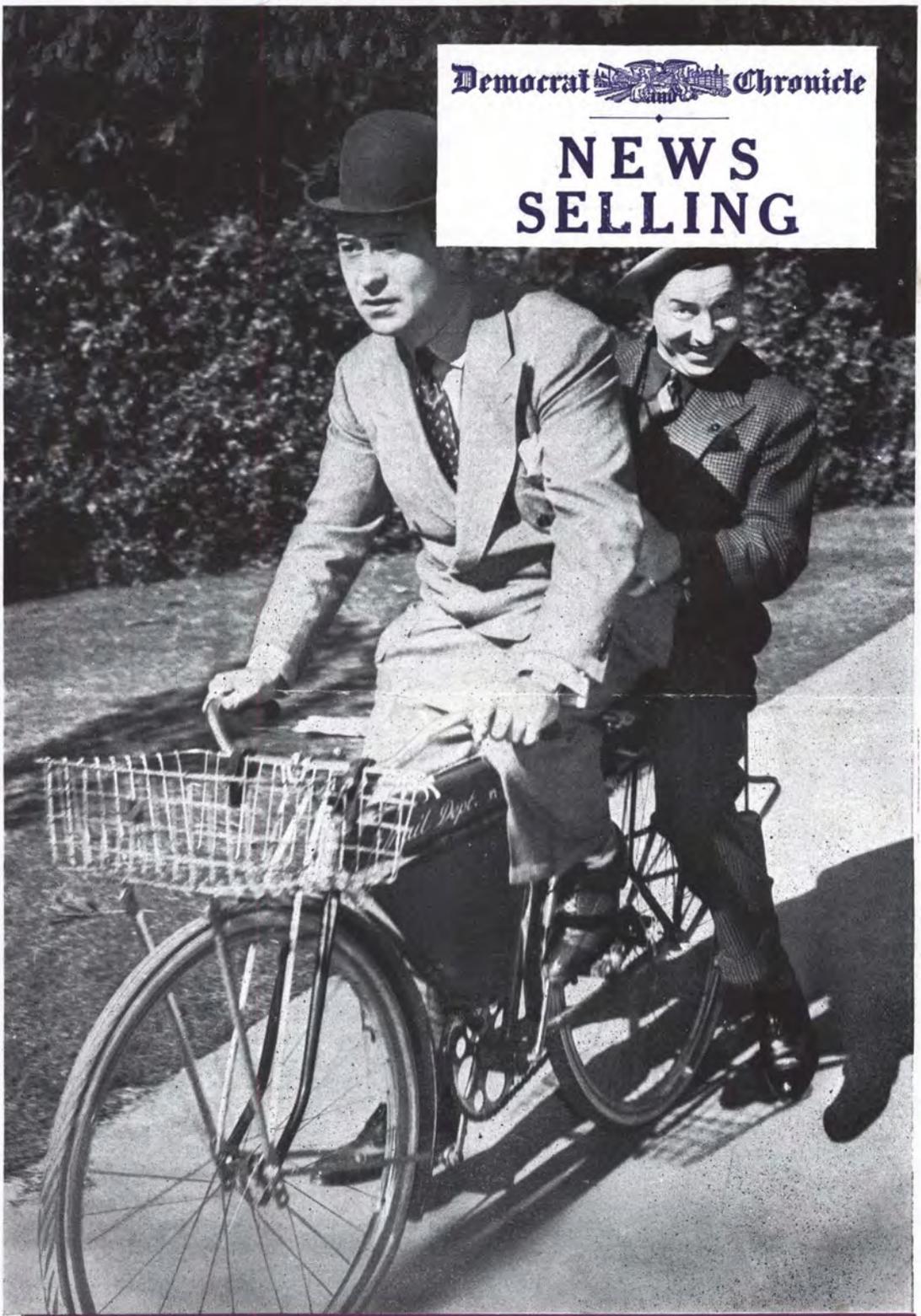


Democrat  Chronicle

NEWS SELLING



"I'll Wait Until Times Get Better"

Joe Penner and Parkyakarkus, RKO Comedians

See Page 3

Beyond the Line of Duty

A soldier in the army is expected to do a lot. When he does it, nothing much is said about it. That is because he IS a soldier! But when he goes **BEYOND THE LINE OF DUTY**—then something IS said about it. He is given honors and citations. Sometimes, even Congress pays attention to what he did.

Delivering properly, on time, giving dependable newspaper service is much like a soldier doing his regular job. They are both honorable professions—being a good soldier and a good carrier-salesman. As in all necessary and honorable work; those doing it do not have much said about doing the **RIGHT THING**. But don't limit yourself in your news selling!

Go beyond the strict performance of what you think you should do. Do a little more than just enough. Offer a little special courtesy. Go out of your way to make a hard delivery . . . speed up a little. Then see how much attention is paid to you! You're more than repaid in **EARNINGS . . . in FEWER STOPS . . . in PROFIT**. Besides you win valuable appreciation. You bet, it pays to go beyond the line of duty.



THE COCK-PIT

IT'S AN OPPORTUNITY

Senator Arthur Capper of Kansas, newspaper and farm-paper publisher, telling of the splendid opportunities of the newspaper carrier-salesman said recently:

"I have known a great many successful men who sold or delivered newspapers in their boyhood, and frequently they speak of the benefit this experience has been to them in their business careers. Personally, I believe that any boy is helped by obtaining, as early as he can, some everyday experience in the world of affairs, and the modern newspaper route offers this opportunity in a most satisfactory way."

"WE GET OUR NEWS OVER THE RADIO"

IT is not often you hear that one! But once in a while you do have it handed out. There are some people who actually believe that they get all the news over the radio. But every news-salesman knows better. Of course, there is nothing wrong with the radio. It has its place . . . an important "spot." But the radio's field is NOT the one that is covered by your newspaper. Airplanes don't shove railroad trains out of the picture. These two kinds of transportation cover different routes.

Spot announcements given over the radio are the headlines. They are just tips on news. All the details . . . the background . . . the interesting part comes in the PRINTED form. It comes in YOUR newspaper. And many, many times (in fact, more often than not) your newspaper has that news printed and delivered before the radio broadcasts it!

When that excuse is given you for not taking a paper, you can point out those things. Just be frank and pleasant about it. One good carrier-salesman meets it this way. He says, "I like the radio, too. I listen to it every day. So do my father and my mother.

"But they do not have the chance to listen every minute and every hour of the day and night. Neither can I do that. But at our newspaper, we know that someone is listening for us 24 hours a day . . . on the wires. They are picking up the spot news. They get the important breaks

. . . all the news, national, state, and local. They get the society news, the sport flashes, the foreign news and war reports.

"I can not get all the good laughs over the radio that I get from my paper's comics. And they are illustrated by clever cartoonists. Mother and Father both listen to the radio—but they get the details of ALL the news from the newspaper. We find it makes listening to the radio more interesting. We know that we are not missing anything when we have the paper every day."



"Yes, the radio is O.K. for music and a news flash once in a while. But for the stories behind the news . . . ALL the news . . . you need a GOOD NEWSPAPER!"

Radio is not competition for carrier-salesmen. In fact, it is one of the grandest friends a carrier-salesman has. Radio increases

interest in the news. And you are SELLING NEWS. It is news that you deliver.

Every day, in every home, the radio there is working for you. It gives brief announcements that whets your prospect's appetite. He wants the COMPLETE story, and he'll welcome all the other features from the paper.

A flash comes—a radio announcer gives highlights of the news. Thousands say, "I must see what the paper says about that." So, radio is YOUR FRIEND. It helps you. But it won't SELL for you! That is your problem.

But paste this in your hat: NO ONE GETS ALL THE NEWS HE WANTS OVER THE RADIO. Radio and newspapers both have their places. Sell the NEWSPAPER!

"I'll Wait Until Times Get Better"

HOW many times do you hear that one? Plenty of times! But don't let it fool you, or throw you off your stride as a newspaper salesman. More often than not, it is just an alibi—an excuse.

Remember that most people stall and fuss over doing the things that they want to do . . . and **SHOULD** do. We all have that habit, more or less. So when the prospect tells you he will take your paper when business gets better, he may be just taking an easy way of passing the buck.

