

# THE GEORGETOWN HERALD

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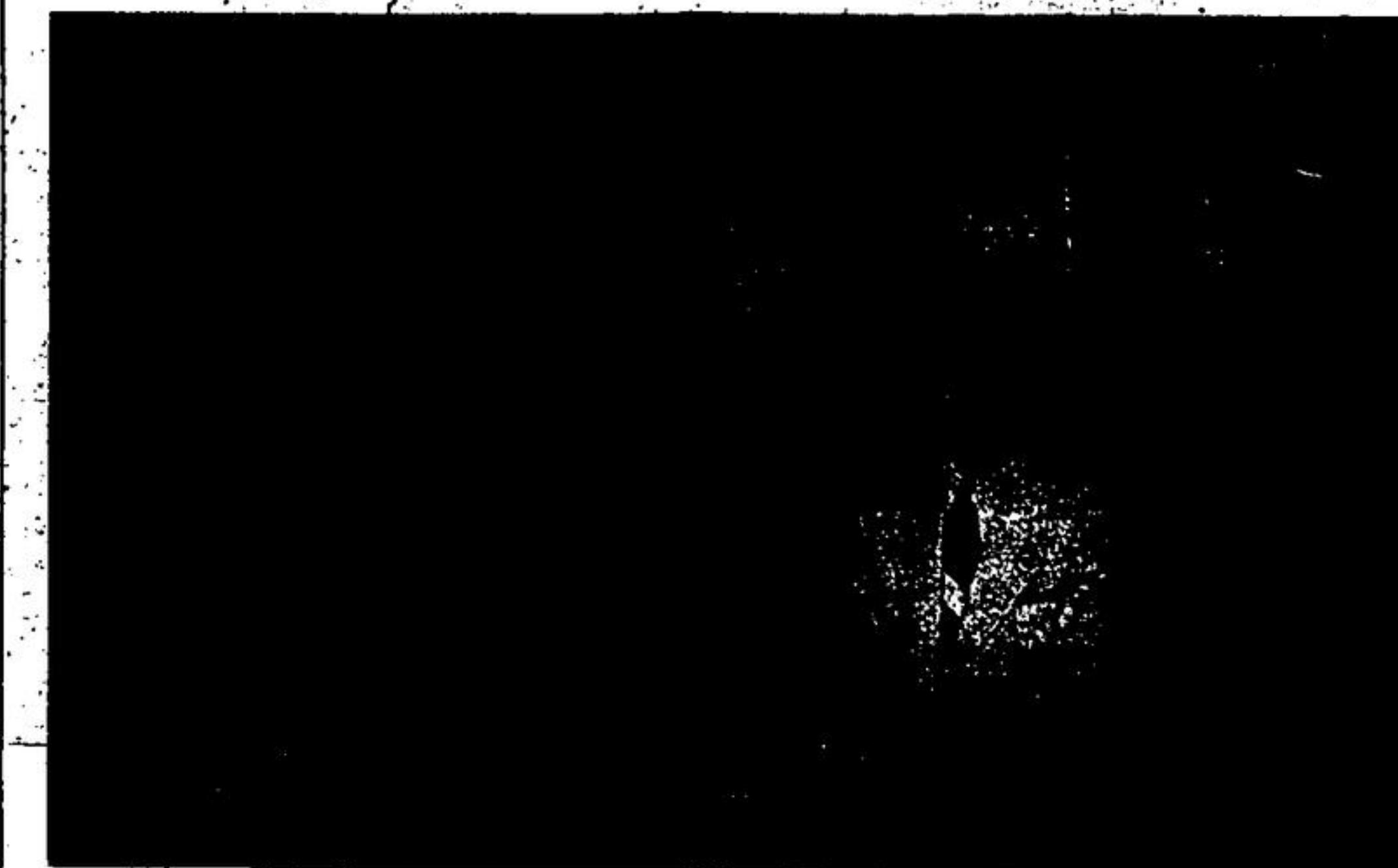
SECOND SECTION



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**MAJOR ADVANCE IN FURNACE OIL** - Howard Kentner of the W.H. Kentner & Son fuel firm, signs an exclusive contract for the distribution in Georgetown of Hy-Test 303, an amazing new fuel additive which claims to deliver up to 20% more efficiency. Georgetown is one of the first areas in Ontario to receive this new improvement. With Mr. Kentner is his son Claude, a member of the firm, and looking on is J. A. McTaggart, of the Hy-Test 303 Corporation.

