

Tele-fun

by Warren Goodrich



"I'm holding this down—somebody didn't hang up the phone correctly."

Unless you hang the telephone up right, your line is "busy." The Pacific Telephone and Telegraph Company.

IMPROVE STREET

An appropriation of \$1890 was requested today by the County Road Department for improvement of Hawthorne boulevard from Newton avenue to the southern limits of Torrance. The money can be transferred from the 1948-49 aid to cities fund.

SMALL STRIPERS TAKEN

Many limits of small stripers have been taken during the past week in the waters off Vallejo, Solano county, experts say. Fishing has also been good along the Carquinez Straits in this same area.

CLEAN WINDSHIELD

Blindness that drivers experience when traveling on crowded roads at night is not due entirely to poor adjustments of the other fellow's headlights. A dirty windshield does much to magnify the serious effects of glaring headlights.

Torrance Boy on Destroyer Myles C. Fox

Joseph Richard Steininger, seaman, USN, son of Mrs. L. A. Brown of 21213 South Sheaver street, Torrance, Calif., is serving aboard the destroyer USS Myles C. Fox a unit of Task Force 38, which is now undergoing an intensive training period in the Western Pacific and the China Sea area.

These exercises are being conducted for the purpose of giving officers and men of the task force realistic training in all phases of Naval activities. In addition to the training on ship board, personnel familiarize themselves with the ports and peoples of foreign lands.

Ports of call between training maneuvers, include Honolulu, Tsingtao, China, Yokosuka, Japan and Guam.

An early painting of a Russian burying ground, which by 1854 had disappeared from its site on San Francisco's Russian Hill, is reproduced in "California Pictorial" by Jeanne V. A. Nostrand and Edith Coulter (University of California Press).

'Little Merchants'

Many of Nation's Noted Men Got Their Start as Newsboys

If the quizmaster of one of our radio shows challenged each contestant to name the occupation shared in common by some of our most noted Americans, the jackpot would be pretty safe.

For instance, peruse this list: His Eminence, Francis Cardinal Spellman; General of the Armies, Dwight Eisenhower; Chief Justice Fred Vinson of the United States Supreme Court; Governor Thomas E. Dewey of New York; David Sarnoff, President of the Radio Corporation of America; Benjamin Fairless, President of the United States Steel Corporation; Senator Robert Wagner of New York; Charles Luckman, President of Lever Brothers; Lawrence Tibbett, Metropolitan Opera Star; the late Alfred E. Smith, New York's famed Governor; the late Thomas Alva Edison, the wizard of electrical science; and the late Marcus Loew of motion picture fame.

Not many contestants in their few allotted moments of deliberation would hazard the guess that all these successful and famous men were once newsboys. Yes, at different stages of their youth and growing manhood these men and many others whose record of success in diverse fields of business and artistic enterprise have been long inscribed were once humble newsboys.

Is it, do you suppose, nothing more than mere coincidence that all these men well separated from each other by time, geography and profession were once newsboys? The writer's observation of newsboys for 50 years suggests that it is not. The desirable habits popularly formulated for American success are necessarily practiced by newsboys in the conduct of their youthful enterprise, and, with few exceptions are everlastingly acquired.

Most of us, who every morning find our favorite paper on our front porch or beside our apartment door waiting to be read have always taken its being there for granted. Those of us who have appreciated the punctuality of its delivery and even recognized the dependability of the newsboy carrier are wont to think about him, if at all, as just another kid with another kid's job. This fanciful idea is far from the facts.

The newsboy today is a unique example of youth in business. He and his 499,999 buddies make up the largest group of salesmen in any industry in the United States selling and marketing America's most popular commodity. Her 375 morning papers with a combined daily circulation of 20,200,000 has 6,500,000 delivered to the breakfast table by newspaper carrier boys.

