

NEWSPAPERS . . .

The building blocks for progress

Did you ever realize that the Lancaster Farming, the newspaper that you are at this moment reading, is a very important building material? In a very real way it helps build the homes, stores, farms and factories in your area.

There is the lesser fact that its columns tell where to get the brick and mortar, steel and rivets. Far more important it tells you, more than any other single source, how the local economy is progressing and where new job opportunities are developing. These are the real foundations on which homes, stores, farms and factories must be built.

Also, your newspaper helps you make up your mind where to buy the food you eat, the clothes you wear, the appliances you use and the cars you ride in.

From its columns, too, you largely determine your opinion of new laws and for whom you'll vote. From its reports you'll also fashion your personal estimates on how well America fares in the critical interplay of events on the international scene.

Truly your newspaper is the building material of progress.

In this are great responsibilities: A responsibility for the truth. A responsibility for freedom from pressures. A responsibility for taking sides, and presenting fairly and forcibly the viewpoint from the side taken. All of these things help make up "freedom of the press."

National Newspaper Week gives each of us an excellent opportunity to express our appreciation for a task well done.

