

# History Of National Newspaper Week

By Ben D. Martin  
President, Newspaper Association Managers, General Manager, California Newspaper Publishers Assn.

"In the light of world conditions today the American public should be appreciative of the freedom of the press in the United States."

"...Since this freedom of the printed word is peculiar in this country, it appears wise that American newspaper readers be impressed

with the reliability, integrity and enterprise of their newspapers so that this condition might be continued."

Part of a resolution passed by concerned newspapermen 30 years ago, equally applicable and meaningful today, marked the launching of a national campaign to observe National Newspaper Week.

The traditional belief of American newspapermen that preservation of or form of government could only be in-

sured by maintaining an informed public, informed through a free press and not through government license or fiat, prompted the formation of the annual observance.

What actually triggered National Newspaper Week was the "Blue Eagle", a symbol proposed by Franklin Delano Roosevelt's National Industrial Recovery Act (NRA) to serve as a "seal of approval" for newspapers and newspaper advertising.

Believing this the forerunner of dreaded government licensing to operate newspapers, managers of a number of state and regional newspaper associations adopted a resolution in 1939, establishing the annual NNW observance "to recognize and re-emphasize the important function of newspapers in the everyday lives of people."

Such state-by-state events prevailed until October 16, 1939, when the Newspaper Association Managers adopted a resolution proposed by the late John B. Long, then general manager, California Newspaper Publishers Association, calling for a nationwide event.

On October 1, 1940, the first National Newspaper Week began.

Theme for NNW that first year was "The Press Constitutes the First Line of Defense in the Battle for the Maintenance of Democracy."

Publishers were urged by the five-man NAM-NNW committee and the officers of 25 state press associations who were helping promote the project to write editorials proclaiming newspaper week, prove the dependability of war and diplomatic news to the public, sponsor newspaper plant visitations for the public, use pictures of the newspaper staff and newspaper functions during the week, cooperate with clergy in planning programs featuring freedom of the press, display newspapers from foreign countries, showing the difference in press freedom before and after a dictatorship is established, and carry local advertising success stories.

The week was endorsed by the National Editorial Association, the National Newspaper Promotion Association, the Advertising Federation of

America, and the American Association of Advertising Agencies. By the time it began, NAM estimated that \$1-million well spent, most publishers and NAMers agreed. Their effort to increase public appreciation of the freedom and tradition of American newspapers was rewarded, not only in a decrease in restrictive legislation affecting advertising but also in an increase in attempts by other groups to get the public to know and properly value their country's newspapers. For example, in 1942 Sigma Delta Chi, the professional journalistic society, started marking historic sites in journalism.

By 1942 the program for National Newspaper Week had expanded, with the chairman of the committee assum-

ing more duties in what to mail in the kits to newspapers and who to contact for added participation. The Canadian press jumped into the act, as did the Graphic Arts Educational Association, then the International Circulation Managers Association, which instigated the establishment of Newspaper Boy Day on the Saturday of the week. In 1954 another single day observance was added to NNW, Religion and the Press Day, appropriately held on Sunday. In 1957 Publishers' Idea Exchange and the National Newspaper Promotion Association joined the band. In 1960 Journalism Education

Day was set for Monday.

Throughout the years contests of one type or another were used to supplement the NNW program. In 1943 the Graphic Arts Educational Association sponsored a high school contest for the design of an emblem symbolic of Freedom of the Press. In 1948 NAM itself announced a competition between papers to see which one put forth the best promotional program for NNW. The objective was for papers to inform the public regarding freedom of the press based on the NNW slogan that year: "the right to know is the key to all your liberties."

## Wrecks Wrong House

Asbury Park, N.J. - An occupant of a three story building, watching a demolition crew, could stand it no longer and called the apartment owner to tell him the crew was tearing down the building. It was a case of the wrong address and they caused nearly \$5,000 damages to the building.

About the best test of a man's religion is the life that he leads.

