

No. 6 in a series during National Newspaper Week

Herald & News Salutes its Carriers

ON

Newspaperboy Day, Saturday, Oct. 6



Today's Paper Boy Is Tomorrow's Businessman!

In fact, your Herald and News carrier boy is an independent businessman right now.

Each carrier boy is franchised to deliver papers within certain boundaries. He places his order for the number of deliveries he makes each day with the H&N circulation department—the same as a retailer orders merchandise from the factory.

At the end of each month, the "little merchant" collects the subscription price from his subscribers. From this "gross," he pays the paper bill at the H&N, meets delivery expenses such as bike tires, or maybe gas and oil, and marks up his net profit.

Yes, your Herald and News paperboy is learning the fundamentals that will make him a solid success in the years ahead.

Maurice Miller
ManagerForrest Alter
Asst. ManagerJeanette Marshall
Mail Circulation
Director

Circulation Department Delivers 13,081 Papers Each Day!

A few weeks ago, the Herald and News circulation climbed over the 13,081 mark—an increase of 858 subscribers within the past year.

To serve this vast group of readers, the Herald and News circulation department employs 15 regular employees and has working agreements with more than 125 "Little Merchant" carrier boys.

Ninety-two per cent of the total Herald and News subscribers receive their paper the same day it is printed.

As soon as the papers start rolling off the press (about 2:45 weekdays; Saturday midnight for Sunday) they are bundled and motor routes leave for such distant points as LaPine in the north, Lakeview in the east, and Dunsmuir, Alturas and Litchfield in the south.

Work in the mail room goes something like this: As the papers come off the press, a conveyor belt automatically delivers them to the mail room. Papers that must go

through the mails are addressed on an Addressograph. Papers that go out on the auto routes to carriers in other communities are counted and bundled. Many carriers in Klamath Falls suburbs also receive their papers from auto routes.

All in all, it's a big job to see that papers are delivered to more than 13,000 Klamath Basin homes each day—come rain or snow or baking sun.

Joe Patterson
Mailing ForemanBill Trusty
MailerLee Hobbs
MailerWalter Johnson
MailerLionel Scott
MailerRobert Anderson
MailerLeRoy Schoenthaler
MailerLeroy Nelson
MailerWarren Hurtgen
MailerDean Snedden
Main Street CarrierNorman Singleton
MailerHarry Childers
Mailer