

DELIVERY SYSTEM IN TOWNS AND CITIES.

Raymond Dollings in Newspaperdom.

ZANESVILLE has a population of 30,000 people. There are, in the city, four daily and as many weekly newspapers. Two espouse the cause of republicanism; one, democracy; and The Press is independent. The other three newspapers are each sold at 50 cents a month, and employ the old system of carriers, assigned to districts, and monthly collections. When I took charge of The Press, the same system was employed, and the paper had about one thousand subscribers.

The collector employed was an honest, industrious individual, and the carriers were up to the standard; but the losses from circulation, figured on the basis of what should be realized and admitting a loss equal to that in other lines of business, was appalling. In the first place the carriers were paid for their services, and the salary of a collector had to be provided for. This expense amounted to about \$22 per week. The daily collections did not average over \$6, aggregating \$36 each week; and it can readily be seen that the net receipts were small.

I soon discovered that one of two things was necessary: More money from circulation, or a suspension of the paper. Having invested some money, and having a reputation to make, the latter was considered not a desirable end. At first I introduced the tag system, which provided a card for each subscriber, the collector being provided with a punch of a certain style of die, so that when a payment was made the date was punched out on the card. The argument was that the card would be a constant reminder; but, while the system was better than writing receipts, it was not much of an improvement. I then decided that it was not necessary to incur such an extensive loss, and virtually make half of the subscribers pay not only for their own papers, but for the half that did not pay. So I selected one ward, and had the superintendent of circulation accompany the boys and announce to the subscribers that after a certain date the carrier boys would make their collections on Saturday or Monday evening. While many predicted that the people would not want to be "bothered" by a boy calling once a week, it was demonstrated from the start that the idea was erroneous. I had inside of ten days, with the circulation superintendent, convinced myself that the "lady of the house" was the individual who paid for the paper nine times out of ten—and while this may be a little foreign to the subject under consideration, permit me to say that I think the publisher makes a mistake who does not provide for the best possible women's department in his publication.

The new plan developed that the patrons of the paper were desirous of settling their obligations once each week, and it also soon became apparent that the new plan was a circulation builder. It acted as a stimulus to the boy. The route belonged to him. The money passed through his hands. He was a business man. His parents were delighted because their son was being taught business principles. In a short time we extended the system throughout the city. The papers are sold to the boys at two-thirds of a cent each, and a boy who has a hundred patrons consequently makes \$2 each week.

We employ under the present system 115 boys, and have an actual paid circulation of from 3,200 to 3,500. It is a supreme satisfaction to be able to have your advertisers walk into your office and show them the cash receipts as a check against cir-

ulation. The boys are given until 3 o'clock each Monday to make their settlements with the cashier; and when this is done, each boy is given a slip showing a settlement in full. I do not believe the system could be successfully used on other than a 1-cent paper, but there is money—and good money—in circulation on this basis. Every thousand subscribers returns \$40 net each week, and this is an item in meeting the pay-roll in a city the size of Zanesville. The experience in this office has been that we have not lost \$5 on circulation in the past nine months.

THE WORDING AND MAKE-UP OF ADS.

T. W. Crosby, an Advertising Manager, Before the Agate Club, Chicago.

AN honest, reputable and far-seeing publisher will edit his advertising columns just as carefully as the news columns of his paper, and will publish no advertisements that will offend the finer sensibilities of his readers, or one that will take their money without giving value in return. The publisher is in duty bound to do this. His legitimate advertisers pay to be in good company, while his readers are entitled to protection from disreputable advertising fakirs. It is a matter of deep regret, however, to state that many publishers are exceedingly poor advertising editors. Their blue pencils are very seldom used. Nearly every advertisement that comes along, if it does not conflict with the laws, and gives promise of being paid for when published, is accepted. The publisher gives no thought to the effect of such conduct on his readers and legitimate advertisers.

The ultimate result is that the advertising columns of his paper soon become not only disgustingly offensive to his readers, but an object of their distrustfulness. A burnt child will avoid the fire, and a buncoed reader will not be easily flimflammed the second time by an advertisement in the same publication. Consequently, the honest and legitimate advertisements in that paper do not command the attention or receive the benefits to which they are justly entitled. The publisher is not morally fulfilling the obligations of his contract, and such conduct continued will, in time, divert the bulk of the grist to the mill of his honest competitor.

Generally speaking, I would pay more for one thousand circulation of a paper that is thoroughly clean, always reliable, and which retains the confidence of its readers, than for two thousand circulation of another paper which, without regard to the feelings or pockets of its readers, looks upon all advertising that comes its way as part of its legitimate income.

Again, the average foreman does not seem to possess a very high degree of intelligence in making up the forms of the paper, for little judgment is used in placing the advertisements on what would naturally be their most appropriate and profitable pages. An advertisement of a corset or a household product is very apt to appear on the real estate or financial page, and a whiskey or tobacco advertisement on the woman's page. How often do we see such an incongruous state of affairs? In such instances the publisher is not making his space as valuable to his advertisers as it would be were common sense and good judgment exercised in according to each advertisement a position on the page where it would have a chance of being seen by the greatest possible number of probable buyers.

Again, many publishers disregard entirely the typographical appearance of their paper. How disappointing and unsatisfac-