

Tickets Out for Annual Torrance Firemen's Ball

Assurance of Guidance Is Topic Of Christian Science Talk Here





Christian Science Talk Here
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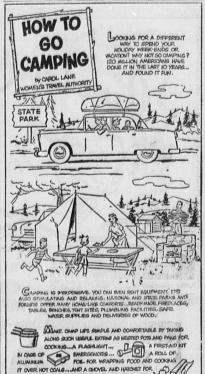
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HEADS FRATERNITY . . Dr. G. P. Elmstrom, who at 23527 Susan Ave., has been returned to the presidency of California chapter of Beta Sigma Kappa, honor fraternrigina Rappa, nonor trateri-ity composed of leading ocu-lists, optometrists, and illum-inating engineers, for the third consecutive year. He maintains offices in El Se-

Sgt. Spiller Attends Atomic Energy School

Sgt. John D. Spiller, son of the spiller, spiller



What the newspaper means to

THE COMMUNITY

... by the Mayor of a California city



Similarly, we as public officials would be functioning in a kind of yacuum were it not for the admonitions, protests and occasional plaudits which come to us from the people as the result of the dissemination of news and opinion on city affairs by the

democracy. It is indispensable to municipal government guided by informed public opinion and the will of the majority.

I trust that the newspaper's place in our fortunate community will be widely recognized at this time.

THIS IS NATIONAL NEWSPAPER WEEK-OCT. 1-8, 1955

COMPLETE NEWSPAPER Plant and Office 1619 Gramercy



Allowance Day Used To Be Everyday

Frankly, I was worried because Junior had no appreciation for the value of money. He thought it grew on trees. He always came to me for "just a little extra". One day it was for school activities. The next day it was a movie. And so it went.

This constant doling out was giving him wrong ideas. And, it was also denying him the thrill of earning his own money—and buying things on his own.

That's why I encouraged him to get a newspaper route. That's about the only job left these days that gives a boy well-rounded experience in operating a business—buying at wholesale, selling at retail, making collections and building up profits by good sales and service.

Now Junior's A Newspaperboy ...

What a change! He now appreciates the value of money because he works for it.

He doem't spend his own money foolishly. Before he buys anything now, he takes time to think about the cost. (And the allowance which he used to spend so freely is going into his College Fund.)

Junior is also learning how to meet and get along with all kinds of people and how to put into practice what he's learning at school.

I've got a son to be proud of. A son who already has experience in free enterprise and the American Way of Life. I'm confident that he'll be ready to meet the everyday challenges of his first full-time job.

TORRANCE HERALD

Note to Subscribers: Please have your money ready when your Newspaperboy makes his collections. It will save him time and will also help him maintain his profits.



If you think your son or some other youngster might profit by similar Newspaperboy ex-perience, why not suggest that be come in and talk to us.