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Tells Editors Role of Weekly Newspapers Needs Promotion

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

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

District publishers attending included Walter Biehn of the Herald, G. A. Dills of the Acton Free Press and Milton Champion, Bill Cotton of the Oakville - Trafalgar Journal and Bert Smith of the Port Credit Weekly.

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."

The Job Ahead

In his opening address to the convention, President William Draayer of Wetaskiwin, 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 ranks 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. Draayer'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 as early a 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 Telfer, managing director and secretary-manager of the CWNA. Mr. Telfer 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 suggested. "These suppliers stand to gain substantially as the various weekly newspapers prosper. Their help could 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.

One inexpensive and effective method of weekly promotion was suggested to the meeting.

Local Interest

"Nearly every small town across Canada has a 'local boy who has made good,' said Syd Stevens of the Shaunavon (Sask.) Standard. "Perhaps he is on the board of directors in a large corporation or in some other position of authority. That man should continue to receive complimentary copies of his home town newspaper. He will probably read it himself and the value of the weekly newspaper will be demonstrated."

Various methods of advertising the importance of weeklies were suggested. Recommended media ranged from billboards to full-

Notice to Creditors

IN THE ESTATE OF Florence Emily Newton, married woman, deceased.

All persons having claims against the estate of Florence Emily Newton, late of the Town of Georgetown, in the County of Halton, married woman, who died on or about the 25th day of July, 1957, are hereby notified to send particulars of same to the undersigned on or before the 12th day of October, A.D. 1957, after which date the estate will be distributed with regard only to the claims of which the undersigned shall then have notice, and the undersigned will not be liable to any person of whose claim he shall not then have notice.

DATED at Georgetown, this 10th day of September, A.D. 1957.

James Costigan, Executor of the Estate of Florence Emily Newton, by his Solicitors, Dale and Bennett, Georgetown, Ontario.

page ads in Time, Newsweek and other national magazines and full-scale advertising in such trade publication as the Canadian Advertiser.

"The weeklies keep telling their customers about the values of advertising," 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 men 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 CWNA, the book gives several hundred hints and demonstrations of how to achieve success in advertising copy, art and layout.

Copies of the book are to be mailed to all CWNA 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 Linotype 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.

"Buzz Sessions"

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 CWNA convention, were intended as a formal approach to the discussions that all editors engage in at the convention. From 12 to 15 delegates joined in each session and the topics discussed ranged from photography to circulation to advertising.

Recommendations that work begin immediately to secure more national election advertising were made on the floor of the general meeting and in the report of the advertising committee. This suggestion was made in view of the imminence of a new federal election. Mr. Telfer, in his managing director's report, told of receiving varied information as to the allocation of advertising funds by the major parties. Although national headquarters of the parties indicated that allocations would be made through provincial organizations, this policy was not strictly adhered to. Harder work at all levels was recommended as the only way to receive more advertising during the next election.

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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.

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