Right **THEN** is the **RIGHT** time to start **SELLING**. Up til then, it is much a case of asking them to take the paper, and writing the order slip. Anyone can do that! But the salesman **GOES TO WORK** when he gets a "stall". That is the difference between an order-taker on a route and a salesman. Joe Penner didn't wait. He was a carrier-**SALESMAN** . . . a **GOOD** one. He didn't wait for pennies from Heaven.



Remember, that your charges for your newspaper service are small. Explain just what a lot of material is delivered each day. Talk your goods. The **SUBSCRIBER-TO-BE** is probably waiting for you to **SELL HIM**. Most people have to be sold. They don't buy. You **SELL** them. So, it's a bum idea to fold up easy! Alibis about waiting for some indefinite time are just a test to see what you can do.

Be dignified about your selling. Don't argue with the prospect. Just let that alibi slide off you like water off a duck's back. Then . . . prove to him that he cannot afford to wait—that he cannot really afford to miss the many valuable features and good things **YOU** deliver each day.

AND GET THIS: People have been waiting for seven years for business to get better. There are more newspaper subscribers today than ever in the history of newspapers. This proves that they do buy newspapers, regardless—buy more than ever before. So keep selling them . . . and **PROFIT**. Deliver properly, and **HOLD** that profit. And then **COLLECT** your **PROFITS**.



1.

Squirrels descend trees:

Head first Tail first

2.

A kangaroo can jump farther than the broad jump record for men.

RIGHT WRONG

3.

California was first settled by the:

Spanish French

4.

Sugar is the sweetest substance known to science.

RIGHT WRONG

5.

Miss Statue of Liberty, symbol of friendship between France and the United States in New York Harbor, is:

More than Less than
50 years old 50 years old

6.

When sincere appreciation is impossible, it is usually better to:

Criticize Keep quiet

LAST WEEK'S ANSWERS—

1. Wrong. 2. George Washington. 3. It makes them feel good. 4. Wrong. 5. Right. 6. Right.

*Checking the "RIGHTS" and "WRONGS" is just a little game you may enjoy playing for the fun of it!

NEWS-SELLING is published by Bligh-Palmer & Company to illustrate and explain problems encountered by the average carrier-salesman. Your newspaper sends it to you for the good you may get out of it.

Democrat  Chronicle

NEWS SELLING



Sure — Let's All Fight

Dick Powell and Lola Lane

See Page 3

Porch - Watchers

A roofing salesman watches roofs. He doesn't look for good roofs. He doesn't stop to admire roofs he has already supplied with new tar paper or shingles. But he DOES look for BAD roofs. He keeps his eye peeled for roofs that need his product. He's got what they need. He can SELL them his merchandise!

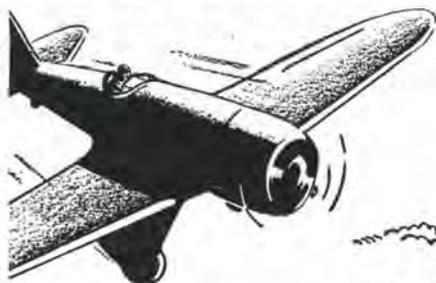
A news-salesman must watch PORCHES. Not those he already serves . . . but those that are not getting the paper. Some are porches of houses where people have just moved in. Others are new porches. Families will live in those houses soon! On some porches, lies ANOTHER newspaper—NOT YOURS.

All these porches lead to the front door of your prospects for YOUR paper. Keep in mind that YOUR paper is the BEST newspaper in the city. YOU KNOW it! Let the subscriber-to-be know it. On your route, there should be NO PORCHES without your paper. Strive for that 100 PER CENT MARK. You will be surprised how soon you reach it . . . or come mighty close!

Alibis? They're not hard to think up! Anybody can do it. Poor salesmen always do. But they are not good answers. No alibi ever is. It's just a lame excuse.

A salesman doesn't make alibis. He makes sales. He watches EVERY possible place for his merchandise. He STAYS EVERLASTINGLY with it. So must you.

If Mr. Brown turned you down last week, remember it is possible that he missed his coffee that morning and was a little grouchy. The next day he would have bought. Give him the chance. Bat for 100 per cent coverage on your route.



THE COCK - PIT

THE FIRST 300 YEARS

In 1622, England had its first newspaper boys. They were hired to "hawk" copies of the first British newspaper—THE WEEKLY NEWS.

Shortly after 1700, the first real newspaper in America, the BOSTON NEWS-LETTER, began to serve its readers. Others claimed the distinction. But the News-Letter gets the official credit. First, it was mailed—by United States mail. Later, special post riders delivered it.

In 1751, American boys were, for the first time, employed by the newspapers. In New England, several weeklies hired boys to deliver their editions. The boys made good. And they've been doing it ever since! Dailies came into American life a little later. The carrier boy was an accepted and established institution. Since then, developments have made possible his operating his own business.

Benjamin Franklin carried newspapers as a boy in New England. In his autobiography, we learn that he found it "agreeable outdoor work." Franklin wrote items for this newspaper. Without doubt, he received his start towards his later important publishing position because of this early experience.

Newspaper carrying and newspaper selling is an old and honored profession. Nearly 300 years in America have elapsed since the first paper was carried.

Sure - - Let's All Fight

WHY not? Let's make a real, BIG scrap of it—not a piker brawl. A regular knock-down-and-drag-'em-out fight. With the newspaper? NO—it is YOUR friend. With your competing carrier? NO—he is merely doing his work. It is possible he is WORKING harder and SELLING more than you are. With the neighborhood boys? That is up to you. But there is one whale of a fighting ring waiting for real fighters—all squared away. Lights are lit . . . the gong's ready. Where? At THE PROSPECT'S! You have to fight today for business . . . bore right in . . . give regular and steady punching to get business. Like Jack Dempsey, who was a carrier, you have to know HOW TO FIGHT.



In this fight for subscribers, knowing HOW is like knowing which hand to use for the knockout. You have to know which punches sell newspapers! As a prize fighter knows his ring secrets; you have to know your NEWS-selling secrets. Like a fighter, who keeps in condition and trains for his fight, you have to train, too. Train by learning the features of your newspaper.

You bet you'll fight! And make it a dandy, good scrap. Train every minute for it. When you enter the field to sell prospects . . . be in condition. Be posted on what is necessary TO WIN THAT SCRAP. No fighter ever went into the ring unprepared and came out standing up. Neither can you, as a salesman. Neither can any other salesman. You have to KNOW your stuff . . . and then you have to USE it. Not once in a while, but ALL THE TIME. That is what makes a fighter. And, speaking of fighters, Jack Dempsey, who was one of the best newspaper carriers in the business, had a continuous fight. Gene Tunney was another fighting-carrier, fighting for business all the time. Sure—LET'S ALL FIGHT!



1.

Penguins . . . the black and white arctic birds that walk like people . . . never fly.

RIGHT WRONG

2.

Gunpowder was invented by the

CHINESE JAPANESE

3.

The highest man-made structure in the Old World is:

EIFFEL TOWER, PARIS THE GREAT PYRAMID, EGYPT

4.

St. Augustine, Florida, the oldest city in the United States, was founded in

1498 1565

5.

Which weighs the most per bushel,

IRISH POTATOES SWEET POTATOES

6.