## Can. Weekly Newspapers Serve Five Million Readers

**PROMOTE WEEKLIES AS IMPORTANT MEDIUM**  
There is an encouraging evidence that business and industry is beginning to realize more than ever the important market that weeklies serve in Canada. Hugh E. McCormick, of the Montreal Monitor and incoming president of the CWNA, told more than 400 delegates attending the

39th annual convention last week in Toronto.  
But, he said, there never has been a time in the long and colorful history of the weekly newspaper industry in Canada, when there was a more urgent need to promote weeklies as a key advertising media in the business life of the nation.  
The five million readers served in Canada by the weeklies were making an impression on advertisers, he said.

"For 100 years the weekly press has had its problems but nothing like today when competition from other media, rising costs, employee demands and so on, threaten our very existence as a force in our national life," Mr. McCormick said.  
He noted that the immediate past president, Cecil Day, in his opening address at the convention had mentioned that in Colorado, an average of three weekly newspapers per year are being closed down for good.

"One of the major reasons for this tragic death of such community papers is that we haven't been keeping up with the fast pace of business competition," he said. "We haven't been going after the revenue of national and local advertisers that there is for us, and which helps keep us in business."  
Mr. McCormick felt that the Better Newspapers Competitions of the CWNA were raising the excellence of weeklies. "An attractive looking paper is an added inducement to the advertiser," he pointed out.

Mr. McCormick said that the 725-odd weeklies in Canada were a big potential market whose impact on the national life cannot be over-estimated. He noted that of the 265 constituencies with seats in the House of Commons, 194 at last count, were served by weekly newspapers.  
For the work of the CWNA in promoting the cause of the weekly press, Mr. McCormick had nothing but praise.  
"In the 22 years that I have been attending CWNA conventions I have been impressed by the social value of the association," he

said. "Its value as a fraternal group has always impressed me, but more recently I have come to see that the CWNA can be a powerful instrument in furthering the good of the industry."  
"In our efforts to get more of the advertising dollar in Canada the CWNA through its committees is the best avenue we have," he said. "Through the CWNA we can, I am sure, find ways and means to increase our advertising revenues."  
Mr. McCormick's key note challenge was further supported by similar comment in several committee reports tabled at the convention.

One of the most important steps, he said, in this regard during the past year was the setting up of a promotion and public relations department at head office and the taking on staff of Bill James, formerly of the Bowmanville, Statesman, to direct its activities.  
A number of committee reports tabled at the convention praised this step as a forward one that would do much to assist CWNA members in increasing their revenues and thus be in a better position to meet rising costs of publishing.

Cecil Day, of the Liverpool (N.S.) Advance, retiring president in his address opening the convention, hailed the formation of the promotion department under Mr. James as "a move long overdue." He said he was pleased to learn that two provincial divisions of the CWNA he attended last summer were contemplating public relations departments.  
Rising costs of publishing and printing were forcing weeklies to the crossroads, Mr. Day said. He felt many weeklies in Canada were now relying on their commercial printing but even with this, they were finding it difficult to satisfy the demands of employees on one side and the banker on the other.

Mr. Day appealed for united effort through CWNA. "Unless we are united," he said, "the road may be rough. When a weekly goes from a town, the town folds up too."  
In his farewell address as president, Mr. Day urged delegates, to be proud that you are moulders of public opinion and be proud that you are the last bulwarks of a Free Press."

## Citizenship Certificates To District New Canucks

Several Georgetown and district men and women were included in a group of New Canadians who received their citizenship certificates recently at Milton Court House.