Carrying in extra-curricular activities during the war, carrier boys sold, according to the United States Treasury, \$1,798,312,598 ten-cent war saving stamps. And this chiefly when these youthful salesmen made their daily distribution and weekly collection.

These American boys representing every section of our great country and every racial and religious group therein here with solidified their partnership in our American government.

It has often been said that the circulation department is the axis upon which the newspaper world revolves. Among the gentlemen of the Fourth Estate, it is axiomatic that the paper first ready for readers' eyes gets the readers buys. And so a publication without speedy and timely circulation in the fierce competition of newspaperdom would have a short and not too merry existence.

First the readers would be missing. Then the advertisers. Then the publisher. And finally the publication, too! Circulators of newspapers have found that the most effective way to accomplish their purpose, viz. getting their paper into the hands of the reading public is through the newspaper boy carrier home delivery system. The system finds a carrier boy delivering the paper to subscribers for a fixed weekly wage. Another system may find a publisher turning over a particular area to a carrier to solicit and service subscribers at a price mutually agreed upon between himself and the publisher. The

THE CHRYSANTHEMUM

A very simple illustration in floral culture is that of the chrysanthemum. But a few years ago it was looked upon as an old fashioned garden flower, very sweet, but very simple. Today it is one of the most gorgeous and marvelous of decorative blossoms, beautiful in the length and delicacy of its petals, poetic in its restless weariness of beauty, and splendid in its possibility of color.

who make up the newspaper industry's carrier and street selling systems. Those boys engaged in this national job find their way from the pavements and from the hills; from the tops of mountains, and yes, the depths of valleys, too. Their geography has nothing to do with their ambition and drive, which coupled with their regular endurance and intelligence enables them, more often than not, to out-think, out-work, and out-play most of their ordinary comrades.

These boys are on the job every day in the year. They deliver their merchandise in rain storms and in blizzards. The one day that the newsboy doesn't hike through country meadows or city streets is the one day that he may go out of business. Logically enough, some subscribers do lack humor when they are without their funnies!

As a rule, carrier boys, after completion of their route, still find time to play baseball, basketball and football. This, for some, in between their trips to the bank. For others recreation may begin right after their necessary contribution to the finances of Mother and Dad.

Prominently cast in the presidential social scene is another army of young men and boys who are not carriers nor salesmen of newspapers.

Some of these, who are ill-advised, corrupt the good fortune of their free time by completely withdrawing from participation in athletics or any other worthwhile activity. Lost in their idleness, they are sometimes later found in sorry mischief. When that mischief results in crime and the youthful perpetrator is apprehended, arrested and found guilty, he is, by judicial standards, delinquent.

This because in most of our United States, the Penal Law, defining crimes and punishment, provides that a child more than seven and less than sixteen years of age who commits any acts which, if committed by an adult, would be a crime not punishable by death or life imprisonment, shall not be deemed guilty of any crime but of juvenile delinquency.

A cure for this acknowledged social menace is now being sought by educators, social workers, religionists, psychologists and even the police.

They want a program that may be successful in salvaging for useful ends boys and girls who might otherwise drift into crime. They urge, in general, that additional health, social and psychiatric services be given to children who are in need of them. They urge, in particular, participation in activities where children may find their interest, responsibility and perhaps their character.

We, in the newspaper field can think of no better place to find that character than in the newspaper field itself. Here, men long since famous, spent much of their youth serving their routes and serving their communities.

Today as leaders in every field in every section of the country and exercising the same industry and courage they did as newspaper carrier boys, they are, to the gratitude of millions of Americans, now usefully serving the Nation.

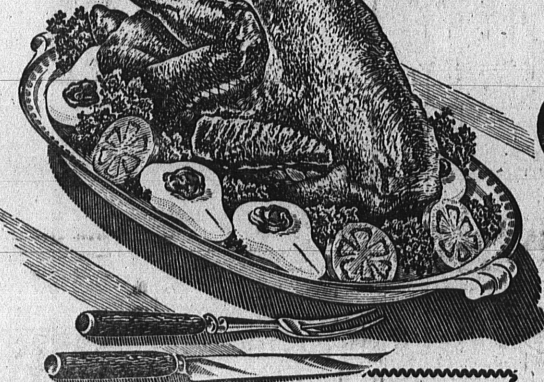
Morris M. Duhan

Our Christmas wish for you is a joyous season, laden with cheer and good fortune.