It pays to cooperate because:

IT'S A GOOD EXAMPLE FOR OTHERS IT'S NECESSARY FOR OUR OWN SUCCESS

LAST WEEK'S ANSWERS—

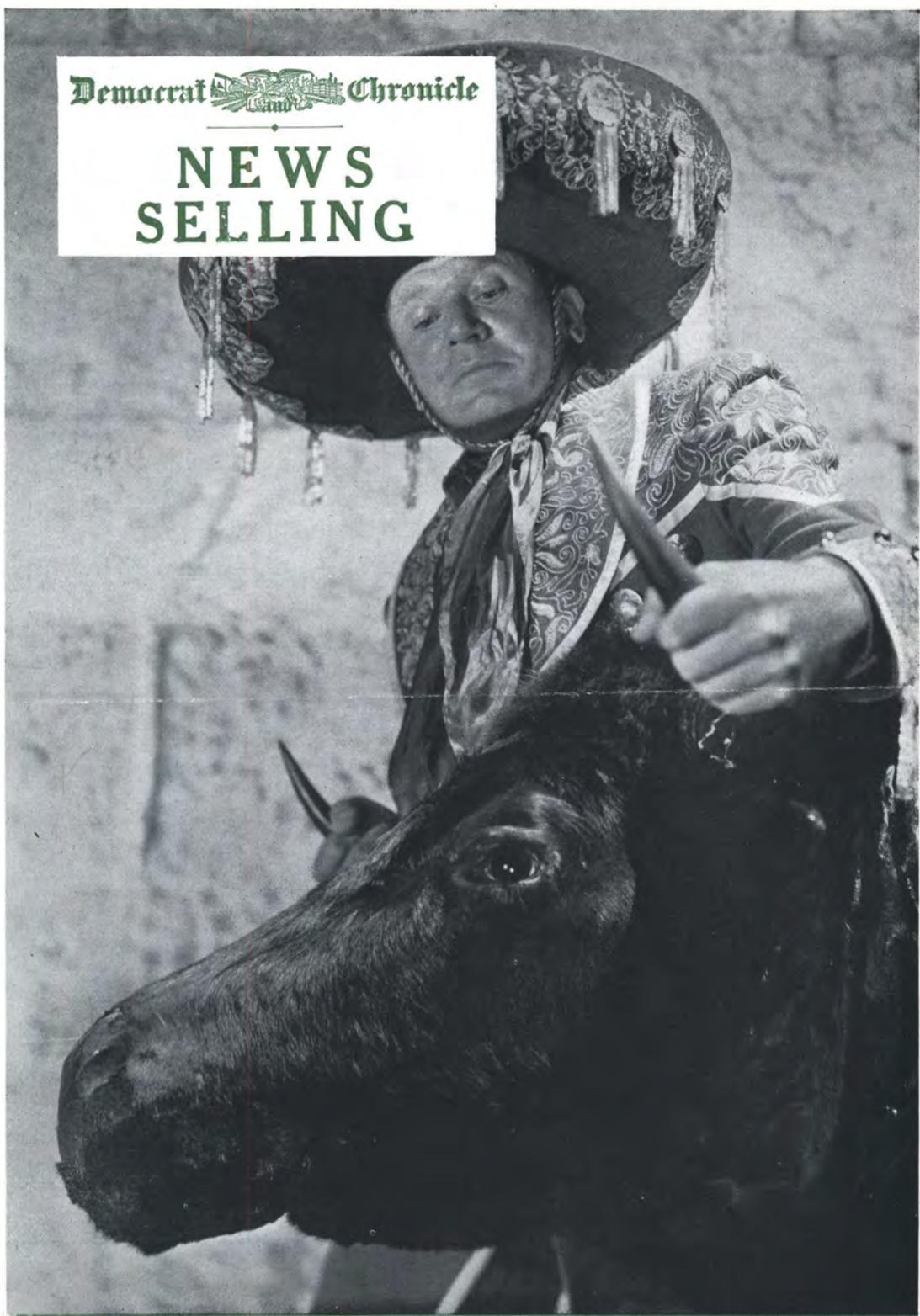
1. Right. 2. Gold. 3. Right.
4. People like enthusiasts.
5. Tokio. 6. Steamboat.

• Checking the "RIGHTS" and "WRONGS" is a little game you may enjoy playing for the fun of it!

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NEWS SELLING



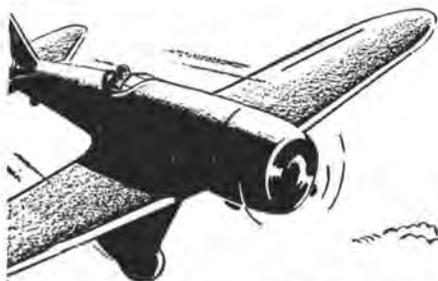
"Grab Hold . . . That's The Approach"

Bob Burns.

See Page 3

You Have A Business

A successful business man or store-keeper gets more fun out of life when in his place of business than any other place . . . during working hours! He watches his customers, and watches his business. He LIVES it. Enjoys it. And PROFITS from it. Carrier-salesmen have a BUSINESS. It is your business. You, too, are dealing with people, serving people. People pay you for that. So maybe it would be a good plan to copy that business man. Get as much fun out of YOUR work as he does out of his work, or his store. Stick pretty close to that route. It is your business and no business ever grew big by staying away from it. Deliver every day to every subscriber. Deliver the paper where the subscriber wants it delivered. Then, sell the others on the route. Stay with your business. Make it grow. The business man of today grew because he stuck close to his business. You're in BUSINESS!



THE COCK-PIT

HE SAID A LARGE MOUTH-FULL!

Henry Ford recently said, in discussing the splendid opportunities for young men of America, "When you stop learning, you might as well stop living!" And those words were spoken when Henry Ford was 75 years old! He is still learning . . . and still PLANNING!

A former newspaper carrier-salesman, now way up in the newspaper business, said about the same thing a few weeks ago. More than 30 years ago, he carried over 200 papers a day . . . early morning papers. He used a small wagon . . . and pulled it over a long, hard route. He was paid \$1.80 a week for those three hours of work at sunrise every day. Now, that same route has SIX newspaper salesmen instead of ONE! Instead of only 200 on the whole route, these six boys have over 125 subscribers apiece . . . 750 all together! . . . sold and serviced by them. They earn many times over what the former carrier received.

That's how the newspaper business has grown. What a grand opportunity for the carrier-salesman who keeps on learning HOW! The man who got \$1.80 for delivering his papers, when he was a boy, said, "I learned then and have never forgotten since, that we are all paid for two things . . . KNOWLEDGE and our ABILITY to use that knowledge.

"Most boys have ability. If they will get knowledge, their ability to use that knowledge, will carry them high up in the business world. Knowledge about selling newspaper services—NEWS—knowledge on delivering properly, plus ABILITY, will pay carrier-salesmen today more in a week, than I received in a month—with less work. Always get knowledge, and USE it!"

Grab Hold - - That's the Approach!

YOU hear a lot about the "Approach" when speaking of selling and salesmen. And as you are salesmen, let's see what this approach business really is. Sometimes people make it sound mysterious . . . "high hat." But it isn't at all! It is simple, just plain every-day you and me and the other fellow meeting properly.



So don't let that word "approach" worry you at all. It is just a case of your being natural—being yourself. But remember this, you cannot **CROSS** a bridge until you approach it. And you cannot sell your prospect your newspaper until you approach him. Just as there is only one way to approach a bridge, the right way, on the right side of the road and at a proper speed; so there is only one way to approach a prospect. The right way. Be on the right side of the road, when you do approach him . . . and take it easy. Be confident and pleasant. That's just common sense, isn't it?

. . . Don't let the approach scare you! It didn't scare Bob Burns. He grabbed right ahoid of his "problem." Be natural and just speak right out. Introduce yourself and tell your prospect what you came to see him about. Most salesmen work day in and day out making calls. And, remember, salesmen **DO** work every day. When a salesman calls, he first states his name and his business. That is easy, isn't it? The natural thing to do. Then, he tells the story of what he has to sell. He tells it in an interesting . . . **ENTHUSIASTIC** way.

There are a lot of dressed-up phrases in so-called sales training. But remember this—most successful salesmen are just natural. Just themselves and nothing else. So they tell people who they are, what they do, and what their work is. And that is a swell idea in your selling. Just tell the other fellow what you do for a living.

So **TELL** them! Tell them just **WHAT** you sell, and how you service your route. Let them know what makes your route and your success. People will listen to you. Yes, Sir! The best approach is to walk up and tell your story. Easy, isn't it?

Later, you will learn how simple the so-called sales "presentation" can be — just as easy as an approach. No big words, no dolled up stuff-and-nonsense. Just plain honest to goodness simple things. And the "close" we hear about — that point when your prospect says "Okay" and signs. Nothing hard about that, either, as you will see.

BUT REMEMBER—a salesman (and you **ARE** one) works at his business every day . . . not just when he feels like it. He cannot sell, nor even approach a sale until he **STARTS** to work. And that is not a complicated part of selling — that starting to work. It is just a simple thing. Get going . . . and go every day. You will sell, and carrier-salesmen make good money for doing just that.



1.

German is one of the so-called "romance languages."

TRUE FALSE

2.

The Panama Canal's general direction is:

NORTH AND SOUTH EAST AND WEST

3.

The "Nutmeg State" is:

IOWA OHIO CONNECTICUT

4.

