



PANNY COBB

TYPICAL CHARLOTTE NEWS CARRIER

Panny is 16 years old and in the 10th grade at Central high. He has been a Charlotte News carrier for over three years.

The Charlotte News

City Wide

CARRIER BOYS'

SECOND ANNUAL

EFFICIENCY CONTEST

Valuable Cash Prizes to Be Distributed Among the City Carrier Boys

List of Prizes

| | | | |
|-----------------|----------|------------------|---------|
| 1ST PRIZE | \$100.00 | 7TH PRIZE | \$ 5.00 |
| 2ND PRIZE | \$ 50.00 | 8TH PRIZE | \$ 5.00 |
| 3RD PRIZE | \$ 25.00 | 9TH PRIZE | \$ 2.50 |
| 4TH PRIZE | \$ 15.00 | 10TH PRIZE | \$ 2.50 |
| 5TH PRIZE | \$ 10.00 | 11TH PRIZE | \$ 2.50 |
| 6TH PRIZE | \$ 5.00 | 12TH PRIZE | \$ 2.50 |

IN ADDITION:

Carrier boys not winning one of these capital prizes will be rewarded with a smaller cash prize and a Banquet, provided they qualify as Efficient Carriers.

The Charlotte News is anxious to get the subscriber's opinion of the city carrier force of 140 white boys. We want to find out which boys are most efficient and popular among their subscribers and which boys have the most ability from a salesmanship standpoint.

The rules are simple—Every reader of The Charlotte News living in Charlotte now has an opportunity to help his or her carrier boy. A letter of commendation from any reader telling The Charlotte News just what you think of your carrier boy will start that carrier with 100 points. All letters of commendation should be addressed to The Efficiency Contest Editor, The Charlotte News, Charlotte, N. C.

EXPLANATION OF CREDITS

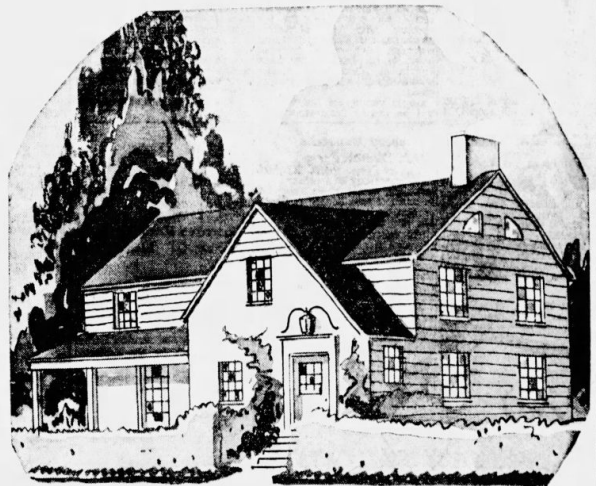
COMMENDATION LETTERS—Any subscriber may write a letter to The Charlotte News telling just how he likes his carrier boy. For every letter received your carrier boy will be credited with 100 points. The Charlotte News reserves the right to publish any or all letters received. Letters to count must be received between January 23rd, 1937, and March 5th, 1937, and must mention the carrier's name and the subscriber's name and address.

CHANGE OF ADDRESS—When a subscriber moves from one address to another and the carrier boy obtains and turns in the transfer a total of 50 points will be given.

DELIVERY SERVICE—If a carrier boy goes one week without a service complaint being registered against him by his subscribers he will receive a credit of 50 points.

PROMPT PAYMENT OF BILLS—All carrier boys having their weekly account paid in full by 8 P. M. Tuesday of each week will receive a credit of 50 points.

NEW SUBSCRIPTIONS—Each new 13-week subscription order turned in by the carrier will count 50 points. Fifty additional points per week will be awarded for each additional paper the carrier requires to deliver his regular subscribers over his starting point.



33,000

FRONT DOORS
SWING OPEN

Every afternoon and Sunday morning to receive
The Charlotte News

Credits

| | Points |
|---|--------|
| Letter of Commendation | 100 |
| Perfect Delivery Service Weekly | 50 |
| Prompt Payment of Bill | 50 |
| New 13 week order | 50 |
| For each additional subscriber per week over starting point | 50 |
| Correct change of address of any subscriber moving | 50 |

THE CHARLOTTE NEWS