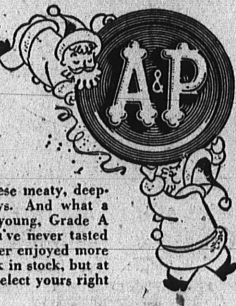
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Over 75 Delicious Fruits and Nuts
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To permit our employees to spend additional time with the families on Christmas Eve, your A & P Store will close Friday at 4 p.m.

A&P's CHOICE PRODUCE
Adds Fresh Appeal To a Festive Meal!

- CAPE COD LATE HOWE CRANBERRIES 2 lbs. 35c
- DELICIOUS APPLES 2 lbs. 25c
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- WALNUTS 39c
- LARGE HEADS CAULIFLOWER ea. 9c
- CRISP, UTAH TYPE—Large Stalks CELERY ea. 15c
- ARIZONA—Sweet, Juicy GRAPEFRUIT 4 for 15c
- SWEET, GOLDEN YAMS 2 lbs. 23c

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Price Subject to Change After Friday

TOMS 61 lb.
PILGRIM BRAND, 20 to 25 lbs.
HENS 77c lb.
PILGRIM BRAND All Sizes
HAMS 61c lb.
Christmas Wrapped Wilson Certified Sizes 10 to 16 lbs. Whole or Shank Half
Ready-To-Eat Hams 67c Wilson Tender Made or Sunnyfield
Baking Fowl 59c Colored, 4 1/2 to 6 lbs.
Roasting Chickens 59c 3 1/2 to 4 1/2 lb. avg.
Frying Chickens 65c Swift's Premium Farm-Fresh 2 1/2 to 3 lbs.
Sausage 49c lb. Our Own Make ARMOUR'S 1 lb. STAR LINKS 59c

Ducks and Geese Available on Order
Oysters Standard Size dot. 29c
Green Shrimp lb. 69c
A&P Values for the Christmas Table...

Olives Sultana 3 1/2-oz. 43c Small Stuffed 1-lb. 26c
Ripe Olives Lindsay Giant 1-lb. 63c
Tom & Jerry 28-oz. 39c
Mincemeat Tropical Cranberry 1-lb. 19c
Ocean Spray 1-lb. 47c
Plum Pudding 1-lb. 53c
Fig Pudding 1-lb. 59c
Chicken Swanson 1-lb. 63c
Armour Chopped Ham 12-oz. 54c
Vienna Armour 7-oz. 37c
Armour Corned Beef 1-lb. 31c
Mor Wilson's Beef, Pork or Veal 12-oz. 49c
Cookies NBC Fancy Assortment pkg. 61c

Dairy Values
Cheddar Wisconsin 1-lb. 69c
Blue Cheese Wisconsin 1-lb. 69c
Cream Cheese Phila. 3-oz. 18c
Baby Goudas 11-oz. 52c
Pure Lard 2-lb. 45c
Margarine A&P's 1-lb. 31c
Wines, Liqueurs
Champagne Coast to Coast 6th 1.95
Vermouth Sweet or Dry Coast to Coast 6th 75c
Sweet Wines Coast to Coast 6th 47c
Sauterne Coast to Coast 6th 35c
Scotch Lang's 6th 5.19
Bacardi Gold or Silver Rum 6th 3.77

dexo Pure Vegetable Shortening 3 lb. can 99c
Be Sure You Have Enough A&P Coffee
America's Favorite
Eight o'Clock lb. 40c
Red Circle lb. 44c
Bokar lb. 47c

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