



A familiar Stars and Stripes newsstand, found in hundreds of U.S. military installations throughout Europe. More than 170 Stateside magazines and 1,600 book titles are sold through these stands in addition to the paper. Pocket-book sales now top the \$1,000,000 mark.



One of the major problems in getting your Stars and Stripes to you each day is the distances involved. These trucks are only part of the huge fleet which carry the paper to the readers. Still other papers go by train while hundreds more must go by plane.

THE 'NEW' STRIPES IS FIVE TODAY...

THE DISTRIBUTION SERVICE, which changed *The Stars and Stripes* from a wartime newspaper supported by appropriations to a self-supporting enterprise, marks its fifth anniversary today.

It was the establishment of the distribution service that put *Stripes* on a self-supporting basis. Distributed free to combat troops, *Stripes* began charging for the paper in 1946 but the circulation revenue was not enough to support the paper.

On June 1, 1947, *Stripes* obtained the concession to sell magazine and books in EU-COM. Normally newspapers obtain a large part of their revenue from advertising. *Stripes*, however, carries no advertising.

Today, *The Stars and Stripes* is sold through a network of newsstands covering almost a score of countries. Its circulation of 188,000 daily is largely delivered on the day of issue despite the fact that an area roughly half the size of the U.S. is served.

This can be likened to a paper published in Toledo, Ohio, having the bulk of its circulation in a pentagon bounded on the west by a line from Joplin, Mo., to St. Paul, Minn., then to Toronto, Canada, dipping south to take in Washington, D.C., and Winston-Salem, N.C.

To service this vast territory and to get the paper to readers while the news is still fresh, the distribution service maintains the largest commercial fleet in Europe. This not only delivers *The Stars and Stripes*, but also handles a wide variety of newspapers, magazines and books which are sold on the newsstands.

Like the paper, which also has its headquarters in Darmstadt, the distribution

service is unique in its operations and in the problems that face it daily. The king-sized territory presents king-sized problems.

The distribution service comes under the overall direction of *The Stars and Stripes Fund*, controlled by a board of directors. This consists of Lt. Col. Henry J. Richter, editor-in-chief, Maurice R. Kirkwood, general manager, and representatives of the major elements in Europe served by *The Stars and Stripes*.

Money which pours into the 365 newsstands, plus numerous other drop-off places—such as service mess halls and hotels—works out this way percentage-wise:

FIFTY-SIX cents of every dollar of revenue comes from the sale of magazines and pocket-size books, 12 cents from hard-cover books, 23 cents from the sale of the daily, 4 cents from job printing, and 3 cents from *The Stars and Stripes* subscription service.

The territory serviced by the distribution service is bounded by the North Sea, the British Isles, east to Berlin, and as far south as North Africa. The bulk of the circulation is in Germany, Austria, Trieste, France and Britain—wherever American military personnel are stationed. The paper is read daily in Tripoli, Norway, Belgium, Italy, Finland, the USSR, The Netherlands, Turkey, Greece, Denmark, Sweden and Yugoslavia. The paper also is distributed to American Embassies throughout Europe, giving *Stripes* readers in some 18 countries.

Distribution is mainly responsible for

putting the "home" in *The Stars and Stripes* unofficial motto, "The home-town paper for those away from home." Personnel eligible to receive *Stripes*, which includes military and civilian personnel in direct support of military operations, often receive direct door-step service. Of the 100,000 copies of the paper daily, 30,000 are delivered as subscriptions, with 20,000 going to homes of personnel with dependents and to bachelor quarters.

Five years of distributing magazines and books has given *Stripes* circulation men some insight into the characteristics of its readers. But, as circulation officials point out, only a Solomon would make dogmatic assumptions along that line, as a continuous turnover of personnel means changes in reading tastes.

Generally, the trends indicate *Stripes* customers are great readers of nonfiction. Biographies, books on world politics, travel and self-improvement are constant best sellers. Camera and sporting enthusiasts also give the newsstands a big play. Children's books and records are purchased at the rate of two dozen a year for each child.

Manning the distribution of the books, magazines and daily are 660 employees, including newsstand girls and drivers of the truck fleet. Some 170 Stateside magazines and 1,600 book titles are handled by the distribution service. Pocket-size book sales top the \$3,000,000 mark. *Stripes* also distributes more than 95 educational texts which are supplied for University of Maryland courses throughout Europe. For books not on *Stripes* newsstands, a special order

service is operated. Delivery is usually made in about five weeks.

Commercial periodicals are procured through *Stripes* New York publications office, run by Milton Adler. Books are shipped via the New York Port of Embarkation to Bremerhaven where they are transhipped to Darmstadt, central distribution point.

THIRTY-FOUR TONS of magazines and books received at Darmstadt weekly are distributed to *Stripes*' three major areas of circulation. These are further subdivided into 18 districts.

One hundred ninety-one vehicles roll up 350,000 miles monthly getting the reading material to the customers. An additional 500,000 miles a month is rolled up by trains.

In direct charge of *Stripes* distribution service is Lou Brown, a wartime B-17 pilot. Brown has held this job since March 1949. He was previously a district manager, then chief of operations. His chief assistant is Anthony (Tony) Biancone, chief of operations.

