

Boys Market Story Gives Meaning to Horatio Alger



FIRST BOYS MARKET . . . The original market, shown here, is a "far cry" from the modern new market which is opening today at Carson Street and Normandie Avenue. It was here that the giant chain of Boys Markets got its start when a 14-year-old was left the responsibility of caring for his family.

The original Boys Market, which first saw the light of day back in 1925, was truly a small neighborhood store and a real "Success Story" is the saga of The Boys Market. More than anything else, it is the story of one man, of Joe Goldstein, who is president of The Boys Market, Inc., and the story of his devotion to his own family, as well as his business.

WHEN JOE was 14 years old, his father passed away and he was left head of a family of four brothers and two sisters. This was quite a responsibility for a youngster of his age, but in the true American fashion, he worked at whatever jobs he could get, selling newspapers, shining shoes, running errands, doing whatever he could to earn money to keep his family to-

gether and to see that his brothers and sisters obtained the education he was forced to forego.

Joe received his schooling, too. It came from experience and hard knocks. By the time he was 17, he had managed to save \$100, and with that capital, he opened a small fruit stand on Telegraph Road.

THE LITTLE market became quite popular with the neighborhood in East Los Angeles, and although the store had no name, it was now affectionately referred to by the shoppers as the market belonging to The Boys; Joe being the oldest, at 17 years of age. From that friendly appellation grew the present name of The Boys Market.

Actually growing up in the business, the other boys really learned food retailing from

the ground up and to this day, you will find them working at The Boys Market, still with the same friendly spirit that was a trade-mark at the start.

YOU WILL FIND the boys, Joe, Max, Eddie and Bunny right in the stores, making sure that all customers are treated in the same friendly way you would expect from a small neighborhood store. The Boys Markets truly are giant food stores with a friendly neighborhood grocery atmosphere. This is truly a Los Angeles success story, the firm being 100 per cent a local concern.

The Boys Markets are an impressive monument to courage and all around ability of a group of kids held together by a 14-year-old lad who became the head of his family many years ago.



GRAND OPENING . . . The Boys Market in Carson Plaza at Normandie Avenue and Carson Street is observing its grand opening this morning at 10 with ribbon cutting ceremonies. Free cotton candy and ice cream cones are being given to the children and orchids to women visitors. In addition, shoppers have the opportunity to win a free automatic washer in a drawing which will be held on Oct. 27. (Herald Photo)

Tartar Talk

by Doni Baber

The theme for the Girls' Athletic Assn. orientation on Sept. 24 was Hawaiian. Each new member received a flower lei. GAA meets each Monday after school for organized athletic activities.

FIFTY-THREE students compete for freshman class offices today. Vying for freshman class president are Janene Brown, Donnel Cook, Jim Crockett, Sue Hall, Shirley Johnson, Judi Rynhart, Kevin Simmons, and Craig Steinberg.

