

General News and Views

You can **SELL MORE**
THIS WAY

You call up customers by telephone to offer them something. As soon as you begin to describe the article they recollect having seen one like it, or they have read advertisements describing it. If a customer has confidence in your methods, making a sale becomes easy — because people are rapidly becoming educated to buy by telephone many articles they formerly thought they had to examine before purchasing.

Try it!

Many subscribers who used to think they had to make Person-to-Person calls now find that they reach the person they want with Station-to-Station calls. They are quicker and cheaper.



The ice is out of nearly all the rivers and the "suckers" are beginning to make their annual run to the spawning grounds at the head of the streams. Lake Ontario is ice-free and even from Superior comes reports of the breaking up of the ice. "Old Salts" forecast the early opening of navigation and birds are returning in increasing numbers, while for over a week robins have been heard about town. The very air augurs the imminent departure of winter. But March is still here—and who can tell when its lamb-like gambols will resolve into traditional lion's roars.

Potatoes are selling at 90 cents per bag at Goodwood.

Fashion extremists are said to be wearing little electric lights on their shoes. Isn't it enough to be light headed?

Pickering Township council is offering \$100 reward for information that will lead to the conviction of poultry thieves in that municipality. The council also awarded to Mr. Akron and the two constables who recently apprehended chicken thieves in the township.

Two radio inspectors were in Newmarket last week and as a result seven citizens will appear in court for failure to have in their possession the necessary radio license. The radio inspector said that the fee of \$1.00 is small but it assists the department to investigate complaints of interference and in other ways is of assistance to the radio fans.

It has been said that courtesy costs nothing, but the toll on the word "please" in telegrams sent in the United States amounts according to the Dearborn Independent, to \$10,000,000 annually.

The village philosopher says a woman will wear a golf outfit when she can't play and a bathing suit when she can't swim, but when she puts on a wedding dress she means business.

There is no sure sign of spring, but spring should be a sure sign of the arrival of that time for the community to clean up. There is no superstition or prophesying about this clean-up sign.

Dominion day falls on Friday this year and it is the intention of the Government to proclaim a double holiday on account of the Jubilee of Confederation.

Three weeks until Good Friday.

Sir Henry Thornton says there are no political jobs on the C.N.R. It must be admitted that he has been able to a surprisingly satisfactory degree, to make politicians keep their hands off the National.—Financial Post.

It's just as true today as ever it was that a country is not made great by the number of square miles it contains but the number of square miles it contains.

They used to write in the hectic Victoria days: "Her pretty feet beneath the petticoat like mice stole in and out, as if they feared the light." That was a long, long time ago and times have changed muchly.

Markham Town Council is demonstrating its business acumen in seeking to maintain a rate of taxation that will be an inducement to those who may be looking for a desirable location.—Markham Economist and Sun.

While Robert Porte, an Indian resident in Sutton, was out on Lake Simcoe fishing, fire broke out in a defective chimney in his house in town and destroyed it.

The Financial Post says that factory operations are active in all key industries, merchants report good movements of merchandise and that indications point to heavy production in 1927.

Mr. J. W. Phillips, manager and owner of the Markham Slipper Factory, reports good conditions in connection with his manufacturing operations. Large orders are in hand and the plant is being operated to capacity.

A man walked into a newspaper office and said that after reading that newspaper for eight years, he had decided to subscribe for it. The man explained he had been reading his neighbor's paper during all that time but that the neighbor had moved away.

Village Smith Is Still A Busy Man Those who lament the passing of the village blacksmith with his muscled arms and musical anvil will dry their tears when they learn that the business of the village smithy was never better than it is to-day.

This fact was brought out at the annual convention of the Manitoba Association of Blacksmiths, horseshoers and woodworkers at Winnipeg. Although the old grey mare is giv-

ing way to the "tin lizzie" the blacksmith still finds his brow damp with honest perspiration. Instead of fitting dobbin with a new set of iron shoes he is called upon to fix a broken gadget on the two-tractor, and other mechanical repairs.

Business is good in the blacksmith trade but it is difficult to get the rising generation to take it up. Blacksmiths immigrating from Europe must be relied upon to keep business going in the next generation, it was said.

Mothers Allowances Grow

Disbursements of mothers allowances for January, 1926, totalled \$164,207. The provincial distribution was to 4,558 mothers with 13,725 dependent children. The beneficiaries are 3,535 widows with 10,694 children, 645 wives with incapacitated husbands and 2,056 children, 238 deserted wives with 625 children, 140 foster mothers caring for 350 children.

The Dominion House has granted \$250,000 for the celebration of Canada's Jubilee. Talking of jubilees brings to mind the story of the little girl who asked her grandmother what the word meant in connection with Queen Victoria's jubilee. "Well," replied granny, "it's this way. If you've been married 50 years it's a golden wedding but if your husband is dead it's a jubilee."—Collingwood Enterprise.

A Boy's Prayer.