Area supervisors are: Guy Stemmens, who has district offices at Munich, Nuremberg, Stuttgart, Salzburg, Vienna and Trieste; Henry Epstein in France with offices at Paris, Metz, La Rochelle and Chateaufort; Tony Iannacio, northern Germany, with offices at Bremerhaven, Berlin, Alsfeld, Frankfurt, Heidelberg and Kaiserslautern.

Pictured on these pages are the employees who have served at least five years with the organization.



ANTHONY D. BIANCONE
Chief of Operations



MILTON R. ADLER
Publications Representative, N.Y.



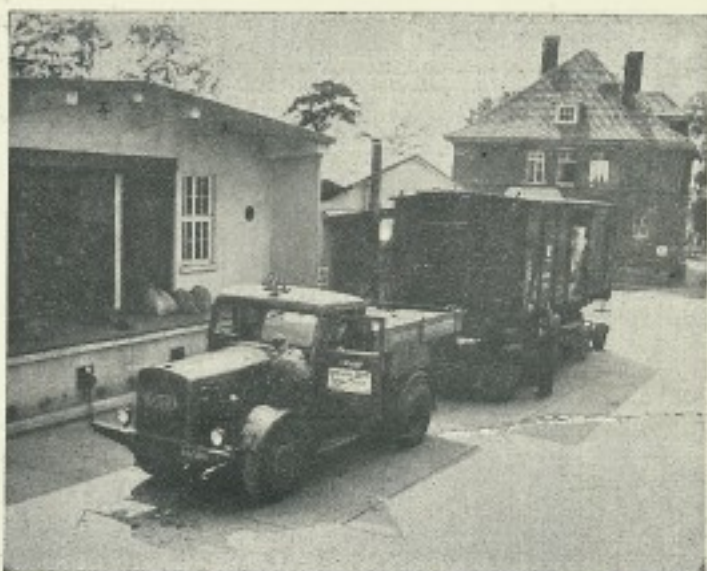
ANTHONY IANNACIO
Northern Area Supervisor



HENRY S. EPSTEIN
Area Supervisor, France



During EUCOM maneuvers troop units are served in the field by mobile stands like this, a regular panel delivery truck with a special rack installed by *Stripes* mechanics carpenters. All newstands are uniform and specially constructed at the paper's shops.

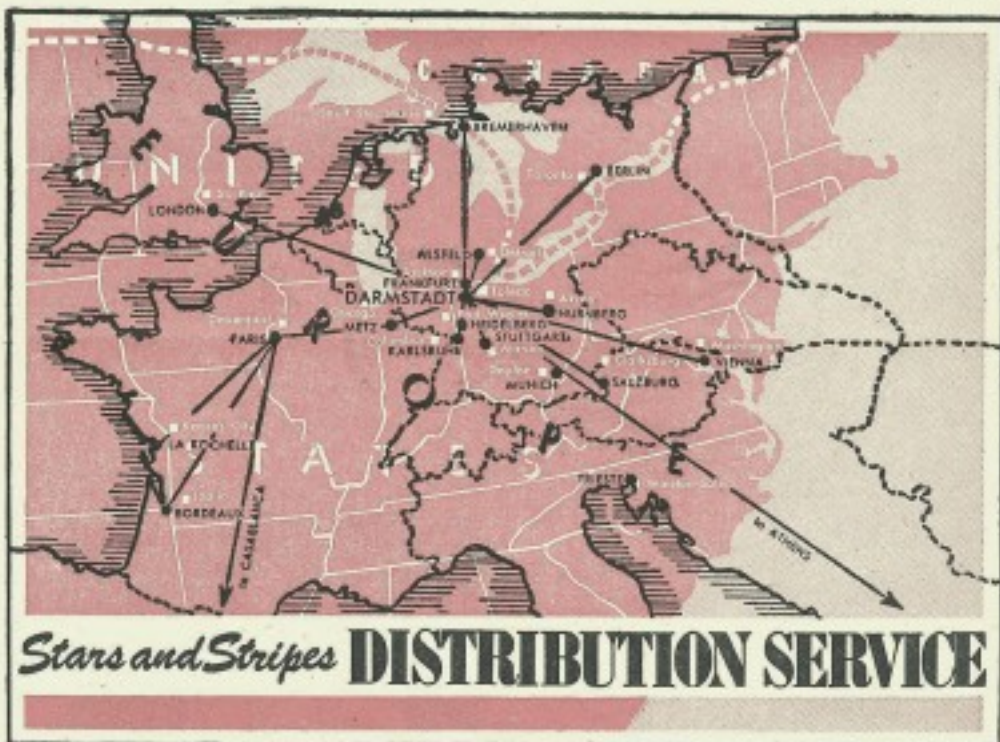


This heavy-duty German railroad truck tows a loaded box car of U.S. magazines up to the door of the *Stripes* distribution service in Darmstadt. The box cars, loaded in Bremerhaven, come by rail to Darmstadt and then cover the last few miles on these big trailers.

Circulation Area Equals Half of U.S.



Arthur H. Brown, Jr., has been chief of distribution since March 1945. His staff includes 492 persons.



This map of the principal points covered by The Stars and Stripes distribution service graphically shows the distances involved on the map of Eastern U.S. over which it is superimposed. Few other newspapers attempt to distribute over such a large area.



ARTHUR J. MUGLIA
Munich District Manager



GREGORY O. LODZINSKI
Nuremberg District Manager



SAMUEL S. RAVICH
Heidelberg District Manager



NORBERT PERL
Vienna District Manager