

Weekly Editors Told:

Role of Your Newspaper Should be Well Promoted

Increased efforts to obtain national advertising and a special program to inform the public of the power and importance of the weekly newspaper were called for last week at the annual convention of the Canadian Weekly Newspaper Association.

Some 400 weekly newspaper publishers, their wives, families and guests attended the convention held at Banff Springs Hotel.

Special guests were 16 British editors of weekly and provincial daily newspapers. On a tour of Canada, the members of the newspaper society spent the entire time of the convention at Banff. After attending many of the business meetings, Kenneth Brown, leader of the British group, remarked that "your problems in Canada are identical with those in Britain."

In his opening address to the convention, President William Drayner of Wotashkiwa, Alberta, told the delegates that a full scale job confronts them.

"We have a case for weekly newspapers—a strong case—," he said. "But we must do more to bring it to the attention of potential customers. We have many good friends in industrial circles but the competition for advertising is getting stiffer and will be stepped up even more in the coming years."

"We must develop an effective campaign that will keep the weekly newspaper in a proper perspective for the Canadian industrial advertiser."

Special Committee
At Mr. Drayner's urging, a motion was passed which calls for the formation of a special committee which will explore advertising and sales techniques which might be used to advantage by the association. The motion calls for the directors of the association to name the committee at an early date as is possible.

The call for increased advertising and public relations activity by the weeklies was echoed in the annual report to membership by William Teller, managing director and secretary-treasurer of the C.W.N.A. Mr. Teller noted that two small projects undertaken by the association, this year, may result in an operating deficit.

"It follows," the report continued, "that before any new association activities are taken, ways and means of financing must be considered."

Dr. Sam Wynn of the Yorkton Enterprise suggested that suppliers—mainly the printing equipment and related companies—would be glad to help in the financing of an advertising campaign.

"We needn't consider that such help would be merely a gift," he said. "These suppliers stand to gain substantially as the various weekly newspapers prosper. Their help would be considered an investment rather than a gift."

Other members suggested, however, that the weeklies should stand on their own feet to prove their own aggressive ideas and responsibility.

Various methods of advertising the importance of weeklies were suggested. Recommended media ranged from billboards to full-page ads in Time, Newsweek and other national magazines and full-scale advertising in such trade publications as the Canadian Advertiser.

"The weeklies keep telling their customers about the value of ad-

vertising," suggested one member. "It's time we did a bit of advertising ourselves."

"I can recall we attempted advertising and promotion a few years ago with very little success," said L. E. Barber of the Chilliwack (B.C.) Progress. "Are we likely to have any more success this time?"

Lively Sessions
While the ladies were visiting Lake Louise, courtesy of the Canadian Life Officers Association, on the opening day of the convention, the most attended two of the most lively business sessions of the convention.

W. H. Cranston of the Midland (Ont.) Free Press Herald reviewed the recently published "ABC's of More Productive Advertising" produced by the C.W.N.A., the book gives several hundred hints and demonstrations of how to achieve success in advertising copy, act and layout.

Copies of the book are to be mailed to all C.W.N.A. members in the near future and further copies will be available on request.

Second item on the business

session agenda was a chalk talk by Edmund C. Arnold, editor of London News Mr. Arnold, who would have made a successful professional comedian if he had not entered the newspaper business, kept his audience in rapt attention while he demonstrated better methods of newspaper make-up.

Success of his talk was shown when delegates refused to leave the meeting when his scheduled time was completed. Mr. Arnold was kept busy in an impromptu round-table discussion of his subject.

The following day, during the morning "buzz sessions," Mr. Arnold attracted another large crowd as he continued his discourse on the subject.

The "buzz sessions," a new feature at this year's C.W.N.A. convention, were intended as a formal approach to the discussions that all editors engaged in at the convention from 12 to 18 delegates joined in each session and the topics discussed ranged from photography to circulation to advertising.

Moorhouse - Akins Nuptials Performed in Guelph Church

Rev. F. E. Baaker officiated at the wedding of Gladys Dorene Akins of Guelph and Harold Stratton Moorhouse of Sudbury on Saturday, September 14. The bride is the daughter of Mrs. Florence Akins and the late Mr. Cecil Akins of Guelph and the bridegroom is the son of Mrs. Irene Moorhouse, Sudbury, and the late Dr. E. J. Moorhouse.

The double ring ceremony was performed at 3 p.m. in Dublin Street United Church, Guelph, which was decorated with gladioli and candles. The organist was Mrs. C. V. Pond and the soloist was Mr. Gordon Dobson of Sudbury, who sang "The Lord's Prayer" and "O Perfect Love."