Give me clean hands, clean words, and clean thoughts; help me to stand for the hard right against the easy wrong; save me from habits that harm; teach me to work as hard and play as fair in Thy sight alone as if all the world saw; forgive me when I am unkind, and help me to forgive those who are unkind to me; keep me ready to help others at some cost to myself; send me chances to do a little good every day and so grow more like Christ.



TO INVESTIGATE B.C. CLAIMS Mr. Justice W. M. Martin of the Supreme Court of Saskatchewan, who has been appointed special commissioner to probe the claims of the British Columbia Government that lands granted to the Federal Government at the time of Confederation should be returned to that Province.

Perhaps after all it's the radio announcer who should be seen and not heard.

Fools count their sales wise men their profits.

Don't get the habit of being punctual in being late.

A young husband was anxiously awaiting news of the birth of his first child. He was pacing up and down the hospital corridor when the doctor came out and told him to control himself or else take a walk around the block.

"But I tell you I'm scared to death," protested the young man.

"You needn't be," replied the doctor. "I've brought more than 2,000 babies into the world and I haven't lost a father yet."

The modern swain may have his shortcomings, but leaving early isn't one of them.

CREDIT AUCTION SALE
Farm Stock and Implements
Hay, Grain, Household Goods, Etc.

PROPERTY OF
MRS. ETHEL PITCHFORTH
Lot 4, Con. 3, Vaughan,
CONCORD
TUESDAY, MARCH 29th, 1927
Commencing at 1 o'clock, sharp.

- HORSES**
- 1 Bay mare, 10 years, g. p.
 - 1 Horse, aged, g. p.
 - 1 Driving mare, 9 years.
- CATTLE**
- 1 Holstein cow, fresh
 - 1 Holstein cow, fresh
 - 1 Holstein cow, fresh
 - 1 Holstein cow, fresh
 - 1 Holstein cow, fresh
 - 1 Holstein cow, bred Nov. 12
 - 1 Grade cow, bred Oct. 31
 - 1 Grade cow, bred Oct. 23
 - 1 Heifer, 14 months
 - 1 Heifer, 13 months
 - 1 Heifer, 13 months
 - 1 Heifer, 1 year
 - 1 Heifer, 6 months
 - 1 Heifer, 5 months
 - 2 Heifers, 4 months
- IMPLEMENTS**
- 1 Massey binder, 6 foot
 - 1 Massey mower, 5 foot
 - 1 Massey rake, 10 foot
 - 1 Disc drill, 13 disc, Frost & Wood.
 - 2 Spring tooth cultivators, Frost & Wood
 - 1 Disc harrows, in-throw
 - 1 Set Harrows
 - 1 Scuffler
 - 1 Spring wagon
 - 1 Wagon and rack
 - 1 Wagon and box
 - 1 Wagon gear
 - 1 Light wagon
 - 1 Top buggy, steel tire
 - 1 Cutter
 - 1 Set sleighs
 - 1 Hay rack
 - 1 Flat rack
 - 1 Binding pole
- HAY and GRAIN**
- Quantity mixed grain
 - Quantity of oats
 - Quantity of Alfalfa hay
 - Quantity cut feed
- HARNESS**
- 1 Set breeching harness
 - 1 Set backband harness
 - 2 Sets single harness
 - 2 Fly nets
- HOUSEHOLD**
- 1 Sharpless separator
 - 1 Daisy churn, No. 3.
 - 1 Happy Thought cook stove, No. 9
 - 1 Quebec heater
 - 1 Coal oil heater
 - 1 Steel stove
 - Quantity stove pipes
 - 1 Large kitchen table
 - 1 Karn organ
 - 1 Iron bedstead full size
 - 1 Model incubator, 240 eggs
- NO RESERVE PROPRIETOR IS GIVING UP FARMING.**
TERMS:—Hay, Grain, Furniture, Calves, and all sums of \$25 and under cash, over that amount 7 months credit on approved joint notes. 4% straight off for cash.
- PRENTICE & PRENTICE, Auctioneers.**
415 Balliol Street, Toronto.

MORNING, NOON & NIGHT
U.S.E.
Richmond Hill Dairy
PERFECT FOOD

MILK
THE WORLD'S FOOD BEVERAGE

FOR YOUR FOLKS

We will serve you folks with the milk you need. You know how good folks say our milk is. You don't have to take their word for it.

PERFECT RICHMOND HILL DAIRY
"YOUR MILKMAN"
C.H. COWIE PROP.
YONGE STREET

W. N. Mabbett
Electrical Contractor

Phone—Willowdale 96W
POYNTZ AVENUE
LANSING, ONT.

The Richmond Hill
Furnishing Store

Men's one buckle goloshes—reg. \$2.35 to 2.75 for \$1.95.

Men's neck scarfs regular 2.50 to \$2.75 for \$1.95.