## Train Wins Game

Syosset, L.I. - Playing "chicken" on the Long Island Railroad tracks resulted in serious injuries for Michael Sacks, 15. He waited too long to pull his head away from an oncoming train and received multiple fractures of the skull and lacerations of the head. His friend called police after the accident.

One trouble with the race is the number of people who know how to read but have not learned how to think.

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## Home

(Continued from Page 1)  
ers work with the operator and the residents regularly and that an annual fire inspection is made of the facility. Sanitation and re-licensing inspections are also made by a visit of a Consultant for the Aged from the State Department.

Services for the residents is supplied as needed by local doctors and the county Health Department nurses and a dentist visits the home on a regular basis, Mrs. Harris said. Mrs. Harris, who does licensing for the county for boarding homes, works with six individual boarding facilities in the county, including family care homes.

## In Service

SYLVESTER H. SPIVEY

Ft. Bragg, N. C. (USATC) - Army Private Sylvester H. Spivey of Company B, 8th Battalion, 2nd Brigade has scored "expert" with the M-14 rifle here. He achieved his "expert's badge" by hitting 60 or more targets out of a possible 84 while firing on the Training Center's Record Firing Range.

Private Spivey is the son of William and Mary F. Spivey of Route 2, Box 401, Franklin, N. C.

## your financial outlook

BY GEORGE P. HINCKLEY  
TRAVELERS FINANCIAL PLANNER

Q. I have a tough job decision to make—and I'd like to hear how an expert would call the plays on this one! I'm a carpenter—have been on my own in a prosperous suburban town, for two years now. Built up a good trade. Now have an offer from a big contracting firm. Which would you pick for the long pull? The secure base of a big company? With insurance benefits and pension plans? Or the risk (and the challenge) of your own small shop? V.O.R.

A. I don't think anyone else can tell you whether you're a "company man" or a "private operator." That's for you alone to decide. But we can predict that the field of home-building, maintenance and repair is scheduled for a period of unprecedented demand in the seventies. By then, we'll have seventeen million teenagers turning into their twenties and heading for the young married homemaker stage. If you're interested in pension plan for the self-employed investigate the Keogh Act, which allows you to invest a percentage of your year's earnings tax-free, as long as it goes into a bona fide retirement plan. Why don't you get together with your local Travelers Insurance man? He's had intensive grounding in financial planning and can give you some interesting information on the subject. You sound as if you'd like the challenge of being your own man. If so, now's a prime time to try it. The population figures alone can prove to you that public demand for good carpenters will go right on building.

Q. I'm a professor of economics in a small mid-western college—and my students' favorite project is our monthly open discussion meetings. We throw open one subject for discussion and get everybody's divergent views. The next topic will be: "The four ages of man—financially speaking." Would you give us your concept of these "Ages of man"—and how to cope with each, as they come along? Prof. Z.J.

A. The secret of almost any situation that involves finances is always preparation. Any Age of Man can result in the unexpected tomorrow. In dividing a man's life into four separate financial plateaus—I'd select Education, Job Orientation, Job Maturity and Retirement. His education must represent foresight and planning on the part of his family, before it can come to pass. His early career years most often coincide with marriage, a first home, starting a family. Maturity can mean the education of grown children—and a raised standard of living generally, and retirement—hopefully, a time of comfortable and secure years. At every stage, he'll be better off with qualified financial planning advisors. It takes some pretty astute brainwork to look ahead in times like our own inflationary period. But, for future security, it's a must.

# 5100

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# PLUS

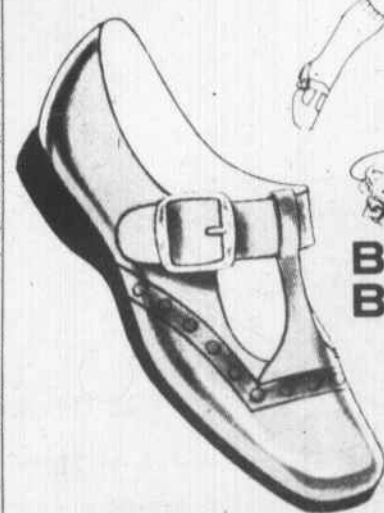
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