

EDITORIAL

A Big Family Party

Last week your editor spent most of the week at a gathering of weekly newspaper editors from coast to coast of Canada. It was a busy four days. It was the 35th annual convention of the Canadian Weekly Newspapers Association. We've attended 15 of them and can qualify as a charter member since we attended the first meeting of the Association which was also held in Toronto. It is the world's largest press association with a membership of 535. The family grows bigger each year and the improvement and growth can in large measure be attributed to the association working constantly for improvement of this important branch of the publishing industry.

Last week's Financial Post carried a very informative article on the role which editors of weekly newspapers play across the Dominion. It's too lengthy to quote but some of the facts presented in that article were not new to us when presented. The weekly editors are not wealthy folk in terms of money. A survey showed that 91 per cent. reported an average work week of over 55 hours for themselves but an average of 44 hours per week for their back shop employees. Only 23 per cent. reported personal earnings of over \$5,000 per annum although many were university graduates.

The average C.W.N.A. member paper although covering 82 per cent. of the homes in its trading area has a net paid circulation of under 1500 copies per week and an average staff of 10 including the owner who is sometimes publisher, editor, printing foreman, advertising salesman and general caretaker combined.

Messages of Importance

Every morning of the four day convention members were called to get up at 7.45 and often earlier. From then until 10 at night there were activities and for hours after the visiting went on with plenty of shop talk and swapping of ideas. Cur readers would not be interested in the business session covering conduct of newspapers but might find interest in some of the fine addresses and prominent speakers who addressed the group.

Speaker on one occasion was Wilfred Sanders, president of Canadian Institute of Public Opinion or perhaps better known as Gallup Poll. Like you we have often wondered at predictions on elections, etc. Its surprising what is known about the thinking of people in general and the trends and the use this information is put to.

N. R. Crump, Senior Vice President of the C.P.R. was another interesting speaker. The great concern of operating railways these days, we gathered, is the meeting of present day competition, with the fetters of restrictions which are effective although designed for another age when there was less competition. It is a problem that calls for the greatest effort of management and labor to be met successfully.

One of the finest addresses was by Mr. J. S. Duncan, president of Massey-Harris Ferguson. We are hopeful of securing that address in detail and presenting it to our readers. It gave a message that Canadians in every walk of life may well ponder. Mr. Duncan told of what is occurring in other countries, of the market in which Canadians are now competing and pointed out that we are pricing ourselves out of the export markets of the world. One solution would seem to be creation of a bigger home market and greater immigration. If Canada is to continue to expand and maintain its place in the world it will not be with a soft people, but those with the spirit of the pioneers of earlier days.

At another luncheon Rhys M. Sale, president of the Ford Motor Co. was the speaker. His was no message of pessimism. True, sales have been decreasing in some months of this year. He believed, however, it was just a natural adjustment from the peak production that has been forced following the war.

Entertainment

Of course, there was the lighter side to the gathering too. One evening the CBC half hour of

"Let's Make Music" was presented in the banquet hall and President Ken Walls, of Barrie, gave a brief message. Perhaps your radio was tuned to that program last Tuesday.

If you attend the C.N.E. this year we advise you to visit the Imperial Oil exhibit where the Esso Steel Band will be a feature. The musicians are mostly underprivileged youths of Trinidad's backyard slums. Their instruments are oil drums and wood blocks. It is truly remarkable the melodies and music that is beaten from these oil drum heads which have been cleaned, tempered and made into segments to give the tone effect desired.

Final item on the entertainment side was a buffet luncheon at the Exhibition and hearing from Robert Saunders, chairman, and Hiram McCallum, manager, just before they rushed down to meet the Duchess of Kent; a trip through the new food building, and a preview of the grandstand performance with Roy Rogers and Trigger and all the other items on the big show.

Printers' Ink

Newspaper folk do get a thrill out of seeing how other folks in the same business work. Groups visited the Daily Star and Telegram newspaper plants. They rode the new subway and buses and toured the big publishing plant of Maclean-Hunter where a luncheon was given in the fine cafeteria used by plant employees. They also visited the showrooms of one of the companies selling printing equipment.

