

LOCAL OPTION POPULAR.

Friends of local option have good reason to be well satisfied with last Monday's vote. About a dozen Municipalities are yet to be heard from in the Province, but already it is shown that local option carried in 22 places, cutting off 51 licenses. Sixty-two were saved by the three-fifths requirement, and in only two municipalities was repeal carried. The measure was sustained in Richmond Hill, by a majority of 19, Vaughan township by 180, Markham township by 139, Stouffville by 80, Whitechurch township by 265, Orillia by 193. The measure carried in other places by large majorities, and in Courtwright and Hepworth where repeal was carried the majorities were small. The temperance forces have great reason to be pleased with the day's work. It is evident that public opinion is against the licensed bar, and signs are not wanting that soon it will be abolished in this country.

Mr. Johnston, Chief License Inspector for Toronto, having been interviewed on License Reduction in the City threw his whole weight against the proposition, the interview being published in last Friday's dailies. Referring to local option Mr. Johnston said, "Our local optionists are crying out for the suppression of the liquor traffic for the benefit, they claim, of the intemperate drinkers, but they never think of how intemperate they are themselves in the consumption of various lines of food-stuffs, sweetmeats, etc., which are as detrimental to one's health and constitution as is over-indulgence in strong drink." The same article contains the following sentence:—"The Inspector is of the opinion that there is a great deal of prejudice and hypocrisy displayed on the temperance side." One might reasonably ask "Was Mr. Johnston appointed by the Whitney Government to enforce the license law, or to lecture, in his official capacity, those who are trying to check intemperance."

DEATH FROM EXPOSURE.

George Plaston, a farm hand who had been employed with Mr. James Bowes, in Vaughan, near Concord, and on the 17th of December was sent to Wm. Acey's, a neighboring farmer, to assist at a threshing. On leaving in the evening he was accompanied by Walter Newens, Frank Ashmore, and Andrew Holmes. The party on the way home remained for some time at Cherry's hotel, leaving later, it is said, in a semi-intoxicated condition. Two of the men left Plaston at his employer's gate, but as he had \$50 in his pocket, and had not reached home, suspicion was excited, and the authorities were communicated with. The finding of the body on New Year's Day on the farm of John Allen clears up the mystery and the disappearance. Dr. Carlton of Thornhill examined the body, and found no marks of violence. The money had disappeared, and a goodly number of people express surprise that an inquest was not held. Crown Attorney Drayton decided that death was due to exposure.

WHY HIS ADVERTISING DID NOT PAY.

[From "Success Magazine."] He adopted the policy of running down his competitors. He did not make his advertisements interesting, attractive or convincing. He was conscious of the superiority of what he had to sell, but did not know how to bring it to the attention of others effectively. He did not know that a fatal reaction always follows deception. He did not know how to write an advertisement that would "pull." He did not know that a brief, graphic description, in a few short, pungent, telling sentences that will attract and hold the attention, is more effective than a whole page of fine print, written in a loose-jointed, haphazard way. His advertisements "pulled"; but the effect was lost in bad handling afterward; in careless, inefficient correspondence. He never learned that many a good customer has been lost by a careless letter. He did not follow up his advertisements until he got the ear of the pub-

Atkinson & Switzer's Card of Thanks. Quotations.

Here are quotations favorable to consumers:—

Groceries.

- Garden City and Sunset brands tomatoes, sanitary tins.....10c
- Riverdale brand tomatoes 3 tins..25c
- Riverdale brand sugar peas 3 tins.25c
- Riverdale brand extra quality corn 3 tins for.....25c
- Goldenette syrup in 3 lb. tins 20c tin choice
- Goldenet syrup in 5 lb. pails....40c choice
- Puritan extra choice New Orleans molasses, 3 lb. tins.....20c
- Puritan extra choice New Orleans molasses, 2 lb. tins.....15c
- Edwardsburgh Crown Brand syrup 2 lb. tins 14c tin
- Edwardsburgh Crown Brand syrup 5 lb. pails 30c pail
- XXX White wine vinegar Badgerow Dixon make, gallon.....25c
- Golden Russet oider vinegar extra strong, gal.....25c
- California seeded raisins, fancy, 16 oz. package.....2 for 25c
- California seeded raisins, fancy, 12 oz. package.....8c
- California dried apricots extra fancy per lb.....15c
- Very fine natural figs, large size, per lb.....5c
- Fine currants washed and cleaned 3 lbs. for.....25c
- Finest Vostzza currants cleaned and stemless, per lb.....11c
- Extra choice prunes size 60 to 70, per lb.....8c
- Polished Rangoon rice, per lb...5c
- Japan rice the very finest quality per lb.....8c
- Carolina rice, the best obtainable, per lb.....10c
- Pearl tapioca 4 lbs for.....25c
- The best pure cane granulated sugar 20 lbs.....1.00
- Very choice blend coffee ground fresh, per lb.....30 and 40c

Dry Goods.

- Pure Indigo dye, 32 inch print, per yard.....13c
- White ground print, nice patterns, 32 inch width.....10c
- Creme and Colored Lustre waists.....1.00 and 1.25
- Black and white, Navy and Cardinal heavy wrappers.....1.00
- White, Grey and Black Woolen shawls.....1.00 and 1.40
- Ladies suspenders 4 elastic straps, good quality.....30 and 50c
- Men's heavy wool Fleece shirts and drawers, per suit.....1.20
- Men's heavy Ribbed wool shirts and drawers, per suit.....1.00
- Coats best 6-cord, 200 yard spools, black, white or colored...5c
- 72 inch heavy Twilled flannel sheeting, per yard.....75c
- Special cut on price of some fur-lined overcoats.

Atkinson & Switzer.