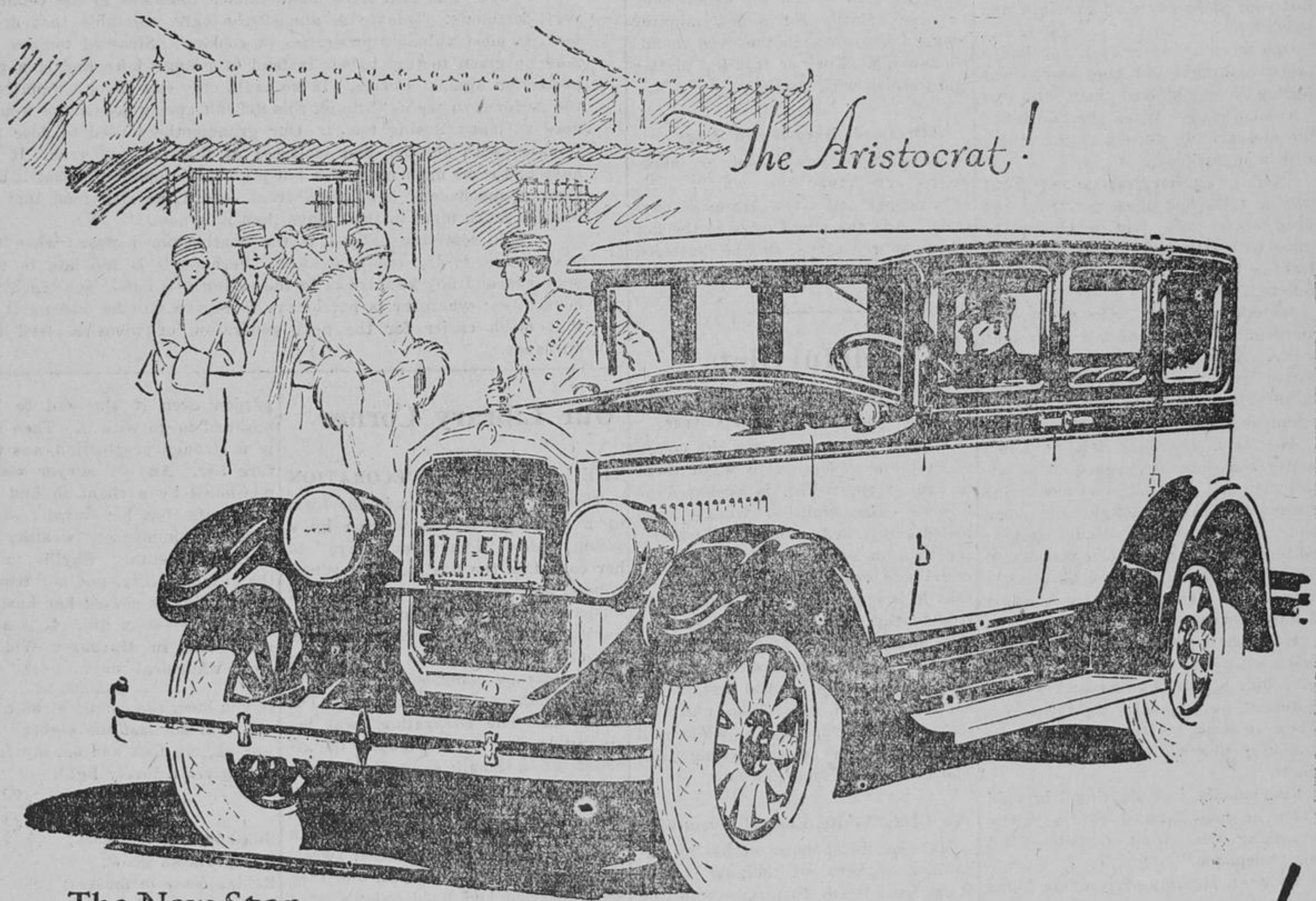
Sweaters and sweater coats at reduced prices.

Work mitts at \$1.00 to \$1.75

Fine wool lined gloves \$2.00 to \$2.35

Boys heavy rubbers sizes 2 to 4 regular \$2.50 for \$1.85

NORMAN J. GLASS



The New Star SEDAN

- Red Seal "L"-head Continental Motor
- Morse Silent Chain Drive
- Full Pressure Lubrication
- Locomotive-type Brakes
- Super-Sensitive Steering
- Cold Rivetted Chassis Frame
- Whirlwind Acceleration
- Duco Pyroxylin Finish
- Ready Accessibility
- And Many Other Quality Features
- Nation-wide Service Facilities

No Other Automobile!

THERE is no automobile of any make or size that offers the Canadian buyer more per dollar than the New Star Car.

Exclusive mechanical and body features are backed by a manufacturing and sales policy that is consistent and thereby guarantees stability of price, service and re-sale value.

Durant Motors of Canada, Limited Toronto, Canada

The * NEW * STAR * CAR

FOURS SIXES

The Aristocrat of the Low Price Field

DAVID HILL, Richmond Hill, Ont.