Benjamin Franklin said:

Few resist temptation when Honesty is the best
well rewarded policy

5.

Wisteria is:

A NERVE DISEASE A CLIMBING SHRUB

6.

The longest river in the world is:

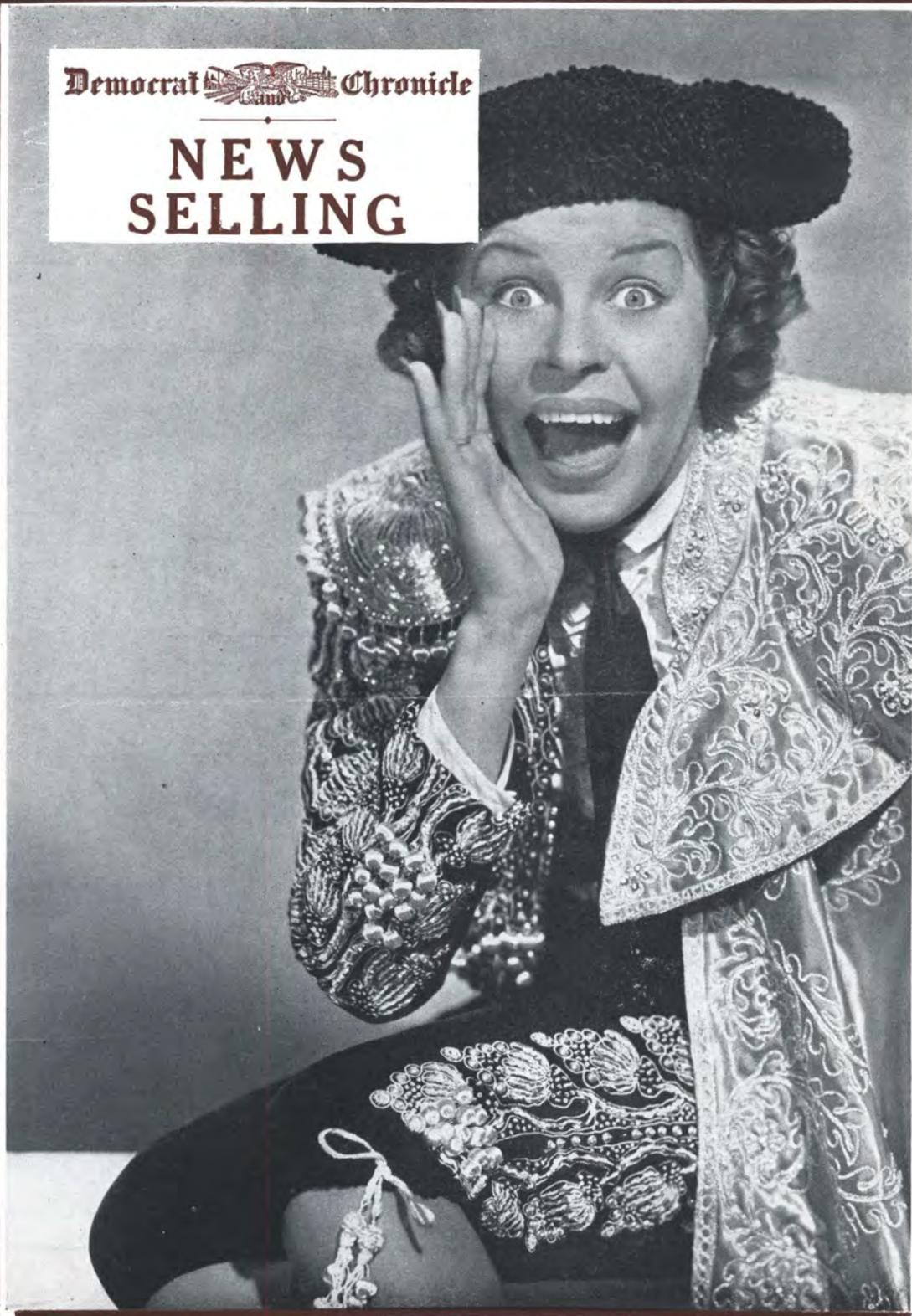
THE NILE AMAZON MISSISSIPPI

LAST WEEK'S ANSWERS—

1. China. 2. Russia. 3. A fodder crop. 4. Say; "I'm sorry, but I don't know." Then find the right answer. 5. Type of thermometer. 6. A lodge.

Democrat  Chronicle

NEWS SELLING



"Come Back and See Me"

Martha Raye

See Page 3

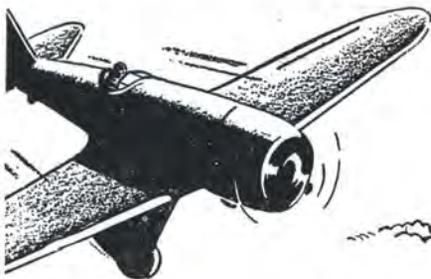
Beat The Slump!

There ARE times when everything seems to go cock-eyed! Selling your paper and your service gets tough. People just seem too hard to convince; deliveries sort of lag—they seem to take longer. Collections are slow and it looks like people are away from home all the time. Tough going, all around! Blue outlook—a slump, if you're not careful. And that's bad!

Doubting that splendid service YOU are rendering will cause a lot of trouble. Having inside of you that feeling that there is trouble, and worry, and useless work, usually makes it JUST THAT.

Enthusiasm is the swellest cure ever discovered for any slump on any route. Study your paper. Stoke up your own enthusiasm for the fine things your paper has each day. Get a kick out of perfect delivery. Then—see how much quicker covering the route seems, and how much happier you are.

Collect with a smile—and see how much easier it is to collect . . . how much more money you collect, too! Troubles drift away like a cloud when the sunshine of enthusiasm breaks through the "slump" blues! You have a swell business — an honest business—a recognized, high-class RESPONSIBLE business. There's none better. Your business is getting news to people. That alone can make you happy. Looking at it RIGHT will make it easy for you to be enthusiastic.



THE COCK-PIT

We Recommend These Ten Commandments . . . They Work

1. Be Agreeable.
2. Know Your Newspaper.
3. Don't Argue.
4. Make Things Plain.
5. Tell the Truth.
6. Be Dependable.
7. Remember Names and Faces.
8. Think Success.
9. Be Courteous.
10. Work Hard.

If you use the above DAILY, mixed with courage, persistence and smiles, you will find selling newspapers, as well as selling any other goods, the greatest business in the world.

*Rodney Gardner,
The Continental Company.*

"Come Back and See Me"

A BUSY day ahead. What a satisfaction to have plenty of interesting . . . PROFITABLE things to do. New calls to be made, repeat calls on subscribers-to-be. New move-ins on the route. They need to be covered . . . quickly! They're waiting to be sold your newspaper . . . to hear the story of ALL you have to offer them—the modern, 20th Century product you are delivering.

Call back for the ORDER! That must be done. And, of course, at the time the customer sets. "See me next week," the prospect says. Ask for the call-back time. For instance, "Fine! I'll be here next Saturday morning!"

Here's a tip. It is no secret, but a truth known to most salesmen. When you call back, the prospect is mighty apt to have forgotten all about you! Too bad. But true. Out of her mind is gone what you said before. You knew all about your paper. You told her of its features, services, and all the rest. But by the time you get back, what is important to you has become just "water over the dam" to your prospect—be it man or woman. He (or she) may have forgotten it—clean as a whistle!

So what then? Stand there and say nothing when you call back? Not so hot, eh? Say, "Do you remember me, Sir?" Maybe he does . . . maybe not. He may have seen a lot of other faces in the meantime . . . and forgotten all about yours. That's not so good either! Hand him the order right at the start . . . if he has forgotten what you have told him? No—that's getting the cart before the horse . . . selling BACKWARDS.

Here's the RIGHT way—call back just as if that prospect had never been called upon before. Imagine you had never told your story. Think of him as having moved onto your route that day. Start all over again. Begin at "A" . . . steam right through to "Z", telling your complete story. Tell it enthusiastically . . . speak right out because there are no secrets about it. Say with a smile, "Possibly you have been busy and may have overlooked many of the features of my paper!" Then go right ahead and review them one by one. If the prospect does remember, fine! Great stuff! But you can put it in the little black book that VERY FEW ever do remember. So, should you just pop up on the door step . . . ring the bell . . . and say, "I came around for that order," they'll stare and wonder who in the world you are! They don't know what order you are talking about!