The North Halton people who now have become full-fledged Canadian include:

- Calogero Crisci, 188 Mary Street, Milton; Vincenzo Crisci, 20 Mary St., Milton; Mrs. Anna Flikkema, Norval; Mrs. Helga Koch, 68 Rexway Dr., Georgetown; Mrs. Erna Lindauer, R.R. 1 Georgetown; Hans Otto Lindauer, R.R. 1 Georgetown; Robert MacKay, 359 Pearl Street, Milton; Jan Frans Nap, R.R. 1 Acton; Mrs. Maartje Nap, R.R. 1 Acton; Johann Niestroy, R.R. 2 Campbellville; Mathias (Mathew) Peter Jan Peeters, Glen Williams; Karl Erik Sorensen, 37 Elgin St., Acton; Mrs. Aaltje (Alle) Steenhuis, Norval; Gerrit Steenhuis, Norval; Cornelis Jan van Liere, Glen Williams; Lina van der Veen, R.R. 4 Acton; Mrs. Margaretha Johanna van Hoekelen, 7 School Lane, Acton; Josephus Antonius Arnoldus van den Bogen, 23 Fulton Street, Milton; Theodorius Yosephus Wilhelmus Windmoller, R.R. 1 Campbellville; Mrs. Elisabeth Weststeyn, 50 River Dr., Georgetown; Pieter Weststeyn, 50 River Dr., Georgetown.

## EDUCATION IS TOPIC AT NORVAL INSTITUTE

The first meeting of the Norval WI was held on September 4 at the home of Mrs. L. May. The president, Mrs. Keith Webb, opened the meeting with the ode, collect and the Lord's Prayer, after which Mrs. G. Chester read the minutes of the last meeting. A short business period followed.

The roll call "something of educational value which I have learned during the summer" brought many interesting answers. The topic for the meeting was "Education."

Mrs. L. Royal gave the current events and Mrs. Egbert C. Reed spoke on education and her recent trip to the Eastern coast. The meeting closed with "The Queen" and lunch was served by the hostess assisted by Mrs. H. McLaughlin, and Mrs. H. Collins. The October meeting will be held on the 2nd at 8 p.m. at the home of Mrs. R. Crawford.

## Sale Of Garden Bulbs Is Kinsmen Fund Project

The Georgetown Kinsmen decided on a fund raising project for the fall at their opening meeting at the Jack O'Lantern restaurant September 10th. Bulletin editor Sam Meltzer reported that the club plans to organize a door to door campaign selling garden bulbs and will be relying on the funds from this project to continue their Kinsmen services to the community which started this summer with the Kinsmen's Kiddies playground.

A guest at the first meeting of the season was a representative from the Canadian Institute for the Blind, Mr. Stanley of Hamilton. He addressed the club on the work being done by the institute and in hospitals, etc.

It was also decided that the Kinsmen Korroast be held on Saturday, Sept. 27th, the location to be chosen at a future meeting.

## Elect Local True Blue To Grand Chapter Office

Mrs. Albert Carter, Mrs. Fred McCarty, Mrs. George Greig and Mrs. Robert Harris members of the local Loyal True Blue Lodge, attended sessions of the Supreme Grand Lodge in London on Saturday and Sunday, August 27th and 28th where delegates met from all across the Dominion.  
The convention was a success with the local lodge being honored.

