

**OPPORTUNITY
IS
WHERE
YOU
FIND IT**



The Little Merchant Newspaperboy, as part of his training, learns that you don't have to wait for opportunity to knock on the door — there are opportunities right in your own neighborhood.

Encouraged by recognition, and the kind of incentives that appeal to boys, he signs up new customers and learns about salesmanship, how to deal with adults outside his own family, how to develop poise and become self-reliant.

There just isn't any other part-time work that even begins to offer so much to youngsters as the business of managing a home delivery newspaper route.

Busy Boys are Better Boys!

If you think that your son might profit by newspaperboy route experience, why not phone and make an appointment to bring him in and talk to our Circulation Department.



Press-Herald

AUTO CLUB MOTORLOG

Morro Bay Is Perfect Summer Spot For Quiet Relaxation

Are the warm summer days and the old workaday grind starting to get you down? Does the cacophony of city traffic threaten the well-being of your inner ear? It is time to break away for a few days... and just relax in the quieting, healthy comfort afforded by a seaside respite?

If this be the case with you, the Automobile Club of Southern California suggests you spend a little time in one of California's most charming fishing villages — Morro Bay.

This friendly reminder of less hectic days is located just 12 miles west of San Luis Obispo, only a four-hour drive from Los Angeles. Morro Bay is one of the few seacoast towns which has managed to retain — for the most part — its original, cozy beauty and atmosphere, and still offer modern, up-to-date accommodations for the traveler. To many visitors, its architecture, especially by the waterfront, is reminiscent of a small community along the coast of Maine.

Though its primary attraction might be the unhurried way of life it represents, Morro Bay has ample facilities for sporting, if you have the inclination to take advantage of them.

You may enjoy a day of sportfishing from one of several piers (no license required). Or, to go out on the blue, you can rent a small craft. You can also follow a eucalyptus-lined lane to nearby Morro Bay State Park. Here you can park your trailer, camp out, or just picnic amidst the area's natural beauty.

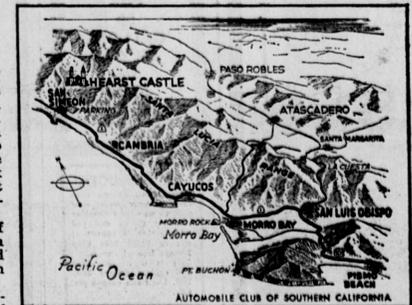
The 18-hole public golf course in the park boasts a comfortable clubhouse and greens surrounded by lush scenery.

Be sure to take your camera along and get a shot of massive Morro Rock, which looms 576 feet from the level of the sea. First discovered by a Spanish explorer over 400 years ago, this impressive solid mass of rock has often been referred to as "little Gibraltar."

If you want to see one of the West Coast's most renowned landmarks, just drive a few miles north on State Highway One and take a tour of the famed Hearst



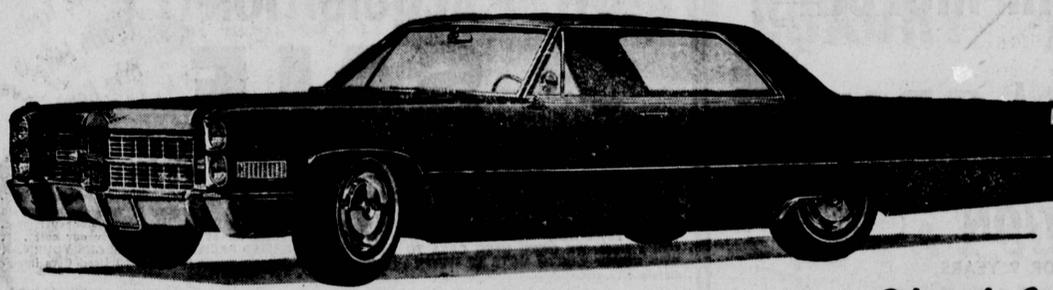
MASSIVE MORRO ROCK—looming 576 feet high from the level of the sea—makes a good snapshot for the traveler who visits charming Morro Bay.



Castle. Here, you are given the thrilling experience of viewing spacious grounds, fascinating pools and fountains, and — inside the compound of buildings — the world's largest private collection (though now owned by the State of California) of art, statuary, tapestries, and antique furnishings. The two 2-hour tours cost \$2.00 for the "Downstairs" and \$4.00 for the "Upstairs" (half-price for children 6-12 years of age). Reservations are required for the Upstairs Tour. Application forms may be acquired by writing to the Department of Beaches and Parks, Box 2390, Sacramento. Summer is a cool and lovely time in Morro Bay. The Auto Club strongly recommends this quaint village for that much-needed retreat.

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