

Busy Businessman

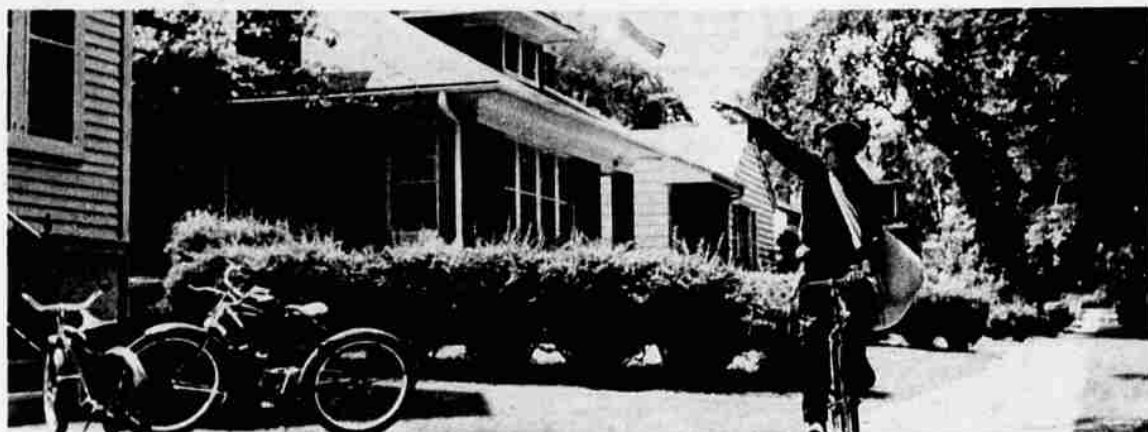
Photos: Wesley Bowman Studio

THE RECESSION had no effect on one American businessman—the newspaperboy. Circulation figures are rising steadily, and the newspaperboy is rising with them—in more ways than one. More than 58,000,000 newspapers, an all-time high, are now sold in the United States daily, and seven out of ten U.S. homes have their papers delivered.

If the paper is a morning edition, the newspaperboy rises (with a little motherly assistance) before most of us have rolled over once. If it's an afternoon edition, the young executive must postpone baseball practice for an hour or two.

But the rewards for such sacrifice are great, and the greatest is not the extra money but the satisfaction of developing—much earlier than other boys—those talents of industry and honesty which, later in life, will be tested in the not-always industrious or honest world of adults.

Each day the newspaperboy grows a little, and next Saturday—National Newspaperboy Day—he will have grown a full year. A glimpse at how he achieves some of that growth is featured here in a day in the life of a typical newspaperboy.



Businessman needs dependable alarm clock



... and a tax-deductible mode of travel.



His portfolio may include baseball glove.



He should establish credit with trustworthy bank that offers such fringe benefits as warm pride and deep love.