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Finding "Lost Dog" Brings New Customer

By VERN GODKIN

"How do you fellows do it?" asked Chuck Harper of Bill Gordon.

Chuck, who was a new carrier-salesman, had just seen them turning in the names of new subscribers to the district advisor.

"I don't see how you get time to go after new ones, or know where to find them," Chuck continued. "If you take time off for soliciting while you are delivering, it makes you late in covering your route, and it takes all my spare time on other days to do my collecting."

"It doesn't take me very much extra time," Frank replied. "At least it doesn't now. I'll admit though, that when I first started on my route it used to bother me a lot, until I got onto the right system."

He paused and looked at Bill, who nodded agreement.

"But, how do you do it," Chuck persisted. "For instance, how did you get those that you just turned in?"

"Well," Frank continued, "one of mine came from my regular soliciting work, and the other was sort of given to me by a dog."

President Eisenhower Values Carrier Training

"As a former newspaper boy, I welcome this opportunity to send a message of greeting and encouragement to the Newspaper Boys of America.

"You are learning basic methods which will benefit you in any field of endeavor.

"You are earning money which may well be applied to your future education.

"You are dealing with people and learning the give and take of decent and effective human relationship.

"The best of luck and my warmest personal regards to all of you."

Dwight D. Eisenhower



PRESIDENT EISENHOWER