

# CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

Victor Lattanner of the *Oakland* (Cal.) *Post Enquirer* called our attention forcibly to a misstatement made in this department in connection with the action taken by the A. B. C. convention regarding club raisers. We stated that all subscriptions obtained by club raisers were considered when the fact is that only their single orders were passed on.

We gladly make this correction and are grateful to Mr. Lattanner for calling our attention to the mistake.

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E. A. Van Valkenberg recently retired as editor of the *Philadelphia North American* will, we are sure, be missed greatly by the circulation department. An editor who writes as vigorously, fearlessly, and clearly as he did makes and holds circulation when features and news departments often fail. Although it is 12 years since we read North American editorials regularly, many of them—two full columns long—still lodge in our memory.

If there were more such editorial writers the job of circulating newspapers would not be so difficult.

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In building circulation it is easier to get new readers than it is to hold them. One reason why new readers quit is because they do not know where to find anything in what is to them a new paper. In order to overcome this we advise them where to look for the various departments and features. The letters acknowledging receipt of subscriptions con-

spicuously this paper has someone to guide visitors around the building and explain the workings of the departments. Most newspapers we know look upon callers as pests and shuttle them around from man to man until they finally either walk out or are taken in tow by the porter or office boy.

Since the circulation department is closest to the readers we believe that an office member of it should take care of all visitors. Invitations sent to all schools welcoming inspection tours by journalism, current events, civics, and other classes will gladly be accepted. If the students and teachers are tactfully and intelligently guided they will more than repay the courtesy in loyalty.

The composing room foreman can cooperate by giving each sightseer a line of type with his name for a souvenir and the editor can well afford to give the space required to print the names of the visitors just as the Sun does.

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Keeping complete and accurate records is a tedious, irksome job; yet a necessary one. In common with most circulators we would much rather devote our time to promoting circulation for we get more of a kick out of doing it. But it is just as essential to know where each paper that comes off the press goes, what the losses are in waste, left-overs, returns, and how much is actually received for each thousands papers circulated.

Accurate records enable circulators to eliminate waste and increase the revenue so there will be more money to use in

sold for every two persons and one paper for more than 28 persons in Mississippi.

Absolute deductions from such statistics obviously cannot be made but it does look as though the papers of the Empire State are near the saturation point and that the Mississippi papers have a long way to go. In several other states there is a paper sold for every two and three persons so that the problem of what to do for more business when almost all possible papers have been sold will soon be confronting many circulators.

With but few exceptions papers are so much alike that few persons find it necessary to buy more than one.

It seems to us, therefore, that in order to grow faster than the population papers will have to become more distinctive. Then people will find it worth while to buy several. And so the problem of standardization which many students of papers deplore will probably be solved when, to get more readers, editors will be forced to make their products individual.

We hope Mr. Kellogg will continue to use his analytical brain on the newspaper business and give us more analyses.

## DAILY 106 YEARS OLD

### Little Rock, Arkansas Gazette Celebrates Birthday

The *Little Rock Arkansas Gazette* celebrated the 106th anniversary of its founding on Nov. 20.

The oldest newspaper west of the Mississippi, and the first to be founded in Arkansas, the *Gazette* was established in 1819 by William E. Woodruff. It was a full decade before the Territory of Arkansas saw the founding of a second newspaper.

When in 1863, Little Rock fell into hands of the Federal army, the *Gazette* suspended publication, although the Northern forces in charge of the press printed various papers of their own. Publication as a daily was resumed in 1865 and has

## AMON G. CARTER HONORED

### Names Enrolled First on Exchange Club's "Book of Golden Deeds"

Civic work of Amon G. Carter, president and publisher of the *Fort Worth* (Tex.) *Star-Telegram*, was commemorated in a testimonial dinner

given him, Nov. 15, by 150 young business men of the city, members of the Exchange Club, inaugurating a custom of honoring each year some outstanding citizen of Fort Worth.

Carter was selected for the premier honor, because of his many activities. His name was inscribed first in the club's "Book of Golden Deeds."

Leaders in business, finance and club life spoke of the work of Mr. Carter and praised him for his numerous activities in behalf of the state and city.

Mr. Carter responded, giving the credit for whatever success he had attained to the co-operation of others and to the civic pride of Fort Worth.



AMON G. CARTER

35,434

Net paid (1923) Average.  
An increase of

47% in 7 Years.

TRENTON (N.J.) TIMES

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