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The Carrier Boy of Today Is the Business Man of Tomorrow

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# Citizen-News

No. 6

SATURDAY, APRIL 1, 1944

Carrier Edition

*Introducing*

## JOHN HERBOLD

*A Typical Citizen-News Carrier*

JOHN HERBOLD is a typical Citizen-News carrier. John delivers the newspaper each afternoon to his customers on Routes 310-349, which include the territory north of Franklin Avenue from Vine Street to Vista Del Mar Avenue.

John has faithfully delivered this territory for the past year and a half, during which time he has made many friends. During the past six months he has not had a single complaint or a missed copy.

In addition to his daily delivery he still has time to deliver Hollywood Advertisers each Thursday morning.

He is a student at Le Conte Junior High School, where he is in the A9 class. He is above average in his school grades and still has ample time to play football and baseball.

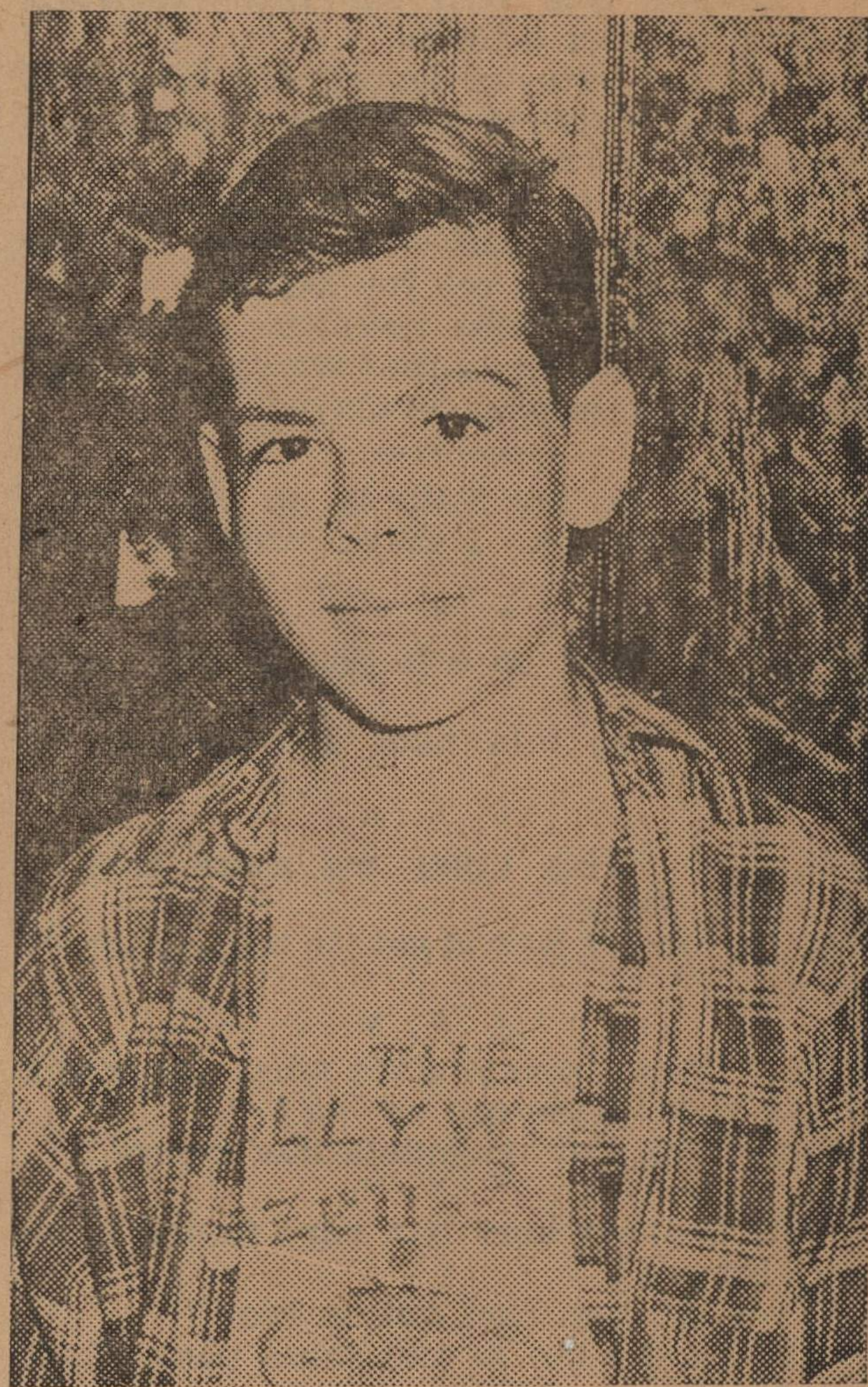
He is saving \$500.00 from his route earnings, which he will have before July. At the moment he can't decide whether to use the money for buying a new car or a horse. John had his own horse a couple of years ago and has been interested ever since in obtaining a new one.

John has sold more than 60 new subscribers to the Citizen-News and his customers really enjoy the newspaper along with his fine delivery service.

He enjoys writing poetry and short stories. Many of his writings have appeared in the school paper, The Ranger. He plans on going to college to study journalism, and we wouldn't be surprised to see him wind up in the Editorial Department of the Citizen-News.

His main entertainment is light opera—especially Gilbert and Sullivan. He enjoys exciting, adventurous motion pictures, but doesn't care for love stories.

John Herbold is typical of the 350 boys delivering the Citizen-News each afternoon. He earns his own spending money and deposits the balance in the bank or purchases War Bonds. He is above average in school grades and still has ample time for participation in sports and educational interests.



## Memo to Citizen-News Subscribers

We want you to see a copy of our weekly bulletin for Citizen-News carrier boys. We think that you may be interested in the type of training given to these 350 boys who daily deliver the Citizen-News to your home.

The Citizen-News endeavors to give you good delivery service. To do this we have a group of the finest boys in the city.

Each boy delivering this newspaper is given an opportunity of later working into the newspaper office. New carriers are selected as nearly as possible with this thought in mind.

We are always interested in adding outstanding boys in the community to our list of carriers.

You, our subscribers, know the boys in your neighborhood. Your recommendation of an outstanding boy whom we might interview would be of great assistance to us in maintaining a group of outstanding boys.

We would appreciate your recommendations of those boys in your neighborhood whom you believe would be of the same caliber as our present force of fine young men.