Not many weekly newspaper publishers can hope to have such operations in their plant such as the dailies and periodicals employ. But they do seek in every way to learn of the latest developments in their trade.

Another industrial tour of real interest was in the big Ford plant at Oakville. The automobile has today become just as essential a part of newspaper work as the machinery which produces the printed word. We had visited the plant when the first car was driven off the assembly line just 15 months previously. What a hive of industry has been developed and put into making automobiles in those few months is hardly conceivable.

Yes, it was a packed four days for weekly newspapermen and their wives that was held in Toronto last week.

Thanks to All

We want to thank all our friends and readers who have had such kind remarks on the success attained in the newspaper competitions this year. We are naturally pleased that in competition we are keeping the home town paper in the forefront. Such success can be credited to loyalty of readers, advertisers, correspondents, staff and many friends who assist in making their paper representative of this community. It's no individual effort.

We would just like to assure all that it will be our constant endeavor to publish the Free Press that will hold its place in leadership in competitions. We do appreciate the support and team work that makes winning possible. It will not be possible to win every year but we will not rest on any laurels won this year or any other year.

Cross-Section

Just a few items that we didn't glean from the program but in meeting folk from across Canada. A Saskatchewan editor told us the wheat crop gave splendid promise if there was some sunshine and weather to ripen it before it was frozen. "But then," he added, "What are we going to do with the crop if it is harvested, with last year's wheat still in storage."

One westerner had brought his little son to the convention. Monday morning he was wakened by the boat whistles and there was a light fog over the bay. The boy enquired what all the noise was and was told it was the boats out on the water. The lad who was more accustomed to prairie dust than lake fog replied, "Gee, those boats are sure kicking up an awful dust out there."

Reading Between The Lines

THE NIGHT BEFORE THE CURTAIN RISES ON THE WORLD'S BIGGEST EXHIBITION

By John Black

Wind up last week of the 1954 Canadian Weekly Newspapers Association convention in Toronto—the first national gathering of weekly press there in 11 years—was a "sneak" preview of this year's Canadian National Exhibition.

I put the quotations around "sneak" because there were in addition to a few hundred newspapermen and wives, several thousand others whom the C.N.E. powers-that-be had invited to slip in the pass gate for the warm-up.

Although grounds, building exteriors, midway and most display areas were spic 'n span for opening day, a few booths our party passed looked like backstage after the kindergarten Christmas concert. However, doubtless within a few hours these too would rest dressed in a showy garb of paint, plastic and plywood.

On the whole, the C.N.E.'s night before impressed the hurried explorer with a sense of preparedness through well-oiled organization. But then, this is to be expected for the world's largest annual exhibition.

After buffeting cold ham and turkey in the women's building dining deck, the press party was shunted out in sections for a quick run through the gleaming new food building. Piloted by a member of the Canadian food products association who was obviously anxious to impress his entourage of newspaper people, our quick trip was concise and complete.

Certainly the new food building is the most modern in the lot. Imagination, as well as functionalism, has been dovetailed so as to present the observer with pleasant impressions and facilitate for the exhibitors their best expressions. It has to be seen

to be appreciated, as the old saw goes.

Briskly whisked as we were through the food showplace, there was enough time on our part and public relations expense on the part of many exhibitors to weigh down the arms with samples of everything from calorie-less soft drinks to a powdery additive claimed to make ordinary steak cuts taste like filet mignon.

Next we headed for the grandstand. Built to seat over 20,000, we estimated there were at least 4,000 centered in the huge concrete bleachers for the dress rehearsal. As an index of response for the show, the non-paying crowd provided the producers with a fairly accurate audience rating.

Without paning or praising the show, it was different. Certainly the children, and there were many there, went home in a high state of excitement after seeing their movie, TV and comic book idol in person. Roy Rogers and Trigger, products of a society which must have a progression of growth, fulfill this role energetically.

I understand the preview performance differed somewhat from the opening night presentation. This is not unusual, since the purpose of any dress rehearsal is to calculate for desirable or necessary additions and subtractions in production components.