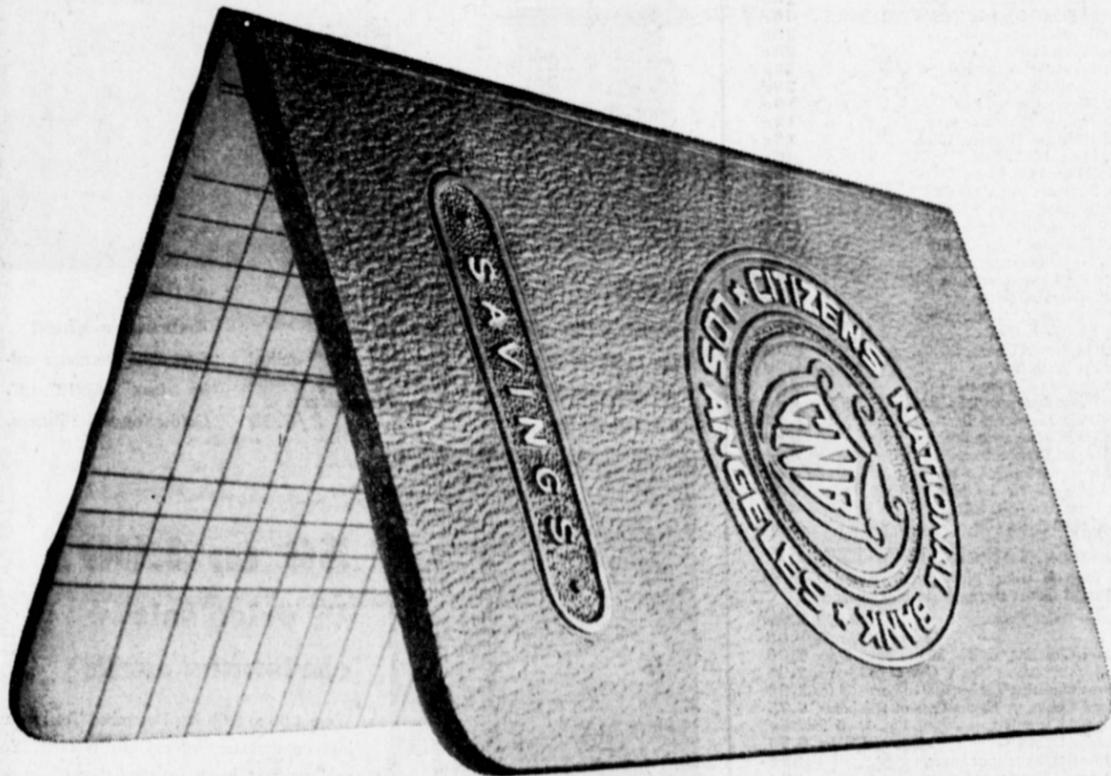
Running for vice president are Robin Bingham, Pam Blekey, Peggy Echols, Krs Erickson, David Gebhard, Valerie Gustavson, Cathy Hanes, Margie Marincovich, Richard Thompson, Douglas Woodward, and Danny Zimmerman.

Cheryle Barnett, Trudy Blair, Tammy Hess, Kathy McDonald and Cheryl Steinemann are competing for the office of secretary.

Contending for the office of treasurer are Pam Browne, Elissa Davey, Vicky Hayes,

Rosarie Larson, Jeanne Rubeo, Tom Waddell, Laurie Willson and Danny York. Opposing each other for the office of Girl's League representative are Alice Groven and Linda Ludurg. Running for Boys' League representative are Greg Oliver, Richard Sullivan and Tommy Watson.

Vying for Girls' Court representative are Kathy Cooke, Susan Engstrom, Marsha Kucherer, Karen Rivera and Linda Seiple. Hoping to be elected to be Boys' Court representative are Terry Alcock, Mark Arnold, Shelton Cambell, James Cooper, Earl Gardner, David Kinnaman, Jim Kline, James Palmen, Greg Rice, Larry Strouse, and Steve Turner.



Open house monday
for our neighbors in Torrance

Open house... Everyone's invited ON MONDAY, OCTOBER 22, FROM 10 A.M. TO 9 P.M. we're having an open house and everyone's invited. Since we're moving to a new permanent location (a few steps from the old location) we thought this would be a good opportunity to serve some refreshments and give away some door prizes (50). We hope you'll stop by and take a look at our new office. The entire staff will be on hand to show you around. The address is 2665 Pacific Coast Highway.



Citizens National Bank's Permanent Office in the Rolling Hills Plaza Shopping Center Opens Monday. This new location for our Pacific Coast Highway-Crenshaw Office is just a few steps from our old temporary location. With the opening of this new permanent office, Citizens offers the people of Torrance the most modern banking services available; electronic banking equipment; air conditioning; escrow services; safe deposit; and plenty of free parking. And the same well-trained staff who served you before will be on hand to serve you again. Visit us soon.



William R. Becker, Manager

Pacific Coast Highway-Crenshaw Office, 2665 Pacific Coast Highway, Torrance • Banking hours: Mon.-Thurs. 10 A.M.-3 P.M., Fri. 10 A.M.-6 P.M.

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