Why be bashful? Bring them up-to-date all over again. And don't forget, because it is a call-back, you've had to spend DOUBLE time on that subscriber. So, right then is a good time to bore in. Make out the order. Hand it to the subscriber—as if you were positive he wouldn't want to further delay the enjoyment and SAVINGS your paper brings. And from that day you begin a service for which you collect a PROFIT each week.





1.

The state name CALIFORNIA is:

Spanish

Italian

Indian

2.

A common substance, known chemically as H₂O is:

Baking Soda

Water

Cooking Gas

3.

The composer of "The Star Spangled Banner" was:

John Phillip Sousa

Francis Scott Key

4.

One of these statements is true. The other is false. Draw a line under the one that's TRUE!

1. Initiative is possessed by only a few news-salesmen. If we're not born with it, we're out of luck.

2. We can develop our initiative by doing what we see should be done, as soon as we have the opportunity to do it.

5.

Cellophane is made from:

Spruce tree fiber

Coal tar by-products

6.

Stratosphere is:

A new type airship

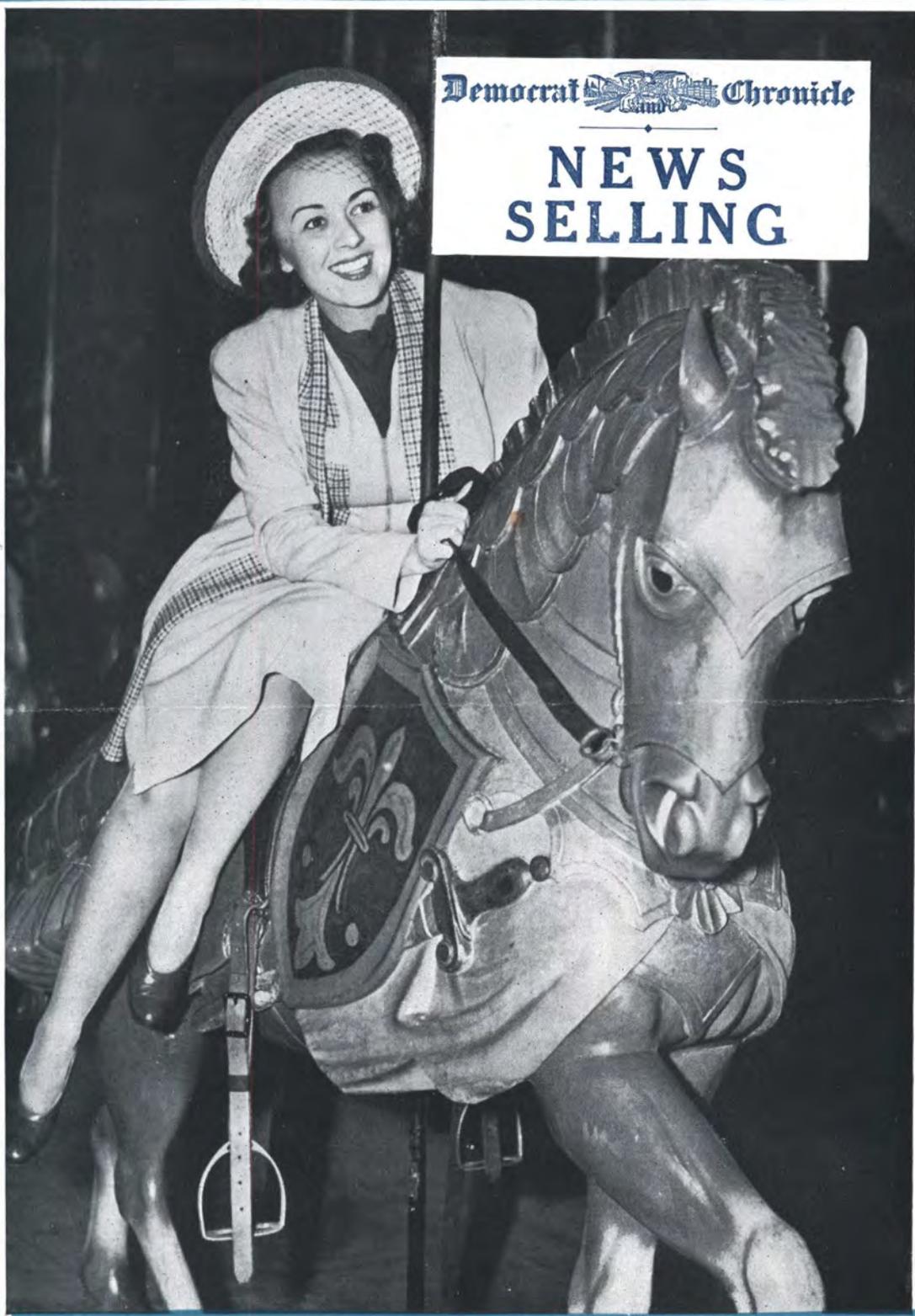
Space above the earth's atmosphere

LAST WEEK'S ANSWERS—

1. Six feet. 2. Harriet Beecher Stowe. 3. Raisins. 4. "A" is correct. 5. New York City. 6. When there's much moisture in the air.

Democrat  Chronicle

NEWS SELLING



"It's A Good Hobby To Ride"

Delores Gillen.

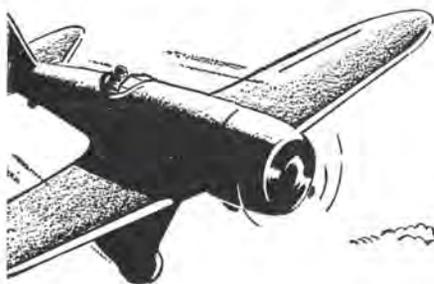
See Page 3

Paying Promptly Pays

Paying for your papers, right smack on the nose, is good BUSINESS. Getting behind in ANYTHING, isn't so good. It just causes worry, and trouble, heart-aches and useless problems. That goes DOUBLE for money-worries. They are REAL headaches!

Collect regularly from your customers. They expect you at collection-time. They want you to collect REGULARLY . . . and don't want to get behind. YOU don't want them to get behind. Nor in paying YOUR bills, do you want to get behind. There's a big kick in being right on the dot. Don't miss that satisfaction! Every penny paid right on time . . . every time for YOUR papers . . . what a bang there is in that!

It works both ways—this collecting job. Collect, take out the profits, and PAY. That regular habit of getting your money . . . then promptly paying out what you owe PAYS you. It's a swell habit. And does it make a fellow feel good!



THE COCK-PIT

ACTION

Alexander the Great said, "To be idle is slavish, but to work is most kingly." Never let ANY work you do get commonplace in your eyes. Give it all you've got . . . build it up. Then, it will never be ordinary to others. It pays to do good work always. Whether it is studying at school . . . running a bank . . . or delivering a newspaper—each deserves the best in us. Every day, the record is written. In our minds, goes our report about ourselves—good, bad, or just "so-so." It is no harder to make a good effort than it is to make a bad one . . . none at all. Worry is hard work. And we add worry when we're careless—slip-shod!

This is always true: What we do WELL is what counts. Great men—leaders are remembered for work that was WELL done. That does not mean they over-worked . . . killed themselves . . . worried themselves sick. They just worked WELL. They took care of the PRESENT. Lincoln, Schwab, Jackson—all worked well at what they were doing at the time. They were proud of what they could do to make history. History proudly tells how they succeeded. ACTION . . . doing things promptly . . . doing them well . . . that's what makes us ALL proud when we write our OWN tickets.

"It's A Good Hobby to Ride"

ALMOST everyone has some kind of hobby . . . something they LIKE to do besides their regular business. One banker makes golf his hobby. Another goes in for stamp collecting. A doctor may get all steamed up over collecting ship models. And his neighbor, the architect, BUILDS them. A hard-working lawyer may be a 100 per cent lawyer in the court room. But, there he is, working at his hobby at home . . . PAINTING LANDSCAPES!



And you, as a salesman of news, have your hobby. A grand one, too! One that gives you pleasure, as well as profit. It's that of selling . . . delivering . . . and collecting for the news of the world. But why call that a hobby? Because your first and most important duty to YOU is success in your studies.