Permit me through THE LIBERAL to thank the ladies and gentlemen who by their votes and influence re-elected me to the position of Councillor for the year 1900. I very much appreciate the efforts of my friends, and I assure you I shall always endeavor to merit your confidence. J. H. SANDERSON. Richmond Hill, Jan. 6, 1900.

Card of Thanks.

To the ladies and gentlemen, municipal electors of the Township of Vaughan: I desire to heartily thank you for your votes and influence in electing me to the honorable position of Councillor for the year 1900. I shall place my time at your disposal, and use my energy and what little ability I possess to further the best interests of the Township. Hoping we may all have a pleasant and prosperous year. Your obedient servant J. T. SAIGEON. Maple, Jan. 6, 1900.

Just Arrived.

A car load of Bran, a car load of Shorts, and a car load of No. 1 Corn, just arrived at the Elevator. Prices right. 28-3

For Sale.

Good Cutter for sale. Apply to J. HALL. 28-3

For Sale.

A Fresh Milk Grade Cow. Apply to GEO. REAMAN, Richmond St., Richmond Hill. 28-2

Lost.

Between the High School and Gray's Corner, a Fountain Pen, with initials on gold band. Reward at THE LIBERAL OFFICE. 28-2

Auction Sales.

SATURDAY, Jan. 9—Auction sale of Household Furniture, at her residence, Centre St. West, the property of Mrs. H. Blanchard. Sale at 2 o'clock. Terms cash. Saigeon & McEwen, Aucts.

THURSDAY, Jan. 21—Auction sale of farm stock, implements, &c., on lot 16, con. 4, King, the property of Valentine Ash. Sale at 1 o'clock. Terms 9 months. Saigeon & McEwen, Aucts.

Notice to Creditors.

IN THE ESTATE OF THOMAS W. GAULEY, DECEASED.

Notice is hereby given pursuant to chapter 129 of the Revised Statutes of Ontario (1897) and amending Acts, that all persons having claims against the Estate of Thomas W. Gauley, late of the Village of Woodbridge, in the County of York, Laborer, who died on or about the twenty-third day of August, 1900, are required to send their names and addresses and full particulars of their claims to James A. Reynar, Buttonville P. O., Ontario, Administrator of said Estate, on or before the FIRST DAY OF FEBRUARY, 1900, and that after the said date the Administrator will distribute the assets of said Estate among the parties entitled thereto, having regard only to the claims of which he shall have received notice. GREGORY & GOODERHAM, Canada Life Building, 40 King St. W., Toronto, Solicitors for Administrator. 28-3

For Sale

In Village of Maple, a seven-roomed solid brick house. Furnace, concrete cellar, frame store suitable for Hardware or Bakery Business. Location best in village, on a three-quarter-acre lot. For terms apply to MRS. W.M. KNIGHT, Maple. 27-4

CASSELLS' Canadian Publishing Company

The monthly magazines of the above company cover every variety of interest, and can now be obtained in Canada by yearly subscription at low rates.

It is not necessary to send to foreign countries for magazines. Read the following:—

- Cassell's Magazine, per annum . \$1.50
- The Story Teller 1.70
- The Quiver 1.50
- Musical Home Journal 1.50
- The Girls' Realm 1.50
- Little Folks 1.50
- Chums 1.50

Subscriptions taken at THE LIBERAL Office, or may be sent to

CASSELLS & COMPANY
42 Adelaide St. W.
Toronto

CLUBBING RATES

Subscriptions for weekly and daily papers taken with "The Liberal" at \$1 a year, at the following rates:—

- Weekly Globe, to January 1, 1910 75c.
- Weekly Mail, to January 1, 1910 75c.
- The Daily Globe, one year York County 2.50
- The Daily Mail and Empire, one year (York County) 2.50
- The Daily Star, received on day of publication 2.25
- The Daily Star, not received day of publication 1.50
- Family Herald and Weekly Star 90c.
- New Idea Woman's Magazine 75c.
- Canadian Pictorial 75c.
- Farmer's Advocate 1.40

Eat and be Happy on Xmas

Buy Your

- NUTS BON-BONS
- ORANGES CHOCOLATES
- BANANAS CANDIES
- FRUITS, ETC.

Also a good supply of FRESH OYSTERS

CRANBERRIES FRESH FISH

Selected for Holiday Trade

A FIRST CLASS LINE OF Cigars for Xmas Presents.

WISHING MY PATRONS A MERRY XMAS.

F. E. Sims

A. J. HUME

TAILOR

Richmond Hill

Public Notice.

The Annual Meeting of the Richmond Hill Agricultural Society will be held in the Council Chamber, Richmond Hill, on Saturday, Jan. 16, 1900, at 1 o'clock p.m. Election of officers, auditor's report, and any other business that may legally come before the meeting, will be considered.

H. A. NICHOLLS, Secretary. 28-2

For Sale.

Good House Organ for sale. Apply at THE LIBERAL OFFICE. 27-3

ALL GOOD THINGS

must win upon their merits. The International Dictionary has won a greater distinction upon its merits and is in more general use than any other work of its kind in the English language.

A. H. Sayce, LL.D., D.D., of Oxford University, England, has recently said of it: "It is indeed a marvelous work; it is difficult to conceive of a dictionary more exhaustive and complete. Everything is in it—not only what we might expect to find in such a work, but also what few of us would ever have thought of looking for. A supplement to the new edition has brought it fully up to date. I have been looking through the latter with a feeling of astonishment at its completeness, and the amount of labor that has been put into it."

THE GRAND PRIZE (the highest award) was given to the International at the World's Fair, St. Louis.

FREE—"A Test in Pronunciation," instructive and entertaining for the whole family. Also illustrated pamphlet. G. & C. MERRIAM CO., PUBLISHERS, SPRINGFIELD, MASS.

