



**THEY REMEMBER THE DAYS**

It is natural that Prime Minister Diefenbaker (left) and President Eisenhower join annually in the observance of National Newspaper Boy Day, being marked across the continent today, since both started their careers as newspaper carriers. Along with thousands upon thousands of other men occupying top positions in business, finance, professions and public affairs in Canada and the United States, the President and Prime Minister alike have personal memories to assure them that "carrying newspapers is a stepping stone toward a successful career."

**NATION-WIDE TRIBUTE**

**Job As Carrier Builds Leaders**

As Prince Edward Island joins today with the rest of Canada, and with the United States, in observance of Newspaper Boy Day, it means that honor is being paid here to almost 200 "junior merchants" who make daily deliveries of The Guardian and The Evening Patriot across the province.

It is natural in both Canada and the United States for such recognition to be extended because there is ample evidence in both countries that carrying newspapers serves as the best possible first stepping stone toward a successful career, whether in business or public affairs.

In Canada, Prime Minister Diefenbaker made the start toward his career as a newspaper carrier boy. The same is true of President Eisenhower in the United States. A roll call of the top figures in business in the two countries would show that an enormous proportion of them started out in the same way.

**PRACTICAL LESSONS LEARNED**

The reasons for this are not hard to grasp, for those who understand the "facts of life" about the newspaper carrier boy's role — typified by the carriers who call daily at Island homes with The Guardian and The Evening Patriot.

When a boy joins this large company of carriers — almost 200 of them out of some 55,000 such boys in Canada — he is exposed at once to training which will stand by him in any career as he learns practical lessons in salesmanship and in the importance of promptness, courtesy, self-reliance and thrift.

He learns first responsibility: to his customers, to the company which furnishes the product he sells and to himself as an upright young member of the business community, with a need to establish a reputation for reliability and to preserve it.

He learns to make his deliveries without fail in every kind of weather.

He learns the value of courtesy in his daily contacts.

**BUSY BOY IS GOOD BOY**

He learns to account for every penny he takes in and to pay his just debts promptly. He learns to tuck away something for the future, generally to be used in forwarding his education.

All the things he learns are among his needs as groundwork for building any type of successful career.

All the time he also building character, for it is a truism that the busy boy is a good boy.

And, perhaps, as you read this issue of your favorite daily paper, you will want to spare a moment to think over these facts about the "junior merchant" who delivers it to you — think them over with appreciation — and thereby share in today's observance of National Newspaper Boy Day.

The importance of the role of the newspaper boy, along with the value the boy gets out of his work has been recognized in messages issued by many outstanding North American public figures.

**BASIC PRINCIPLES LEARNED**

President Eisenhower, for instance, in a personal message to newspaper boys and girls, said:

"...You are rendering a valuable service to the public. Further, you are learning principles basic to any career the future holds for you. You are learning how to become dependable and loyal citizens in your adult lives.

"You have already proven your ability and willingness to be a part of your community. I know your abilities will continue to grow with the years. The country depends on the industry of young citizens like you, now and in the years to come. I extend best wishes for your continued success and happiness."



**FUTURE CASTS ITS SHADOW**

# ISLAND CARRIERS...

## On The Road To Success



Richard Gallant of Souris is the son of Mr. and Mrs. J. O. Gallant. Richard is 13½ years old and has been a Guardian delivery boy for 4 years. He is in Grade VIII Souris School.



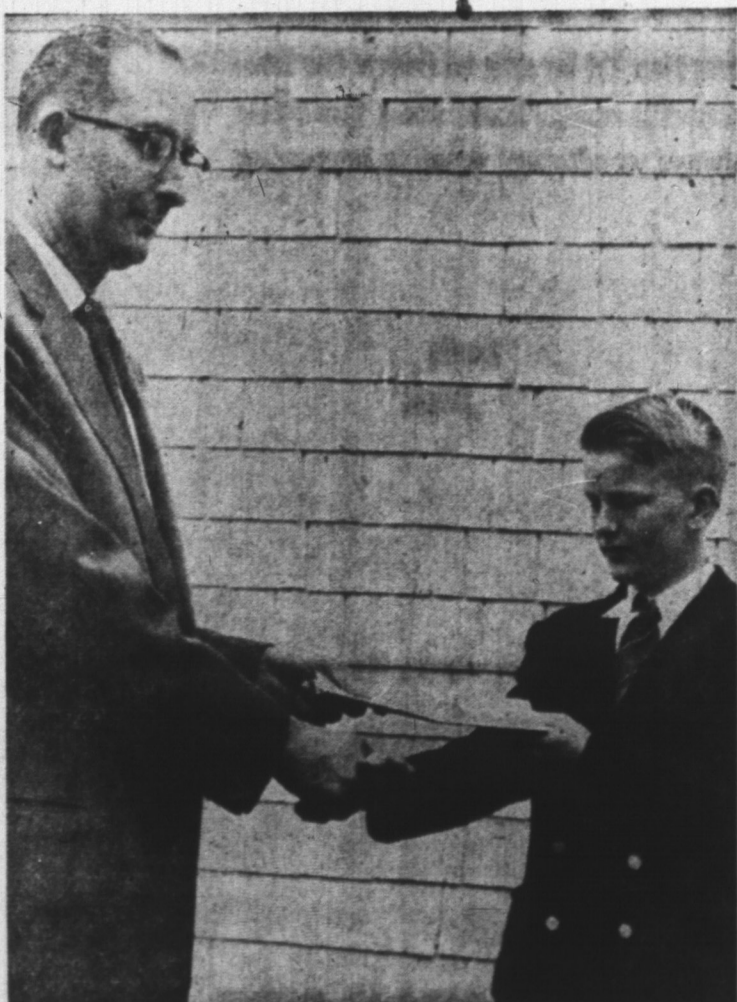
A Charlottetown Guardian Carrier Salesman for the past nine years, Glendon Bevens, 14, is seen above receiving an Award of Honor from Acting Chief of Police Stenas Webster, in commemoration of National Newsboy Day, Saturday, Oct. 17th. The award singles Glendon out as a most worthy representative of his fellow carriers to highlight this special day for carrier boys. Glendon is the son of Mr. and Mrs. Leith Bevens, 42 ODrlebar St., and is a Grade IX student at Birchwood High School. His favourite sports are hockey and basketball.



A Guardian Carrier Salesman at Alberton for the past three years, John Weeks, Alberton, is seen above receiving an Award of Honour from Mr. Earle Atkinson, President of the Alberton and West Prince Board of Trade. This award typifies John as a most worthy representative of his fellow carriers for recognition of National Newsboy Day which is being observed by newspapers across the continent today.



Art Noonan, Guardian carrier at Summerside, is seen above receiving an Award of Honour from Mayor Currie of Summerside.



Bryon MacLure, a Montague carrier boy for The Guardian for the past four years, is seen above being presented with an Award of Honour by Deputy Mayor Charles J. Fraser to commemorate National Newsboy Day on Oct. 17th. Bryon represents his fellow carriers throughout the country in this, their National Day. He is the son of Mrs. Annie McKeenan, Main St., Montague and is a student at Montague High. 13 years of age, Bryon likes baseball, hockey and is active in school cadet work.



Ralph Carruthers, 15, Guardian Carrier Salesman at Kensington, is seen receiving an Award of Honour from Councillor Bill MacLean, Kensington. Ralph was chosen to represent his fellow carrier boys in recognition of National Newsboy Day being observed on Saturday, Oct. 17th. Ralph is the son of Mr. and Mrs. Robert Carruthers, Kensington.

# TRIBUTE WHERE TRIBUTE IS DUE