry Funk, Joyce Riley and Sharon Long. The girls will begin practice immediately and will appear with the band at various athletic and public events.

Professor to Aid Formation of Clinic

Ashland—Dr. Alva Graham, professor of education at Southern Oregon college, has been invited by the Josephine County Mental Health study group to assist in the formation of a child guidance clinic similar to the mental health clinic now operating in Jackson county.

A meeting date has been set for Sept. 19 from 2 to 4 p.m. at the Episcopal church in Grants Pass. At that time Dr. Graham will present information on how the Southern Oregon clinic was organized and what problems were encountered.

Dr. Graham, who was a member of the Jackson County Mental Health committee, which planned and organized the Southern Oregon Child Guidance clinic, will be accompanied on the trip by Dr. Harry Danielson, psychiatrist for the clinic, and Mrs. Chester Fitch, who was the PTA representative on the original formative committee.

Vehicle Totally Wrecked in Mishap

A car driven by Donald James Purdy, 32, route 1, box 209-C, Central Point, was totally demolished in a one vehicle accident on Old Stage rd. about one mile north of Taylor rd. Saturday morning.

State police said the car was travelling south along the road between 2 and 3 a.m. Saturday. It left the pavement, struck an oak tree at the left, continued down an embankment and through a fence, coming to rest in a hay field.

Purdy told state police he fell asleep while driving. He suffered minor cuts and bruises. In another accident at about 1:15 a.m. Saturday, a car driven by Shirley Nadine Brown, 2374 Sunset court, struck the rear end of an auto which had stopped for a stop light. Miss Brown was cited for having defective brakes on her vehicle.

The second car was operated by Vincent John Germann, route 1, box 596, Central Point. Minor damage was done to both cars.

Warrant Assumed in Theft of Automobile

A John Doe warrant, charging larceny by bailer, has been sworn out for recovery of a 1953 hardtop coupe taken Friday evening from the Dick Knight company, 33 South Riverside ave., Medford police have reported.

According to the complaint, the two-tone green vehicle with white wall tires was issued for demonstration purposes to a supposed prospective customer. Police were notified when the car was not returned by 5:30 p.m. Bail has been set at \$1,500.

Resident Reports Break and Entry

George S. Johnstone, 1016 Whitman st., Medford, reported to city police Friday that his house had been entered and several items of considerable value taken between 5:45 and 9:45 p.m. Friday.

The stolen items included a television cabinet, tape recorder, leather case, slide projector, several sheets and towels.

According to police the house was entered through a rear window. A window screen was forced open and an unlocked window raised. The screen was reported slightly damaged.

Combined Meeting Planned Thursday

A combined meeting of the Southern Oregon Conservation and Tree Farm association and the Roxy radio group will be held at the Rogue Valley Country club Thursday, September 20.

Social hour begins at 7:30 p.m. with dinner at 8 p.m.

State Forester Dwight Phipps will be featured speaker at the event. A report on the work of the association traffic committee will be given by Jim Pack, committee member. Bud Nutting, chairman of the association legislative committee, will cover proposed 1957 legislation which has been submitted to the association by the state forester's office in his report on work of his committee.

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