John Long Retires As Chief of CNPA

A newspaper career which has spanned the years from 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 to day for John Budd Long Jr.

day for John Budd Long Jr. Johnny, as his legion of friends call him, is retiring, having cleared his desk by de-livering his final year-end re-port to California publishers at their convention at the Hotel del Coronado last weekend. Long, 67, was honored by the publishers at their conven-tion on the eve of his retire-ment. About 900 members of the association, their wives, and friends attended a lunch-softicient management of the CNPA. CNPA.

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

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 re-flects credit on newspaper pub-lishing in America."

LONG IS THE founder of has manged CNPA offices in has manged CNPA offices in tos Angeles, S an Francisco, and Sacramento. He lives with his wife, Berthe, in San Marino. "T don't intend to retire my interest in California news-toronado Saturday. "TI be available to anyone who needs totak he li so needed." Long's newspaper career be funk he li so needed." Long's newspaper career be fulfis, Iowa, who ne he pub-lished a one-page daily as a

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. THE WAS graduated from privile, ohio, and began the Council Bluffs Enterprise. He then served as assistant city editor of the Des Moines Tribure and later as city editor of the Omaha Bee. The was serving as public

later as city editor of the Omaha Bee. He was serving as public re-lations director of the North-western Telephone Co. in Ne-post of general manager of the CNPA in 1928. Said Post. City chairman for the \$11,400 Torrance campaign will be Ken Miller, realtor. Miller is past president of the Realtors, and also is a member of the Torrance Planning Com-mission.

WHEN HE took over his as-signment e arly in 1928, he found an organization of 150 and industry, and residential

publishers and a deficit of \$17,000. At the annual meeting last weekend, he reported the group had 405 newspaper mem-bers and 586 individual mem-bers.

bers. "I don't see any limits to newspaper publication in the future," Long told publishers. "Its ptential service to com-munities is boundless."

DURING SATURDAY'S tri-bute to the veteran executive, telegrams which stretched out more than five yards were re-ceived, in addition to mes-sages from Chief Justice Earl





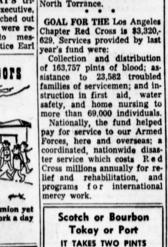
JOHN B. LONG JR. Leaving CNPA Post Today

Campaign

Selected

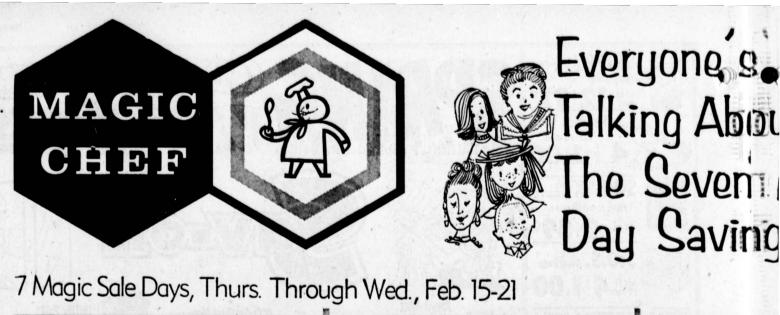
Clark of Bank of America will direct C and I volunteers. Three chairmen are respon-sible for the residential cam-paign. They are Mrs. Alpha Larrieux, South Torrance chair-man; James Cicchini, realtor, Coutral Torrance: and Don Central Torrance; and Don Robertson, district manager of Bekins Van and Storage Co.,

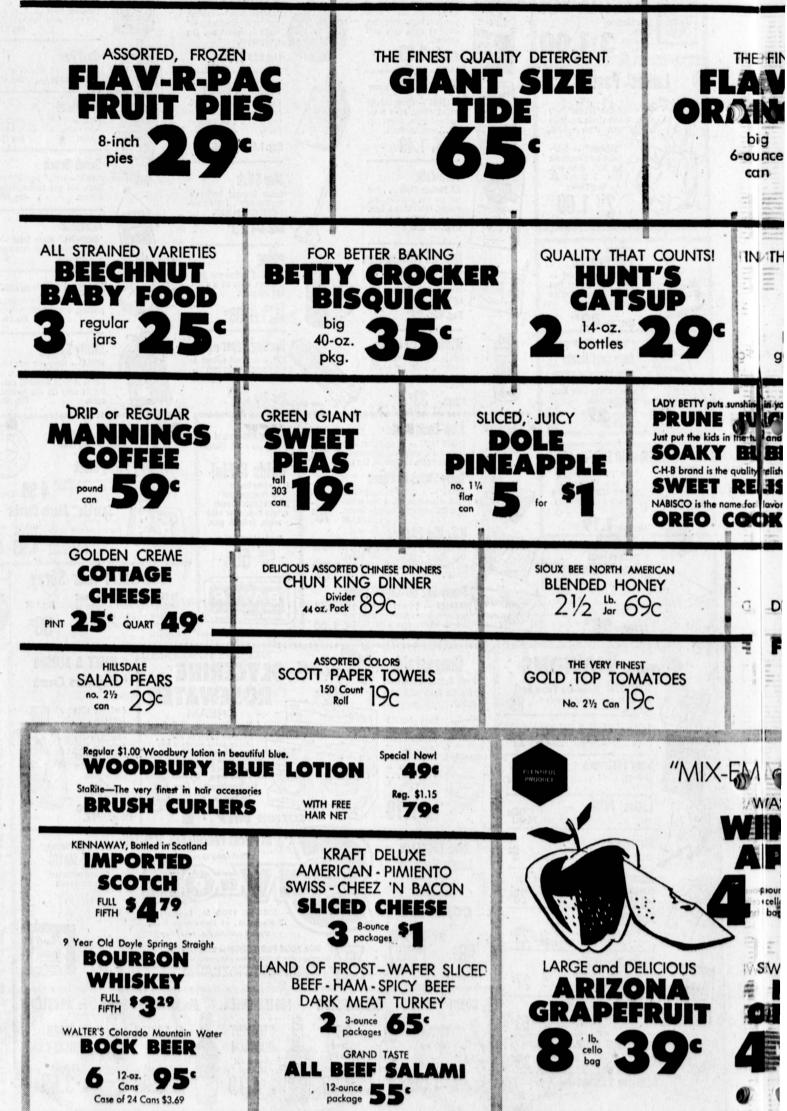
North Torrance.



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