

### THE LIBERAL

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J. Eachern Smith, Manager

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TELEPHONE 9.

I pray Almighty God that the words I write in this house may be pure and honest—that they be dictated by no personal spite, unworthy motive or unjust greed for gain; that they may tell the truth as far as I know it—and tend to promote love and peace—amongst men.  
—William Makepeace Thackeray.

Thursday, June 16, 1927.

#### Municipal Leaders Should Face The Problem of Providing Clean and Desirable Amusement for Young People.

MAN IS A HOMOGENEOUS ANIMAL and therefore demands conditions of association. Hence we have towns, villages cities and this instinctive trait of the human race must be recognized. The result of this feature of our general make-up is that every centre of population has LOAFERS. Down in Whitby the loafing problem has become somewhat acute and the authorities have put a ban on loitering in doorways and such places. We understand that the move is intended to eliminate groups of men and young men in particular who finding time heavy on their hands loaf in the doorways of the different stores and business houses.

Although we specifically mention Whitby where action has been taken on the matter the above it would appear is a pretty general condition in our small towns and villages and while it is the proper thing for the police to request the offenders to move on it does not solve the problem as to what to do with them.

Every community along Yonge Street and in York County has a large number of young people and yet what community effort is made to make life interesting, attractive and enjoyable in these communities for them. So far little has ever been done to deal with this particular problem in the smaller places but the sooner it demands the attention of the leaders in our community the better for the general welfare of the district. TO FURNISH CLEAN AND DESIRABLE AMUSEMENT FOR THE PEOPLE SHOULD BE AS MUCH A FUNCTION OF MUNICIPAL GOVERNMENT AS THE COLLECTION OF TAXES.

#### Let Everyone Celebrate Canada's Diamond Jubilee.

DOMINION DAY SHOULD BE CELEBRATED WITH ENTHUSIASM BY CANADIANS EVERY YEAR. Dominion Day 1927 should be celebrated with extraordinary enthusiasm by Canadians as it is Jubilee Year, The SIXTIETH ANNIVERSARY OF CONFEDERATION. Pride in the marvellous achievements of Canada during the past sixty years is not confined to people in a few larger or favored centres. The privilege to celebrate an event of such national importance should not be confined to the larger centres or to a few scattered communities IT IS THE EXPRESSED WISH OF THE FEDERAL GOVERNMENT THAT EVERY COMMUNITY FROM THE COAST OF THE ATLANTIC TO THE COAST OF THE PACIFIC SHOULD CELEBRATE CANADA'S SIXTIETH BIRTHDAY, and if this expressed wish is carried out every citizen will have an opportunity of celebrating the anniversary of this great event of Canadian history by which the scattered provinces were bound together into one grand Dominion. The response in York County to the request of the Federal Government appears to be quite spontaneous. Celebrations of considerable size will be held at Willowdale, Thornhill, Aurora, Newmarket, Stouffville, King City, Richmond Hill and possibly other centres.

#### A SERMON ON TOWN LOYALTY

No citizen is so powerful, none so humble, but what his town is an aid to him in some way or other. There is where he employs his labor or his capital, builds his home enjoys the society of his kind and, in short, finds everything that makes life worth the living. Failing to find these things he usually goes in search of them elsewhere. If he remains it is natural to suppose he has found that which he sought.

Since your town boosts you why not do as well by it as it does by you? To progress it needs the help of every citizen, and every citizen benefits individually from every community improvement, whether that improvement take the form of public works, population growth, increased prosperity or business development.

No community is so miserable and unattractive that it has not its boosters and none so perfect it has not its knockers, but that city or town achieves most in civic betterment which has the most boosters.

There are boosters and many of them in the North Yonge Street District. They and their forerunners have made it the fine community it is and are making it the better community all want it to be in the future. But there are two reasons why every citizen should be a civic worker and booster. First, it is unfair to place the whole burden upon the few and, second, every citizen owes it to himself and his fellow citizens to do everything within his power to make the community better that it may the better serve all.

However, one should not make the mistake of confining his boosting to talking about the virtues of his home town. Direct advertising pays, but the kind of boosting that pays the highest dividends is sober and persevering endeavor of the kind that builds and beautifies the community.

#### WHAT MAKES PROSPERITY

Prosperity means good business, and good business means active buying. Buying moves in a circle.

There are four factors in the circle of buying—the manufacturer, the jobber, the retailer and the buyer. Together these factors constitute the public. The manufacturer, the jobber or retailer is in a separate class from the buyer only so far as his business is concerned. In every other relation in life he is one small individual in the great mass called the public, and he is affected by the same living conditions that affect the latter. Outside his own business he, too, is a buyer, so he joins with the public in starting the buying impulse that sweeps around the circle. He buys the comforts and necessities of life, and he wants reasonable prices the same as the public does.

