

John Long Retires As Chief of CNPA

A newspaper career which has spanned the years from a one-page daily he distributed across the counter at his father's Iowa store to a 34-year tenure as general manager of the California Newspaper Publishers Assn. will end today for John Budd Long Jr.

Johnny, as his legion of friends call him, is retiring, having cleared his desk by delivering his final year-end report to California publishers at their convention at the Hotel del Coronado last weekend.

Long, 67, was honored by the publishers at their convention on the eve of his retirement. About 900 members of the association, their wives, and friends attended a luncheon Saturday as a tribute to his 34 years of energetic and efficient management of the CNPA.

Warren of the U.S. Supreme Court; U.S. Sen. Thomas Kuchel of California; Arizona and Nevada Newspaper Publishers groups; Radio Free Europe Fund; Los Angeles County Board of Supervisors; and the Maui, Hawaii, Publishers Assn. A. W. Bramwell, president of CNPA and publisher of the Chico Enterprise-Record, unveiled a bust of Long wearing an inscription praising his "34 dedicated years."



JOHN B. LONG JR.
Leaving CNPA Post Today

GOV. BROWN, reading from an official proclamation of the state of California, said.

"Mr. Long has stood for truth, fairness, accuracy, and decency. His own words: 'Your Right to Know Is the Key to All Your Liberties,' express the philosophy that he has applied throughout a career that reflects credit on newspaper publishing in America."

LONG IS THE founder of National Newspaper Week, and has managed CNPA offices in Los Angeles, San Francisco, and Sacramento. He lives with his wife, Berthe, in San Marino.

"I don't intend to retire my interest in California newspapers," he told newsmen at Coronado Saturday. "I'll be available to anyone who needs me and I'll be there when I think help is needed."

Long's newspaper career began in his native Council Bluffs, Iowa, when he published a one-page daily as a pre-teenager and passed it out at his father's store.

HE WAS graduated from Denison University at Granville, Ohio, and began the Council Bluffs Enterprise. He then served as assistant city editor of the Des Moines Tribune and later as city editor of the Omaha Bee.

He was serving as public relations director of the Northwestern Telephone Co. in Nebraska before accepting the post of general manager of the CNPA in 1928.

WHEN HE took over his assignment early in 1928, he found an organization of 150 publishers and a deficit of \$17,000.

At the annual meeting last weekend, he reported the group had 405 newspaper members and 586 individual members.

"I don't see any limits to newspaper publication in the future," Long told publishers. "Its potential service to communities is boundless."

DURING SATURDAY'S tribute to the veteran executive, telegrams which stretched out more than five yards were received, in addition to messages from Chief Justice Earl

Campaign Leaders Selected

Torrance business and civic leaders will head the city's 1962 Red Cross campaign, according to George Post, chairman of the branch board of directors.

"We have been very fortunate in the type of leadership we have recruited this year," said Post.

City chairman for the \$11,400 Torrance campaign will be Ken Miller, realtor. Miller is past president of the Torrance-Lomita Board of Realtors, and also is a member of the Torrance Planning Commission.

THE APPEAL is broken down into business, commerce and industry, and residential divisions.

Robert Lewellen, owner of Lewellen Press, will direct the business solicitation. Clarence Clark of Bank of America will direct C and I volunteers.

Three chairmen are responsible for the residential campaign. They are Mrs. Alpha Larrioux, South Torrance chairman; James Cicchini, realtor, Central Torrance; and Don Robertson, district manager of Bekins Van and Storage Co., North Torrance.

GOAL FOR THE Los Angeles Chapter Red Cross is \$3,320,629. Services provided by last year's fund were:

Collection and distribution of 163,757 pints of blood; assistance to 23,582 troubled families of servicemen; and instruction in first aid, water safety, and home nursing to more than 69,000 individuals.

Nationally, the fund helped pay for service to our Armed Forces, here and overseas; a coordinated, nationwide disaster service which costs Red Cross millions annually for relief and rehabilitation, and programs for international mercy work.

My Neighbors



"This is the best union yet—I haven't had to work a day since I joined it!"

FAST, EXPERT SHOE REPAIRING



Shoe repair means extra wear! Our expert repairs and fast service save you money!
FENWICK'S
Shoe Store and Repairing
1420 Marcelina - FA 8-6487
Downtown Torrance

Scotch or Bourbon Tokay or Port
IT TAKES TWO PINTS TO MAKE ONE CAVORT
We Sell Beer, Wine and Liquor



THE BOTTLE SHOP
2087 Torrance Blvd.
MEMBER OF THE **Diners CLUB** FA 8-1220



Everyone's Talking About The Seven Day Savings

7 Magic Sale Days, Thurs. Through Wed., Feb. 15-21

ASSORTED, FROZEN
FLAV-R-PAC FRUIT PIES

8-inch pies **29¢**

THE FINEST QUALITY DETERGENT

GIANT SIZE TIDE
65¢

THE FINEST QUALITY DETERGENT
FLAV-R-PAC ORANGE

big 6-ounce can

ALL STRAINED VARIETIES
BEECHNUT BABY FOOD

3 regular jars **25¢**

FOR BETTER BAKING
BETTY CROCKER BISQUICK

big 40-oz. pkg. **35¢**

QUALITY THAT COUNTS!

HUNT'S CATSUP

2 14-oz. bottles **29¢**

DRIP or REGULAR
MANNINGS COFFEE

pound can **59¢**

GREEN GIANT
SWEET PEAS

tall 303 can **19¢**

SLICED, JUICY
DOLE PINEAPPLE

no. 1 1/4 flat can 5 for **\$1**

LADY BETTY puts sunshine in your
PRUNE JUICE
Just put the kids in the tub and
SOAKY BUBBLE
C-H-B brand is the quality
SWEET RELAX
NABISCO is the name for
OREO COOKIES

GOLDEN CREME
COTTAGE CHEESE

PINT **25¢** QUART **49¢**

DELICIOUS ASSORTED CHINESE DINNERS
CHUN KING DINNER

Divider 44 oz. Pack **89¢**

SIOUX BEE NORTH AMERICAN
BLENDED HONEY

2 1/2 Lb. Jar **69¢**

HILLSDALE
SALAD PEARS

no. 2 1/2 can **29¢**

ASSORTED COLORS
SCOTT PAPER TOWELS

150 Count Roll **19¢**

THE VERY FINEST
GOLD TOP TOMATOES

No. 2 1/2 Can **19¢**

Regular \$1.00 Woodbury lotion in beautiful blue.

WOODBURY BLUE LOTION

Special Now! **49¢**

StaRite—The very finest in hair accessories

BRUSH CURLERS

WITH FREE HAIR NET

Reg. \$1.15 **79¢**

KENNAWAY, Bottled in Scotland

IMPORTED SCOTCH

FULL FIFTH **\$4.79**

9 Year Old Doyle Springs Straight

BOURBON WHISKEY

FULL FIFTH **\$3.29**

WALTER'S Colorado Mountain Water

BOCK BEER

6 12-oz. Cans **95¢**

Case of 24 Cans \$3.69

KRAFT DELUXE AMERICAN - PIMIENTO SWISS - CHEEZ 'N BACON SLICED CHEESE

3 8-ounce packages **\$1**

LAND OF FROST—WAFER SLICED BEEF - HAM - SPICY BEEF DARK MEAT TURKEY

2 3-ounce packages **65¢**

GRAND TASTE
ALL BEEF SALAMI

12-ounce package **55¢**



LARGE and DELICIOUS
ARIZONA GRAPEFRUIT

8 lb. cello bag **39¢**

"MIX-EM UP"

W/A/W
WIP AP

4

SW

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4