School is a responsibility to yourself . . . and your FAMILY. School is the important thing—learning how to study, gaining knowledge . . . keeping up in your classes. And nothing is more necessary to a good salesman than good progress in school. There, you get the knowledge of the world that will serve you so well in later years. A good news salesman just HAS to be a pretty good student. They go together . . . news selling . . . and NEW learning. No rules say that . . . or change it. They are just natural twins—good newspapermen are good students. Whether carrier-salesmen or managing editors—they're always learning, always getting NEW knowledge.

But the hobby. Boy! That is something else again! What is a better hobby than making personal friends of every subscriber . . . serving people with news of the world? You can make them pals of yours for life because you have served them so well. The stamp collector collects stamps. That is HIS hobby. The bird's egg collector collects bird's eggs. But YOUR hobby is best of all—collecting subscriber-friends. Collecting newspaper subscribers . . . listing them every day . . . making it a pleasure. A good newspaper carrier-salesman doesn't miss any chances to add to his collection of subscribers.

He works hard to build and build. He sees his collection grow and grow. He is proud of it. Happy in having such a grand collection of swell people. And that hobby doesn't cost him a penny! It works the other way . . . it pays him money. It's a hobby that pays the collector—instead of the hobby-guy paying. Swell friends—that's what you collect with YOUR hobby. It's fun! And for that fun, they pay you a profit. You make money.

News selling is a swell hobby to ride.



1.

If you went into a drug store and asked for sodium chloride, the druggist would give you:

Alum

Table Salt

Arsenic

2.

Omega is:

Important Biblical character

Letter in the Greek alphabet

3.

When we hear Van Dyke, it should suggest:

A pointed beard

Famous race horse

4.

The famous advertising slogan, "It Floats" was originated by a manufacturer of:

Toilet soap

Life preservers

5.

When things on the route do not seem to break just right, it is better to:

(A)

Take things easier, think over the problem, have patience and then proceed.

(B)

Tear in, double activities and become impatient.

6.

A scalpel is an article used by:

A silversmith

A surgeon

LAST WEEK'S ANSWERS—

1. Wrong. 2. Dog. 3. Spaniards.
4. Overalls. 5. Crude Oil. 6. "A"
is the better choice.

Democrat  Chronicle

NEWS SELLING



Selling Is Good Business

Posed by Paramount Stars.

See Page 3

You're A Merchant of News

Any man who is running his own business will tell you he has two big problems: First, he has to SELL. Then, COLLECT for what he has sold.

Like your business, isn't it? Naturally, as a business man, you have about the same things to expect that ANY merchant has. Building up more business doesn't come too easy for him. And it doesn't come too easy for you. He serves. And you serve. The merchant has to have customers before he can serve them. And so do you as a merchant of news! And, of course, the merchant must collect before he can profit . . . just as you must collect before you profit. Both of you pay your bills regularly for the goods you sell.

A merchant does his customers a favor by helping them pay so he gives them a bill at the time they expect it . . . and want to pay it. Not three days . . . or a week later. So, help YOUR customers to pay their bills to you just as promptly by being regular. Calling when they are ready and waiting for you goes big with them.



THE COCK-PIT

GEORGE DID IT!

A few weeks ago, George Spearman was the guest of honor at a banquet of fellow news-salesmen. It was a real blow-out. Swell meal at a big downtown hotel . . . music . . . speeches by the paper's editor, the publisher, and the circulation manager. Finally, came the great event of the evening! A distinguished looking man, sitting at George's right, stood up. He got a big hand from the crowd. Then, after a few brief words, he handed George a certificate . . . and a CHECK.

The certificate said that George had been awarded a scholarship at a famous business school. The check was for the cost of two years' schooling . . . all paid up. And George had won it through his own efforts.

How? By making an outstanding record as a news-salesman. And by passing highest in a competitive examination over more than 100 boys who tried.

Then came the calls for "Speech . . . speech!" They all wanted to know what George had to say. He told them how pleased he was. And he told them this: The knowledge of practical business that gave him top place had come from his work as a news-salesman. He made it a point to talk to his customers . . . he learned how business is operated . . . he had asked questions at his newspaper office . . . read books about business. He used that knowledge in the examination and came out on top!

Lee Sagers.

Selling Is Good Business

AND so is running a store a good business! Or being a banker . . . an insurance man . . . or operating a SUPER-Service filling station—all are good businesses. All have something to sell . . . merchandise . . . service . . . or BOTH. Selling a newspaper is selling a product plus a service, too. It is a business—and it's a good one . . . one that belongs to you. Like every other business, it can grow . . . can be built up by you . . . made to pay more profits to you. But that all calls for regular selling. So does the bakery business . . . the real estate and the lumber businesses. Funny how much they all have in common even though they're so different in some ways!

Department stores have customers who BUY as soon as they see what they like—yep! But there's mighty few of that kind compared to the thousands of people who are SOLD the items in that store.



So, in running your business, you have your selling to do FIRST. Then, like every other business man, you have to follow through by giving satisfaction! Getting your money for your product and service—COLLECTING—is the final thing. Good news salesmen learn from the experiences of every other business man—especially the ones who succeed.

They SELL their product. They don't wait until people stop them . . . and buy the paper. Instead, they make it attractive to the prospect . . . explain its value . . . get people interested in it.

The banker has a sales job to do. Just looking after other people's money is not all there is to banking. He, too, has a SELLING job. He has the service of his bank to sell to the public. He tells about them . . . talks about them . . . advertises. He improves his service . . . makes people want them who "weren't interested" before.

Your article of trade is a NEWSPAPER. Your SELLING, as in other businesses, makes or "breaks" your business. You can't wait until people BUY. That means waiting an awful long time. One in 100 buys, but most people must first become interested. Getting them interested IS selling. They BUY AFTER they are sold.

So—we have to SELL. And so, selling is good business.



1.

Benjamin Franklin invented the lightning rod.

RIGHT WRONG

2.

Who said, "Give me liberty or give me death"?

Patrick Henry Benedict Arnold

3.

Cairo is:

Famous brand of food City in Africa

4.

When you hear "shot a birdie" you think of what game?

Bowling Tennis Golf

5.

A centavo is:

A Spanish coin A musical term

6.

We can help develop a more happy nature than we're "born with" by doing things people like to have us do . . . in a pleasant manner.

TRUE FALSE

LAST WEEK'S ANSWERS—

1. Salt. 2. Letter in Greek alphabet. 3. Pointed beard. 4. Toilet Soap. 5. "A" is correct. 6. Surgeon.

Checking the "RIGHTS" and "WRONGS" is just a little game you may enjoy playing for the fun of it!

These messages are published by Bligh-Palmer & Company to illustrate and explain problems encountered by the average carrier-salesman. Your newspaper sends them to you for the good you may get out of them.

Democrat  Chronicle

NEWS SELLING



Fighting For That Hard One

Donald O'Connor, Ed Pawley and Billy Cook

See Page 3

Aha! There's That Moving Van

She's coming around the corner. Now, she's pulling up to that vacant house across the street. Out comes a rug . . . a bed . . . chairs. People moving onto the route all right. No doubt about that!

Salesmen of every day necessities—milk, bread, laundry service, they're on the job—calling on the newcomers on the route. They make themselves known. They meet the new people moving in. Let's join the parade of well-wishers.

Show you're interested, too. Let them see you are glad they moved on your route—by telling them. Then, instead of just telling about your paper . . . **SELL** it to them. Sell the idea of your wish to serve—and make them pleased to be served so promptly. People just sort of like to be paid attention to.



THE COCK-PIT

THE MOST VALUABLE THING!

Experience in business . . . that's the most valuable thing in a business man's life! He can buy goods. He can hire help. He can advertise for customers. He can rent a building in a good location. But a business man can't buy experience. He **EARNs** that.

News-salesmen . . . Young America today, in operating its own business—in selling families their newspapers . . . serving people . . . collecting from people . . . handling money . . . is getting priceless experience. Paying for the newspapers—profiting and banking the profits—is experience that becomes more valuable each week . . . each month. It saves a lot of headaches later in life. All in all, it's just about the grandest experience a young man can have. Get all you can out of it. It will pay you well right now. But, even more important, in later years it will keep on paying. It will pay and pay and **PAY**—no matter what your final choice of a business or profession may be.