Not all district merchants are using the local paper to unload their shelves. But it can be depended upon that the ones who are, are the ones who are anxious to join hands with the public in bringing about prosperity and keeping the community prosperous.

If the fiction characters cuss, it's a high-brow magazine.

There are just two philosophies of life; Do unto others and do others.

And many people think they are good merely because they are tired of sinning.

One reason why success goes to the head is because nature doesn't like a vacuum.

Man works hard to establish credit and then frequently finds it too good for his good.

## Wanted : A New Screen Star.

Famous Players Canadian Corporation Will Play Fairy Godmother To Some Ambitious Canadian Girl—Contest at Capitol Theatre, North Toronto.

As surely as there is a Mary Pickford, just as surely as there are dozens of girls living in Ontario to-day who could very successfully cast their lot with motion pictures—if given the opportunity. This is the belief of the Directors of Famous Players Canadian Corporation. Nor do they think they are too visionary and enthusiastic in making this assertion. Some one has said that there are no mute, inglorious Miltons. Everyone who has the qualifications for success, succeeds. Of a surety! But one must first of all be inspired—then must come the opportunity.

As in every country in the world, Canada has its generous shore of motion picture theatres where the latest productions are shown. And it does not require a very great stretch of imagination to picture thousands of beautiful and brilliant young girls who attend these theatres weekly, who are not only enthralled by each new production, but who are also given dreaming—dreaming of some day becoming picture stars themselves.

And why not? Were not Beatrice Lillie and Norma Shearer born in Canada? Were not Pauline Garron, Allan Dwan, Bert Lytell and dozens of others once just part of our Canadian background? Oh, for success! distant, and one must have money to travel, money to live while seeking an audition. Too, one must be fairly sure of success before one attempts such a journey and a venture.

And so, conscious of this fact, aware of their ability to start some ambitious young girl on the road to fame and fortune, and believing that there is such a girl—a girl of exceptional beauty and charm, who, because of lack of means and opportunity, has never had a chance of proving her camera qualifications—the Directors of Famous Players announce their earnest desire to play fairy godmother to all the screen aspirants living in Ontario, and on Saturday, June 18th they will wave a magic wand over the entire province in an effort to discover a new screen personality—a young lady who will be given the opportunity of taking her place with Ontario's amazing representation in the world of motion pictures.

Canada has generously contributed to the melting pot of motion picture genius. The list of outstanding personalities in the picture world to-day who were born in Canada as were Beatrice Lillie, Marie Dressler, Willard Mack, Margaret Bannerman, Joseph and Sam DeGrasse, Reginald Barker, Norma Shearer, W. Scott Darling, Edward Earle, Earl Rodney Pauline Garon, Wallace MacDonald Joseph Kilgour, Rockliffe Fellows and Huntley Gordon, Mack Sennett and famous comic Christie Brothers were also born in Canada, Madame Elinor Glyn a vivid personality and an authority in Hollywood is also a Canadian.

Perhaps the latest discovery was lovely Norma Shearer. Miss Shearer was a society girl who was ambitious for a career. She entered a beauty contest in Montreal and was chosen from among thousands of applicants. Who will be the next Canadian screen find? Perhaps you who are reading this; or perhaps your sister

or your daughter or your youthful mother!

How often have you heard it said: "Isn't Helen beautiful! She ought to go in the movies!" But again the inevitable "how?"

Here's "how!" Thanks to a generous fairy god mother!

Commencing Saturday, June 18th, Famous Players Canadian Corporation will conduct a "Screen Personality Contest" throughout the Province of Ontario (the province that has already given so much grace, beauty and personality to the stage and screen), the selection of the winner taking place during the week of July 9th, at the Uptown Theatre, Toronto.

The contest will run for one week in all the houses in Ontario under Famous Players' supervision.

Contestants will be judged for beauty of face and figure, poise, personality, carriage and general appearance consistent with the characteristics of a motion picture star.

The contest will be limited to girls over sixteen years of age and bona fide residents of the Province of Ontario for three months prior to June 18th.

The winners of the preliminary contests held during the week of June 18th throughout the Province will appear at the Uptown Theatre, Toronto, during the week commencing July 9th, there to compete in the final contest.

Winners of each preliminary contest will be determined by a committee of three judges, who will be guided by the applause of the audience in the theatre in which they appear.

Contests may suit themselves regarding costumes. Each entry must be accompanied by a photograph of the contestant and the theatre shall have the right to publish such photographs in newspapers and other publications at its discretion.

No employee of any theatre or film company is eligible for entry in this contest.

Here is an exceptional opportunity for some ambitious young Canadian. The young lady chosen will be sent to Hollywood as "MISS ONTARIO" and every facility will be extended to her so that she may have a chance to reach stardom in the movies. The expenses of the winner and her chaperone (chosen by herself) will be paid to Hollywood and return. While in Hollywood she will be entertained. Screen tests will be made and she will have every opportunity to realize her ambitions as a stellar light. She will also receive a motor car.

