

Leading California journalists and publishers this week hailed the selection of the 1956 Newspaper Week theme, "Your Newspaper — Freedom's Key to Better Living."

Newspaper week will be observed Oct. 1 to 8, according to Richard H. Miller, Los Angeles manager of the California Newspaper Publishers' Association and chairman of the National Newspaper Week Committee.

Commenting on the theme for NNW this year, John B. Long, the founder of the annual observance, said:

"In addition to alerting the people once each year to the importance of their freedom of the press, it gives us an opportunity to remind the custodians of that freedom, who are our newspaper publishers, of their responsibilities in guarding it for their readers. Probably the most priceless possession we have as a nation is the 'right of the people to know' and their sacred privilege to disagree on public matters involving their government — local, state, and national. This tends also to protect their own improvement of the American manner of living in which the home town newspaper plays such an important part."

Seymour C. Sterling, publisher of the Sanger Herald and 1956 president of the California Newspaper Publishers' Association, had this to say:

"As the oldest and most reliable form of mass communication, the newspapers of America will continue, as they have since the eighteenth century, to provide the information that serves as the key to unlock the door to better living."

Create Demand

"Informing of new scientific developments and creating demand is one manner in which newspapers provide the key. A new gadget on the automobile, a new convenience for the home, or any of thousands of other new things are first reported in the columns of the newspaper. The advertising columns of the newspaper then create demand

which in turn permits of mass production with the end result that prices of wanted products are lowered within the reach of anyone."

"Through honest, factual and thorough reporting of events in our cities, counties, states and nation, newspapers provide the most reliable means of keeping informed and on guard in protection of our rights and freedom."

Better Living

George W. Savage, of the San Bernardino Sun-Telegram, state chairman of the CNPA National Newspaper Week Committee for 1956, expressed belief that "California newspapers would join enthusiastically in the observance this year."

"Democracy has proved that our way is the way to better living and your newspaper is recognized as freedom's key to better living," said Savage.

Chairman Miller added that "your newspaper today is truly the key to better living and in freedom's key that opens all the avenues to a greater America. The National Committee hopes that the slogan for 1956 will catch the attention of the

American people who will realize that they depend today more than ever before on newspapers to keep informed as they go about their tasks to make America stronger and to keep America in the position as the top nation of the world."

Camino Nine Tiffs Valley

After taking two weeks off from league play, Metropolitan Conference baseball teams swing into action again tomorrow with all clubs scheduled for single game affairs.

Coach Charlie Mann's Valley JC nine, currently tied for first spot with Long Beach, may find things a bit tough with El Camino tomorrow. El Camino surprised a lot of fans by winning the consolation championship in the recent Azusa Junior College tourney.

In other Metro games, Long Beach's rugged Vikings take on San Diego JC (1-1) in the border city, Santa Monica (1-2) travels to Harbor (0-3), and Bakersfield (1-2) hosts East Los Angeles JC (1-1).

Jaycees Reveal 1956 Fair Date

Plans for the third annual Torrance Community Fair, to be held in the National Guard Armory this year from June 13 through June 17, were revealed at a kick-off dinner held last evening under the sponsorship of the Torrance Junior Chamber of Commerce.

Guests for the kick-off dinner last night included city officials, presidents and representatives of Torrance service clubs and organizations, and members of the Jaycee fair committee.

Chairman of the 1956 fair will be Elliott Nohn, who has been working several months on details for the annual event.

New plans include a queen contest that will be judged on the basis of beauty and poise, and ticket sales by clubs which will determine the booth assignments.

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