The bride, who was given in marriage by her uncle, Mr. Norman Stacey of Mitchell, wore a floor-length gown of white chantilly lace over tulle featuring a portrait neckline with hand-clipped scalloped lace and a midriff waistline with velvet trim and love-knot bow in back. The dress was enhanced by a single strand of pearls which was a gift of the groom. Her hair was styled in a matching lace tiara trimmed with sequins and rhinestones which held a fingertip tulle veil. She carried a cascade of pink sweetheart roses.

Miss Jean Bailey of Orangeville was maid of honor, wearing an emerald green velvet, ballering length dress with hooped bouffant skirt and portrait neckline. She wore matching mittens and picture hat and carried a bouquet of white and yellow shasta chrysanthemums.

Mr. Solo Nemi of Sudbury was best man. Ushers were Mr. Jack Armstrong of Toronto, cousin of the groom and Dr. Bruce Waldie of Toronto, cousin of the bride.

A reception and wedding dinner was held in the church hall following the ceremony. The bride's table was centered with a three-tiered wedding cake decorated in white and gold and topped with white bells and doves. White candles and pink sweetheart roses completed the setting.

Mrs. Akins received her guests in winter blue sheath dress with satin trim, black accessories and a corsage of white gardenias. The groom's mother wore a navy and lace dress with dusty rose and navy accessories and a corsage of pink sweetheart roses.

Before leaving for New York and various other points in the States and Montreal and Ottawa, the bride changed to a chocolate brown wool broadcloth suit with beige and brown accessories and a corsage of pink sweetheart roses.

On their return, Mr. and Mrs. Moorhouse will reside in Sudbury. Guests were present from Sudbury, Lockport, North Bay, New York, Toronto, Orangeville, Waterville, Mitchell, Stratford, Guelph, Acton and Oakville.

CAMPBELLVILLE

Local Ladies Aid Helps Church Repair

Mrs. L. Crawford was hostess to the Ladies' Aid of St. David's church on Wednesday afternoon. The president opened the meeting with a poem, "The Celestial Surgeon" by Robert L. Stevenson, also a short poem, Service.

After singing a hymn, Mrs. Crawford read Psalm One as written in the hymn book. Reports were read by the secretary and cheer secretary. The roll call was answered by 12 ladies. Mrs. Crawford gave a report of some repair work which had been done at the church, also some other work under consideration.

It was decided to have a tea and a committee was appointed to make arrangements for it. The offering was received and dedicated by singing the Doxology. The birthday song was sung for three of the ladies present. Mrs. Menzies closed the meeting with prayer.

A social period followed and everyone enjoyed both the meeting and the refreshments.

United Church W.M.S. Gather at Local Home

The Women's Missionary Society of the United Church met at the home of Mrs. C. W. Mason on Tuesday. The president, Miss M. Z. Bennett, presided. The meeting opened with a hymn and prayer.

The worship service was taken by Mrs. A. Shoemaker and her group, Miss C. Henderson, Mrs. Wm. Stenell, Mrs. F. Cleave and Mrs. D. Simmons. The study book on Japan was introduced by the president, Mrs. Shoemaker gave a very interesting talk on a trip to Japan.

Departmental reports were received from temperance, Miss D. Simmons, community friendship, Mrs. F. Cleave and baby band, Mrs. C. Henderson. The autumn "Thank-offering" is to be held in the church October 15. Visitors present were welcomed by the president.

Weather conditions prevented a stroll through the lovely flower garden at the home of Mr. and Mrs. Mason, which is always a beauty spot.

The meeting closed with prayer by Mrs. A. Shoemaker. Refreshments were served by Mrs. Shoemaker and her group. A vote of thanks was given to Mrs. Mason for her home and to the lunch committee.

CLOSE CALL
GLENFELLS, Sask. (CP) Lorne Lovridge was knocked unconscious and his team of horses was killed when a lightning bolt struck near the wagon.

One-fifth of the area of Quebec province is south of the St. Lawrence River.

Life Membership Secretary Speaker at W.M.S. Meeting

On Thursday, September 12, the Senior Auxiliary W.M.S. of Knox church met at the home of Mrs. A. J. McPherson with Mrs. A. J. Buchanan presiding. Mrs. R. R. Parker was in charge of the worship and study period and there were a large number of members and guests present.

The worship service was led by Miss Roberta Clark and Mrs. H. M. McDonald. The theme was God's Creative Hour in Japan.

The missionary study for the year 1957-1958 was introduced by Mrs. H. R. Parker, who presented information about the Japan of today, which offers such great opportunity and challenge to the Christian church. The speaker outlined some of the significant changes which offer other opportunities or problems to the church in this new day for Japan, with her 90,000,000 people living in an area of 146,000 square miles and only one-half of one per cent of her population having accepted the Christian way of life.

The latter part of the meeting was in charge of Mrs. Douglas Kennedy, Life membership secretary for the Auxiliary. Mrs. Kennedy spoke briefly of the significance of a life membership in the Missionary Society, how it was procured and given as a token of appreciation for devoted service.