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Open daily to 11 p.m. 6-25


## Grandpa has the present . . . You look after the future

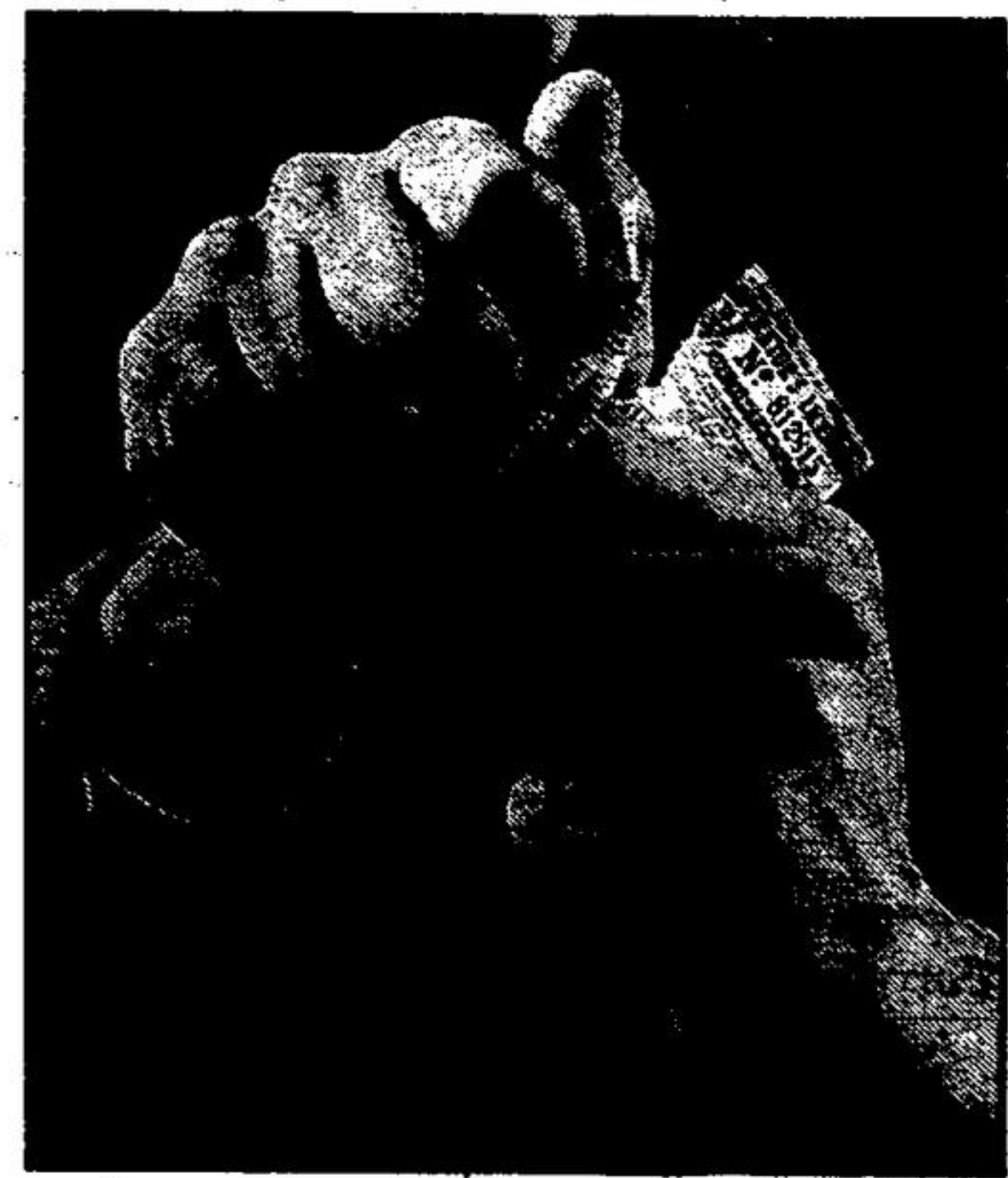
Love and presents for favourite grandchildren: that's what grandparents are noted for. But you are the head of the family. Your aim in life is to take the uncertainties out of your family's future. When looking to your family's future, select the insurance company that offers family protection at low net cost. That's The Mutual Life of Canada - the company with the outstanding dividend record.

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MEN  
WHO THINK  
OF TOMORROW  
PRACTICE  
MODERATION  
TODAY  
  
The House of Seagram  
DISTILLERS SINCE 1857



## "I'll never drive again as long as I live!"

That's the vow Fred Smith took when he learned the youngster he had run over had died as a result of the injuries. Fred's conscience was tortured by the feeling that a child had died as a result of his actions. He tore up his driver's license, and has never been behind the wheel of a car since.

There's only one way to avoid Fred Smith's nightmarish situation. That's always to watch for children on the road.

Your Ontario Department of Transport urges you to support the current Child Safety campaign.