A Roadster and valuable cash prizes will be awarded as second, third and fourth prizes.

Allons! Another Canadian Motion Picture Star is in the ascendency.

The motion picture is the greatest medium ever given to the world. It is a living, breathing thing, possessing a potency of life. It inspires, educates, amuses and entertains. It is immeasurably influential. It brings into the life of the average man, woman and child, beauty, art, literature everything that once existed only for the chosen few.

Motion pictures have an unlimited future, and the persons who cast their lot with such an industry, or art, will ever find themselves on the main streets of the world.

#### It's A Gay Life If Your Stomach And Temper Don't Fail You.

H'ray! H'ray! Now Comes the season For that annual Outdoor sport—the FAMILY PICNIC And it attendant Pleasures (?) Such as—

Getting up in the morning at 5 a.x.  
Cussing the car because it won't start.  
Muddy roads.  
Flat tires.  
Collapsed tents.  
Starting a camp fire with wet paper.  
Soured coffee.  
Dried-up sandwiches.  
Crushed fruit.  
Poison ivy.  
"Pa, baby's playin with a skunk!"  
"Omyhevens! Johnny's fallen in the mud again!"  
"O-o-o-h Wow! I gotta tummy-ache!"  
Flies.  
Heat.  
Mosquitoes.  
Sudden thunderstorms.  
Warped tempers.  
Family chorus:  
"I wanna go home."  
Running outta gas on the way back.  
Getting towed in.  
The End of a Perfectly Rotten Day!  
H'ray for the picnic season!  
BLAH!

#### Shoe Repairing

Having taken over Mr. S. Belgrade's Shoe Repair Business I will give the public the best service possible. Prices Right. Your patronage solicited.

P. J. BURKE

Wellman Block Richmond Hill

#### Who wouldn't be a small-town merchant?

Buying only small stocks enables the small-town merchant to try out the novelties and new styles people are looking for — on which the margin of profit is greater than on staple lines. Hand-to-mouth buying keeps down the capital investment, and additional quantities or odd sizes can always be ordered by Long Distance.

Thanks to this method of conducting business retailers have never been able to show as many up-to-date styles as now.

By using Long Distance the wide-awake small-town merchant with his low overhead expense can make his store the buying headquarters for a large surrounding territory.



### YOUR SUMMER COTTAGE



#### —Is it as Attractive Inside as Out?

MAKE your summer cottage comfortable and home-like with Gyproc Fireproof partitions and ceilings. At small cost the whole interior may be transformed into attractive, cosy rooms.

Write for free booklet—"My Home." It will tell you how Gyproc, Rockboard Gypsum Insulating Sheathing and Insulux will reduce your fuel bill from 20 to 40%.

THE ONTARIO GYPSUM CO., LIMITED, PARIS, CANADA

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# GYPROC

Fireproof Wallboard

For Sale By

L. Innis & Sons - - - Richmond Hill, Ont.  
Jones Lumber Co. - - - Richmond Hill, Ont.

## Davies' Dry Goods Store

### Our Hairdressing Parlour

Our operator, MISS DENBY, holds a first class diploma for Marcelling, Water Waving, Hair Tinting, Shampooing, Bob and Hair Cutting, Scalp and Facial Treatment, Manicuring, Etc. To Make Sure of Appointment for Saturday, Please Phone Early.

Phone Your Appointments, 119

DAVIES' DRY GOODS STORE, RICHMOND HILL.  
Beauty Parlor Closes, Monday And Thursday At 6 p.m. And Wednesday, at 12 o'clock noon. Tuesday, Friday and Saturday open until 9. 30 p.m.

## BARGAINS IN USED CARS

- 1 Ford Tudor Sedan in A 1 Condition, cash \$165.00
- 1 Ford Touring 1925 Perfect Shape \$250.00
- 1 Ford Half Ton Truck \$35.00
- 1 Willys Knight 4 Passenger Coupe, a snap at \$450.00

If you are in the Market for a New Car don't fail to call on us and see the Overland Whippet

## HALL'S SERVICE STATION

Richmond Hill — — — — — Ontario

## Thompson School of M-U-S-I-C

G. Strickland Thompson, Principal

The Thompson School of Music now having completed the Fall and Winter terms are prepared to accept pupils for the Spring Term. There are many taking advantage of this school from points as far away as Newmarket, Gormley, Richmond Hill, Thornhill, Newtonbrook, Oriole, Agincourt, Willowdale, York Mills and other smaller places.

Numerous requests have been made to keep the school open during July and August to accommodate those who are unable to attend during the winter months. The school will remain open for two or three days each week and those intending to take advantage of our very low fees coupled with the most capable teachers are asked to call or write for particulars.

Car stop 6 A walk 300 ft. south  
On East Side of Yonge Street.

P.O. Box 813  
Lansing, Ont.

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