



BIOGRAPHY OF A WINNER: Rafer Johnson, shown winning a decathlon race at the 1960 Olympics in Rome, began his winning ways as a newspaperboy in Texas. After moving to California, he was a high school letter man in four sports, setting seven track and field league records. As a UCLA senior, Rafer was student body president in 1959. He had first broken the ten-event world decathlon record four years earlier. He placed second at the 1956 Melbourne Olympics, then took the 1960 decathlon gold medal. In 1962, Rafer Johnson became West Coast Director of People to People, and has since appeared in movies and been a network sportscaster.

"... no work worth doing is worth less than your best. Newspaperboys are learning that it takes something extra to compete in today's world ..."

NEWSPAPERBOYS GET AHEAD

This year, International Newspaperboy Day coincides with the opening of the 1968 Summer Olympics in Mexico City. So this is a fitting time to give some thought to the things that make America — and Americans — great. Olympic decathlon champion Rafer Johnson puts it this way: "When I was carrying newspapers, I soon realized you've got to deliver in a way that's dependable. The job usually isn't easy, but no work worth doing is worth less than your best. America's newspaperboys are learning that it takes something extra to compete in today's world. I wish them success with this reminder: The winning formula is study, work, training to be ready."

The Treasury Department's U.S. Savings Bonds Division proudly joins in this traditional salute to the nation's newspaperboys. They've helped promote Savings Bonds and Stamps, and are buying Bonds themselves out of earnings—in many cases, to help pay for college some day. Newspaperboys know what's happening. And they'll help to make the future better for all of us.



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