As personal tastes vary, so will the reaction of individual adults. Daily newspaper readers are aware of the union juggling for recognition which very nearly upset the whole grandstand performance this year and beset the C.N.E. management with massive headaches. Despite these tribulations, this year's show is good entertainment.

And that's all it, or any other show, is meant to be.



Youthful Explorer

In Trafalgar township police had a busy time of it when three-year-old Glen Fisher decided to make a trip of exploration and consequently scoured the roads to travel over open fields. After toddling some distance his roving eyes alighted on a set of swings in a backyard where he busied himself until found some three hours later.

Union Second Best

In Oakville this week a majority report of the conciliation board, sitting in the matter of the Ford-Oakville Local's application for a 30-cent wage increase, plus other fringe benefits, recommended against any increase in wage rates because of the business outlook generally conceded poor in the automotive industry.

Bermans Town's Bell

In Burlington an "Old Timer" writes to the Gazette editor: "How about our town bell? What happened to it? People who have lived here 50 years and over miss it. I for one do, as it was music to my ears to hear that dear old bell ringing four times a day. It took me a long time to figure out what was wrong with our town as it seemed so dull and quiet. Unlock it and let it out to ring once again."

All Set To Go?

In Erin it is reported that a Brampton contractor was awarded the contract to build the new Erin District High School on Daniel Street. Tool sheds have been set up and other preparations underway to start work on the structure.

And No Back Talk!

In Georgetown, despite arguments to the contrary, members of council agreed there was little alternative but to go along with the Provincial Police suggestion that another man was needed in the town, but none-theless council put off giving official signature to the new contract. It was decided little could be gained in reverting to a local force.

First 100 The Hardest

In Milton, assured that the first 100 years are the hardest, officers and directors of the Fall Fair are completing plans for the 102nd presentation of exhibits, special events, competitions and entertainment with finishing touches for the September show which will make it "the largest and most eventful of the century of fall fairs."

Two Individualists

In Burlington it was revealed that court action against 50 per cent of the Nelson township property owners affected by the laying of the Niagara-Toronto gas pipeline will not have to take place, since settlement had been reached with all but two land owners.

Another Subdivision

In Milton indication of development of still another subdivision was given council when a plan of subdivision on the Newman property was submitted. After lengthy study of the plan, drawn for the property which borders the cemetery, members recommended changes paralleling those urged by the Planning Board at an earlier meeting.

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2:30 p.m.—Church School.
2:30 p.m.—Evening Prayer and Sermon.
"O come let us worship."
ALL WELCOME

THE GOOD OLD DAYS MAY HAVE SEEMED BETTER

BACK IN 1904

From the issue of the Free Press of Thursday, September 1, 1904. J. B. McKenzie, the contractor, is putting the finishing touches on the new store he has erected on Mill St. for Mr. Geo. Super. It is a substantial building 22x50 two stories and basement. The ground floor will be devoted to Mr. Super's grocery and ice cream business. The second floor has been leased by Acton L.O.O.F. and when furnished as the Oddfellows intend, will be much the handsomest lodge room in town.

An incipient fire started in the G.T.R. depot a few days ago but Chief Gamble and Agent Holmes were too soon on the scene to permit the palatial structure to go up in smoke. A few buckets of water extinguished the flames. A G.T.R. official asked next day: Why didn't you let the old thing go?

A wandering bovine was the cause of a rather serious happening at Mount Campbell on Tuesday night. The cow strayed from home and found its way into a garden where it enjoyed a magnificent feast of garden stuff. Incensed, the gardener went for his shotgun and poured a good sized charge into the animal's side. The animal is still living, but the affair is likely to cause a court case.

Every property owner anxious for progress, prosperity and increased attractiveness of Acton will vote in favor of permanent roads by-law tomorrow.

Listen boys and girls, you'll hear the welcome music of the school bell this morning.

Georgetown's newly rebuilt station is nearing completion. It is whispered that the plans of Acton's new depot are for a much more commodious and modern structure. While driving in Nassagaweya Monday afternoon councillor Robert Holmes met with an accident. The horse, was frightened by some young cattle and shied. He was thrown against a log.

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