

THE LIBERAL

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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

THURSDAY, JULY 28, 1927

HOW DO YOU READ ?

"Tell me what you eat, and I will tell you what you are," has cried a publicist so often that he has coined a household axiom. Well might another say: "Tell me what you read and I will tell what you are!"

The mind is the house in which we live more truly than is the body. If we furnish the mind garishly we must live in a garish house. If we furnish the mind carelessly, we must live in a slovenly house. If we take our mental furniture only from the past, we live in the past alone. If we take it only from the faddish notions of the present we shall live amid fads and foibles, which vanish e'er we know them.

But if, on the other hand, our mental diet is balanced, comprised of the foods tested by time and sauced and spiced by the piquancy of the present, we may live a balanced, ordered life.

We can with impunity pour poisons and dark, wild, disordered thoughts into our minds no more than we can day after day find strength and health from spurious foods, hastily prepared, indigestible.

To read well, read discriminatingly, widely, thoroughly.

What we read becomes part and parcel of us.

POWER OF ADVERTISING

Beyond all question the most potent creator of business demands in America is the newspaper advertisement. Millions upon millions of dollars are expended every day in the stores of the country because well written advertisements have directed public attention to convenient, becoming, attractive, useful, ornamental and suitable merchandise. The sale of all necessities, all luxuries, all indulgence is more powerfully stimulated by the newspaper advertisement as a promoter of sales—and even purchases of food, fuel and clothing are directed more largely by the business columns of the press than by any other influence except immediate necessity.

The largest stores in our greatest cities have been built up by their advertising, their persistent and clever invitation to the public in the press to share in their bargains. Imagine what would happen to daily sales of merchandise, real estate, theatre tickets, insurance, books and other things, if newspaper advertisements were prohibited by law for months. It is not exaggeration to say that they would drop 50 per cent.

It is not the current news of events alone that makes the press of such incalculable value to the nation, nor the free editorial expression of opinion. The business news of the day, as told by business concerns in their announcements to the public, decisively influences both the volume and the direction of trade which flows to this or that store, office or bank. This is a fundamental fact no business house can afford to overlook.

THE VACATION DELUSION

Another popular theory has been exposed as a delusion. A French writer vehemently refutes the common supposition that the way to rest is to do something else, to spend a day or a week doing anything that one does not do the rest of the year. This, he says, is only "getting tired another way."

Instead of a theatre or a dance after a day of toil, this investigator into the causes and remedies for fatigue recommends repose, sleep, solitude, quiet and inertia. The rest cure he advocates for the tired business man is not golf, motoring, a sea voyage or two weeks at a shore resort. For such, if they really desire rest and recuperation and not merely a vacation, he prescribes a retreat far from the crowd, devoid of activity, the society of others and other disturbing influences.

Of course he is right. And the truth of the matter is that his theory has always been put to practical use. People who go away to rest don't delude themselves into thinking they obtain that needed reconstruction of mind and body by participating in sports and mingling with the mob. They seek out some quiet nook and strive with as little effort as possible to see, hear, speak and do as little as possible.

No time is more propitious than the present for removing some misunderstanding of that great accepted institution, the vacation. Though it destroy the institution itself, the pronouncement is here issued that the vacation is no longer used as a rest cure and is not necessary as such to the average worker. If there was ever a time when people went on vacations to rest after their labors, they now return from their vacations to rest after their labors.

Men who write books about themselves are full of their subjects.

The man who talks to himself wants to hear something he can believe

A man may be down, but he is not out until he is down in the mouth.

Shock absorbers on autos would be better if the driver could wear them.

Sometimes a man finds he can't make ends meet because they are loose ends.

All that stands between us and a hot time is the rest of this summer's ice.

With so many other things to worry about some men insist on wondering if their hair is combed.

Many a man calls his wife the better half, when she is about 90 per cent of the family.

How dull business would be if every man refrained from buying until he could afford it.

Two married people can live cheaper than one single man in love.

A good reputation, like charity, covers a multitude of sins.

The "upper class," is much like the others, except that it doesn't wash its own cars.

Modern terms are courteous. A "fish-pole complex" sounds so much better than "laziness."

Money may get a man into trouble, but it is usually more helpful in getting him out.

"Way Back in Liberal Files"**DO YOU REMEMBER**

This week of 1901

When Jane wife of J. H. Prentice, died at Unionville.