J. B. Olson.

Fighting For That Hard One

SOME newspaper sales come easier than others. Some just don't seem to come at all . . . those hard ones. Some people buy (not many) but a small number **DO** buy without being sold. But most of them have to be sold. They just have that habit of waiting. They wait until someone takes the time and trouble to tell them . . . and **SELL** them. Those folks are your big chances to increase your sales—those “waiting” people . . . waiting for you to sell them.

Of course, there will be hard ones. All salesmen have them. But salesmen don't just make **ONE** try at hard ones. And then, failing to sell them on the first shot, leave them lay forever. They don't forget them. No, indeed! That wouldn't be selling! That is just taking a licking lying down. That costs you plenty in profits.

Stay with those hard ones! They can be sold, just as the easy ones can be sold. Only it takes longer. Takes harder work, too. Takes more preparation. And it needs regular call-backs. Some may feel they really can't afford the paper. Usually, that is an alibi. People can't afford **NOT** to have your paper. But if you don't come back and **PROVE** it, it's a cinch you are not going to see them when their “break” comes. Maybe it's a pay increase they're waiting for, or that new job.



Make regular call-backs on the hard ones. What is a good excuse for them today may not be in your way tomorrow. That doesn't mean to pester people every day. You can't bother them. People don't like that. But it does mean to call-back **PLEASANTLY** on people you haven't yet sold. Let them know that you want to keep in touch with them. And every time you call on them, give them some more information about your paper. Is there a new serial running? A new department? Maybe new trouble in foreign lands. Always there's new

news. Something to talk about and tell them about. You **KNOW** . . . so **SELL** them!

One of the best salesmen of all time . . . a man who has a national reputation for selling . . . once said, “If I have succeeded, it is because of only one thing. I firmly believed any prospect I called on would buy what I offered him, if I knew that he **NEEDED** it. I just kept calling . . . kept plugging . . . and found that the hard ones always bought **SOMETIME**. I never gave them up.”

You know that people want and **NEED** your paper. So give them the opportunity again and again. And **SOMETIME** (usually much sooner than you expect!) they **BUY**.



1.

A "fortnight" is:

4 days 7 days 10 days 14 days

2.

Colonel Lindbergh made the first non-stop flight across the Pacific Ocean:

RIGHT WRONG

3.

The country with the largest area, within its own boundaries, in North America is:

United States Canada Mexico

4.

Rainfall is measured:

By weight By the inch

5.

A tibia is:

Shin bone Tibetan monk

6.

In the sayings of Ben Franklin, which is right?

1. That it pays to act as if we had what we don't actually have. 2. We make ourselves ridiculous by pretending to have something we do not actually have.

LAST WEEK'S ANSWERS—

1. Wrong (he had none). 2. Chinese desert. 3. Basket-ball. 4. Wrong. 5. Support for a wall. 6. False.

Democrat  Chronicle

NEWS SELLING



“Where’s Our Paper?”

Hugh Herbert

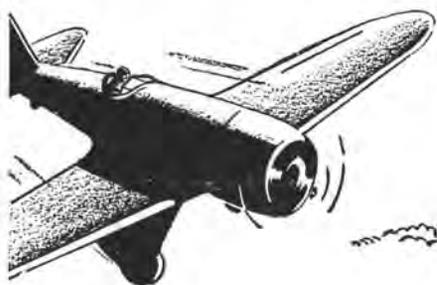
See Page 3

Tortoise and Hare

We have all heard that fable. The one about the tortoise who "out ran" the hare in a race by tending to his knitting . . . just plugging along. He beat the sox off the swift hare who stopped, dallied along the way, and took time out for a nap. The tortoise had something all right.

In newspaper selling, too, the salesman, who plugs right along, doesn't try to do it ALL in one day. The fellow who plans his work and works his plan regularly is the one who is mighty apt to be ahead of the carrier-salesman who takes his time in getting his papers, and then delivers in a mad rush with a loud bang.

He makes plenty of misses, as a rule . . . in selling . . . as well as delivering. He skips making new calls for a long time. Then he gets busy . . . too busy. He tries to win the race in a half a day. The tortoise had the right idea and he won.



THE COCK-PIT

ENTHUSIASM

Hard work is the only thing that can turn sales training and ability into money. A good news salesman has courage—persistence—does more than is expected of him by the people he sells. He **WORKS HARD**. And he is **ENTHUSIASTIC**. Any one who ever "went to town" as a salesman was filled with enthusiasm for what he was offering. That's as true of a news salesman as it is of a man who sells steel . . . or oil or anything else.

An old saying from Bible days is good advice for every salesman. It was this: "With all Thy getting, get enthusiasm." The surest way to deprive yourself of what you want most is to lose enthusiasm—get indifferent—that "don't care" feeling. Enthusiasm in selling newspapers pays big profits, just as enthusiasm for study and school pays future profits.

Enthusiasm makes hard work easy.

W. R. Raymond.

"Where's Our Paper?"

PEOPLE don't like to lose their dogs. They're frantic when their children show up missing. They worry when their pocketbook is mislaid . . . or the groceries are delivered late for dinner. And they don't like to be all set for the news of their city, their section, the entire country and the whole world . . . and find their paper is missing. Maybe, it just went with the wind. Papers do that sometimes. And that can be prevented. But, more often, it is just missing. Mr. or Mrs. Subscriber doesn't care much about **WHY** it is missing . . . or **HOW** it was missed, or **WHAT** happened. He figures that that is **YOUR PROBLEM** and **YOUR** worry.



All people do not complain every time. So you can bank on one thing, that if you have one complaint, there may be a couple or three who have missed their papers, too. The silent ones did not take the time to complain. Maybe, they haven't phones. They just take their peeve out in grumbling to themselves. But they feel that **MISS** just as much as the fellow who telephones.

A newspaper, **TODAY**, is a necessity. It is not something extra. You are selling and delivering a **NECESSITY** to every family. It's something every family not only wants, but **SHOULD** have. The paper is a vital **NEED**. A family's baby needs milk every day. It doesn't just **WANT** milk. Baby **NEEDS** it . . . badly. And families these days, **NEED** their paper just as badly. They **NEED** electricity . . . food . . . clothing. A newspaper is a **NEED**. And when a single day's issue is missed; those subscribers don't just skip something they **LIKE**. They **NEED** it!

And that merchant down the street **NEEDS** their business, too. He bought goods that his judgment told him those families needed. He ran advertising, telling all about that merchandise and the money-saving prices. And you can be mighty sure the family purses can use the savings the advertising tells them about.

So . . . every subscriber . . . **EVERY DAY** . . . needs the paper. And **YOU** need that profit. It is a screwy business to have a customer . . . and then not deliver so you can collect for **EVERY PENNY** you have coming. Misses hurt profits. Misses mean stops. Stops cut your earnings. Smart carrier-salesmen see that they give 100 per cent service. They collect 100 per cent for that service. **THEY MAKE MONEY.**



1.

A typhoon is:

A financial genius A violent storm

2.

The word MAZDA relates to:

A magician's art An American Indian Dance Electric lights

3.

A barracuda is:

A kind of fish A small fort

4.

If you were in England and wanted a lawyer to draw up a will you would look for:

A barrister A solicitor

5.

A semaphore is:

A signalling device used by railroads A boy or girl in third year at high school or college

6.

One of these statements is right. Which one?