Mrs. Kennedy then announced the recipients for this year and the presentations were as follows: to Mrs. Howard Allison, on behalf of the members, a life membership pin was presented by Mrs. F. Anderson, to Miss Hannah Wallace, a life membership certificate and pin were given by Mrs. K. J. Haasard with Miss A. Stalker, making the presentation, to Mrs. Andrew McKenzie, a life membership certificate and pin were presented by Mrs. H. L. Bennie and Mrs. D. Kennedy.

To honor the president, Mrs. A. J. Buchanan, an Honorary Membership in the Women's Missionary Society (W.M.S.) of the Presbyterian Church in Canada was presented by Mrs. H. Manning and the accompanying pin by Mrs. H. M. McDonald. This, the highest honor to be shown to a member of the Society, was given by the members in recognition of many years of outstanding Christian stewardship in the several branches of her church's work.

"Gee, Mum—is it supper time already?"



Telephone Round-up

Every parent knows how easily a two-gun cowboy can lose track of time—especially around mealtime.

But she also knows it's a simple matter to round him up by telephone. And any vague feeling of anxiety about where he is or what he is doing is quickly dispelled by that eager voice at the other end of the line.

Yes, the telephone is a convenience and a comfort, all day long. It means fewer meals grown cold because youngsters or husbands are late getting home. It means more security when you're alone at night. It means more things done with less time and effort... Yet this endlessly useful servant works for you for just a few cents a day.



THE BELL TELEPHONE COMPANY OF CANADA

OPPORTUNITY THIS AREA

Canadian Company operating on a national scale has immediate openings for ambitious men or women to manage local business dealing with some of Canada's largest chain stores; can be handled in spare hours at start if desired; honesty and dependability more important than past experience. Our liberal financial assistance enables rapid expansion. This is a business on a high plane the high type men or women of character only.

APPLICANTS MUST HAVE APPROX. \$1,700.00

(Which is secured), and good references. These openings will pay you exceptionally high monthly income immediately, and rapidly increase as business expands. Prefer applicants aspiring earnings from \$10,000.00 to \$20,000.00 yearly. No high pressure men wanted as NO SELLING required. If you can qualify and have necessary cash, write today giving phone number and particulars for local interview. Write: Manager, P.O. Box No. 125, Station B, Montreal, Quebec

DARY 7 TO 9 P.M. **ROXY** SAT. MAT. 2 P.M.

THURS.-FRI.-SAT. SEPT. 19-20-21

The MARAUDERS

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THE GIANT CLAW

Adult

Acton Dancing School
COMMENCES CLASSES SEPTEMBER 17
IN ST. ALBAN'S PARISH HALL
under the direction of
Miss Lois Allen
LESSONS IN
BALLET, TAP, HIGHLAND AND
BATON TWIRLING
POSTURE CLASSES FOR BUSINESS GIRLS AND MOTHERS
EVERYONE IS WELCOME

Gas THE ONE TRULY MODERN COMPLETELY AUTOMATIC HEATING SYSTEM

Avoid the cold weather rush . . . install dependable controlled GAS heating equipment NOW! . . .

- CONVENIENT**
No furnace tending. No fuel handling. No fuel storage. Does away with fuel bins, tanks, ash cans.
- SILENT**
Gas heating is your silent servant twenty-four hours a day. No noise to disturb your waking or sleeping hours.
- CLEAN**
Gas is a pure fuel leaving no residue. Less housework and fewer cleaning bills.
- HEALTHFUL**
Gas provides even heat and clean air. Saves doctor's bills. All the family will be healthier.
- DEPENDABLE**
No motor or fuel pump for gas burner. That means less service calls with carefree Gas Heat.
- A LONGER LIFE**
Simple design of gas burner means less wear and tear—longer life and far less depreciation.
- SAVES SPACE**
The gas heating streamlined unit makes your basement roomier, more livable. Provides extra healthful room for play or work.
- NO "HIDDEN COSTS"**
You pay for fuel only. No "hidden" operating costs. Lowest maintenance cost.

... and if you need SERVICE it's FREE!

SEE YOUR HEATING CONTRACTOR OR

United Suburban Gas
COMPANY LIMITED

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just set it...forget it!
with automatic

GAS HEAT

THEY PAY NO TAXES

A "CORPORATION TAX" is not a tax on the corporation, but is, rather, a tax on the customers who buy the goods or services it produces.

Taxes are a cost of doing business. They must be included in the price structure along with wages, and the costs of raw materials and supplies.

An increase in corporation taxes, or in any other taxes, is an increase in costs which must ultimately be reflected in prices. Hence, a decrease in corporation or other taxes would ease the upward pressure on costs and prices.

THE STEEL COMPANY OF CANADA LIMITED
MONTREAL CAMARQUE MAMMILTON BRAMPTON TORONTO