

No. 5 in a series on National Newspaper Week

Herald & News Salutes its Carriers

ON

Newspaperboy Day, Sat. Oct. 4

Today's paperboy is tomorrow's businessman! The Herald and News salutes Dennis and Dale Hayden (pictured, right) as representing all H&N Newspaperboy-Businessmen, present and past.

Dennis is the Herald and News carrier for Moyina Heights. He's nine years old, a fourth grader at Shasta School, and a member of Cub Scouts Pack 10, Den 1. He started with 11 customers a year ago and today has 25 - 100 per cent of the families in his district.

His father, Dale, shown checking Dennis' route list with him, was a H&N carrier in 1929 and 1930. Dale worked in the Fairview and Pelican City areas. Starting as a "Little Merchant" carrier, Dale today is store manager at Low Cost Super Market in Town & Country Shopping Center. He has been associated with Emil Albrecht in the grocery business for 10 years.

Each carrier boy is franchised to deliver papers within certain boundaries. He places his order for papers the same as a merchant orders goods to sell.

At the end of each month, the "Little Merchant" collects the subscription price from his subscribers. From the "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 H&N Newspaperboy is learning the fundamentals that will make him a solid success in the years ahead.



Maurice Miller
Circulation Manager



Forrest Alter
Assistant
Circulation Manager



Jeannette Marshall
Mail Circulation
Director

Circulation Department Delivers 14,165 Papers Each Day!

Last month, the net paid subscribers to the Herald and News averaged 14,165 - an increase of 915 families in the past year.

To serve this vast group of readers, the Herald and News circulation department has 14 regular employees and has working agreements with more than 125 "Little Merchant" carriers.

Ninety three per cent of the total Herald and News subscribers receive their paper the same day it is printed by

personal carrier delivery.

As soon as the papers start rolling off the press (2:00 p.m. weekdays; 1:00 a.m. Sundays) they are bundled and motor routes leave for such distant points as LaPine in the north, Lakeview in the east, Dunsmuir, Alturas and Yreka 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 the Addressograph. Papers that go out on the auto routes to carriers in other communities are counted and bundled. Most carriers in Klamath Falls and suburbs also receive their papers in their own delivery areas by truck.

All in all it's a big job to see that papers are delivered to more than 14,000 Klamath Basin homes each day - come rain or snow or baking sun.



Carl Adams
Circulation
Supervisor



Al Reed
Office Manager



Joe Patteuw
Gelling Foreman



Larry Nelson
Mailer



Karl Grenquist
Mailer



Fred Nidever
Mailer



Michael Gaddis
Mailer



Byron Bortis
Mailer



Kenneth Fuller
Mailer



John Tompkins
News Stand Carrier



Fred Thompson
News Stand Carrier