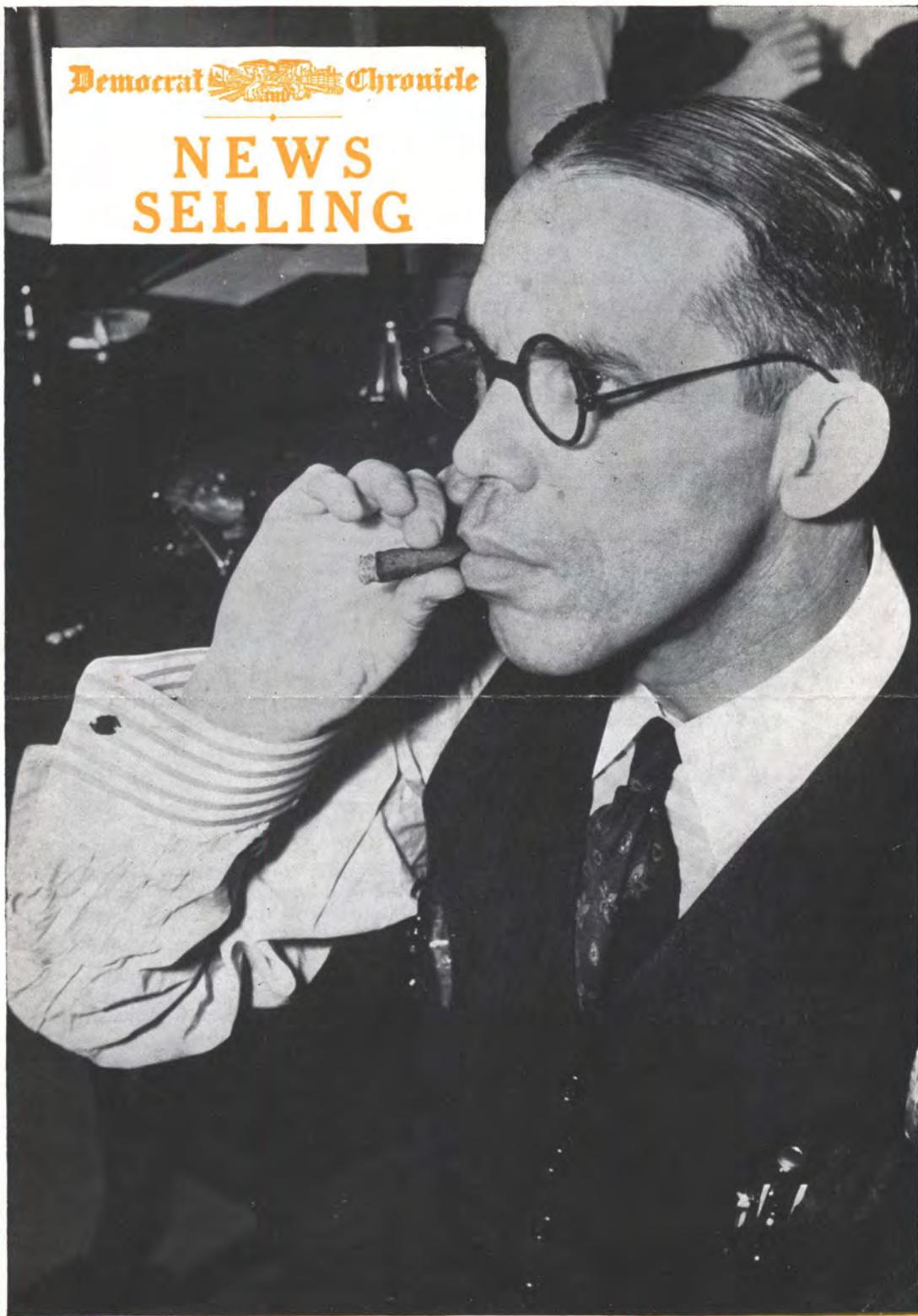
- A. It is good business to occasionally ask subscribers if your service is O.K.
- B. If the subscriber has a complaint, he will make it without being asked.

LAST WEEK'S ANSWERS—

1. 14 days. 2. Wrong. 3. Canada.
4. By the inch. 5. Shin bone.
6. "2" is correct.

Democrat  Chronicle

NEWS
SELLING



"I Don't Like Your Paper's Policy"

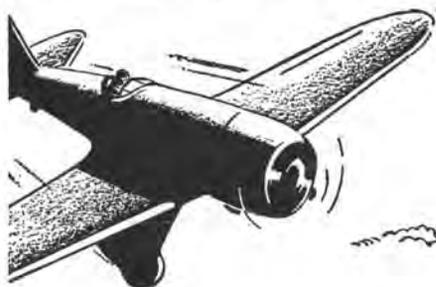
Doc Rockwell

See Page 3

Have Change Handy!

In collecting, a regular time to make the call for your money makes it easier to GET that money. You get your subscribers into the habit of expecting you. After seven or eight calls at a certain hour . . . and on a certain day, always being there at that time, they look for you at that time. And are ready to pay you.

But maybe they don't have any change in the house. Then comes the dollar bill, or the five dollar bill. And there you are with CHANGE handy—what a break! It not only saves going back, but it saves you having to say, "All right" when the subscriber suggests that you wait until next week. If you DID wait till next week, you would probably have just TWICE as hard a job. HAVING CHANGE HANDY HELPS COLLECTIONS.



THE COCK - PIT

SITTING PRETTY

Pete Mattison is a carrier-salesman on the Pacific Coast. Pete has been on the route for over a year. The first few months he just "got-by." He was just getting by at school, too! All of a sudden, he got smart. Sat right down and figured out that "just getting by" was really a little harder than doing things right . . . doing 'em up brown . . . WELL-DONE.

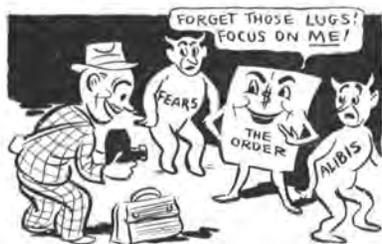
Pete told his father that. Told his father that he was going to build his route larger than it ever had been before. And he told him he was going to study harder at school. Telling his Dad made it a "dare" . . . a challenge to keep faith with the promise. Pete saved some time for a certain amount of play. No "all work and no play" for him! But he was going to do well at all three things. Work—study—play . . . each would get the time it deserved.

Today, Pete has a route nearly twice as large as he started with. He is making money. His grades at school are not the tops. But they are better, by far, than they were and still improving. Pete's teachers have told his folks how pleased they are. And, here's news that isn't piker stuff at all—he has over \$100 saved in the bank. PETE IS SITTING PRETTY.

"I Don't Like Your Paper's Policy"

A HARD ONE? Maybe . . . in some cases. But not one you get very often. So don't let it worry you. Or stop you. But as it does stick its head up occasionally, you have to know how to handle it if you are going to lick it.

Here is something to always remember—never let it get away from you! **YOUR PAPER PLEASES ALL PEOPLE.** Your newspaper **IS** a good newspaper. It is a complete newspaper . . . filled with news to please everyone. So when people say they don't like this or that . . . it really isn't serious. Just another excuse. It's not a fib . . . an untruth, at all. People aren't telling you a deliberate falsehood. It is just one of those things—an excuse hastily made . . . but not to deceive you.



Maybe someone says, "We don't like the editorials in your paper." Another, "We don't like the way the news is written." Someone else has another thing to mention as not just as he'd like it.

But editorials of a newspaper are not written to please everyone. If that were true, there would be no editorials. Editorials are written to show the paper's ideas on subjects that are the foremost in people's minds . . . the important things. Editorials are to make people think. They may think differently than the editorial. But by reading, people get

various sides of a situation. Horse races bring out differences of opinions, too. So do football and baseball games.

So, when you have that "don't like this or that" pushed at you (which will be seldom) just grin. A smile is a swell sales helper. And it won't do any harm to mention that by taking your paper, one can get **BOTH** sides of the question.

Here is one swell angle, though. There are no two sides to **NEWS**. There is only the news itself. News is what it is. News is just news . . . exactly what happened. It's often not what people would **LIKE** to have happen. But the plain honest-to-John stories of what **DID** happen . . . in your neighborhood, among your prospects . . . friends . . . in your city . . . state . . . the section around you . . . and everywhere in the world. **N-E-W-S**, that is what you sell.

People want news . . . need news . . . pay for news. **PROFIT** by selling **NEWS!**



Water boils quicker at:

The seashore On top of a mountain

A norwahl is an animal that lives:

In the ocean In African jungles

If you heard a high-brow professor mention "carnivorae", he would mean:

Bugs Kind of fish Flesh-eating animals

A concertina is:

A concert played by a small orchestra An accordion-like instrument.

A stereotype is:

An old-fashioned photograph Plate used in printing.

The carrier-salesman who is injured by envy is:

The carrier-salesman who is envied The carrier-salesman who does the envying.

LAST WEEK'S ANSWERS—

1. Kiva. 2. William Shakespeare.
3. Milton. 4. Flaxen. 5. Onions.
6. Most strong characters show consideration and thoughtfulness towards other people.

• Checking the "RIGHTS" and "WRONGS" is just a little game you may enjoy playing for the fun of it!

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