

GOING AFTER SUBSCRIBERS.

THE VALUE OF NEW NAMES AND HOW THEY MAY BE OBTAINED.

THE Mexico (Mo.) Ledger, owned and edited by Robert M. White, has for a country newspaper an unusually large subscription list, says *The Country Editor*. The rate charged is \$1.50 a year, not cash in advance. Much of the success of The Ledger is due to the foreman and business manager, B. B. Runkle. Mr. Runkle is not only a splendid office man, doing everything that a foreman, book-keeper or editor could do, but he is a general all round hustler outside. Indeed, he bears the reputation of getting more subscribers in a single day than any other man in the state.

"There is no set rule for getting subscribers," said Mr. Runkle. "I go as often as possible to public sales, country picnics, fairs and gatherings of all sorts, and ask everybody I meet. I take along The Ledger's subscription list and collect on subscription also, when the opportunity offers. The tax collector in our county makes regular trips in October and November of each year to the various townships to collect taxes. I make it a point to go with him. When a man pays his taxes promptly he will generally subscribe for a paper. If he is a slow taxpayer it doesn't always do to credit him."

"Do you take subscriptions on credit?"

"Yes. My plan is to size up a man and give credit only to those I think will pay. Then, before I leave the place, I go to the local merchant and ask him which ones he would credit. The ones the merchant would credit I keep. We do not lose much by bad debts."

"What is a new subscriber worth to a newspaper?"

"That depends, of course, upon the subscriber. The publisher can often afford to pay several dollars to get the head of the family on the list. A man will bring all his advertising, news items, job printing, etc., to the office that prints the paper he reads. And when a good paper gets a subscriber he usually stays. It is the business of the editor then to keep him by getting out the best paper in the county."

"Do you ever offer special rates?"

"Sometimes. I don't believe a good paper can be profitably printed with an ordinary subscription list at less than \$1.50 per year. Certainly it cannot where the subscribers do not pay in advance. We make a 25 cent offer to subscribers for three months. And when I go out with the collector we make a 10 cent offer for a month or six weeks. I find it pays. After all, the only way to get subscribers is to keep after them. You must never let up."



THE INCOMPLETE ANGLER.

JOHN BULL: "I don't seem to be doing as well as I did."

JOE. CHAMBERLAIN.—"Well, if you want to get the better of those foreign chaps, you must choose your fly to suit the fish—as they do."—Punch