When Dr. E. J. Stubbs graduate of medicine located in Thornhill in Mr. R. Forbes residence.

When H. Winger and Son delivered best hard and soft coal from Thornhill station.

When Rev. F. C. Keam, of Thornhill preached here in the Methodist church. Rev. Mr. Wellwood took Mr. Keams services.

When Misses Annie and Ida Glass spent a few days with relatives in Toronto.

DO YOU REMEMBER

This Week of 1903

When J. W. Dean's residence Thornhill passed away. The funeral took place at Thornhill R. C. Church.

When the Methodist Sabbath School held their annual excursion over the Metropolitan and Toronto Railways to Munro Park.

When the Richmond Hill Junior football team of Richmond Hill visited Elgin Mills. The match was played in Mr. Kerswill's meadow. The Richmond Hill team was as follows:—D. Atkinson, H. Paterson, H. Carroll,

F. McDonald, P. Hill, R. Wilson, A. Carroll, G. Deadman, M. Storey, F. Campbell, S. McMahon.

When J. W. Deans residence Thornhill had a close call from being destroyed by fire.

When Dr. R. L. Langstaff and bride returned from their wedding tour. The Dr. reported a delightful trip through the lakes of Muskoka.

When Mr. and Mrs. Switzer and Mr. and Mrs. Mason attended the international convention of the Epworth League at Detroit.

DO YOU REMEMBER

This Week of 1905

When Mary Fahey of Elgin Mills, of Unionville celebrated the 50th anniversary of their marriage at their home Fairview farm.

When Daniel Quantz of Buttonville passed away in his 76th year.

When the marriage of William Armstrong Duncan, of Richmond Hill, to Miss Daisy Shaw took place at St. Elms St. Methodist Church.

When Mr. Clarkson McDonald spent a week with his uncle Mr. John McDonald, postmaster at Concord.

When the North York Conservatives held a monster picnic in the agricultural grounds Newmarket.

Thornhill District News**Radial Passengers Object To Travelling With Jail Farm Guests**

Thornhill Ladies' Golf and Tennis Club will Lodge Complaint With City of Toronto Officials

Patrons of the radials in this district have for some time freely voiced complaints regarding prisoners for the Jail Farm travelling from the city on the street car with other passengers and the matter will shortly be brought to the attention of Mayor Foster and the City of Toronto officials. It is understood that a formal complaint will be laid by the Thornhill Ladies Golf and Tennis Club, as many of the members of the club who journey from Toronto find present conditions objectionable. Miss Ada McKenzie of the Golf Club in conversation with The Liberal this week stated that Toronto members took strong exception to the prisoners travelling on the cars and especially parents who had children coming up to the club alone did not want them travelling in such company. The prisoners are taken to the North Toronto terminal under police escort in the police van and travel to Langstaff on the 11.05 and 11.55 cars. At Langstaff they are met by the "fish wagon" and taken up to the farm. Although the prisoners are taken to the smoking compartment of the car the number is sometimes great enough to take the seating capacity of this section and the overflow are seated in the other part of the car. Why the prisoners are not taken direct to the farm by police van which is only a matter of a few miles run from the city limits has always been a mystery to patrons of the road, and if the complaint of the Thornhill Ladies Golf club is entertained by the officials this is the action which will probably be taken.

Officials interviewed on the subject could give no explanation why radial cars are used while the city cars are not, other than that it has always been the custom and is still done. However recent developments which have brought the matter to a head will probably result in the jail farm guests travelling entirely by motor to their temporary abode at Langstaff.

Thornhill Defeated by Aurora 16-8

Thornhill Ladies played Aurora ladies on Aurora diamond last Monday evening. Although several of our girls were absent a snappy game was played with Edith Luesby in the box for Thornhill. The game ended up with a score of 16-8 in favor of Aurora.

Thornhill Play Thornlee

Thornhill ladies played an exhibition game with Thornlee ladies last Tuesday evening the score was 26-5 in favor of Thornhill girls.

Social

Mr. and Mrs. Frank James, daughter and granddaughter of Carstairs, Alberta, visited with Mr. and Mrs. O. C. James on Sunday.

Mrs. Mason, of Toronto, spent the week-end with Miss Annie Cooper.

Mr. and Mrs. Walter Barr, of California, spent several days last week with Mrs. R. A. Nesbit.

Miss Florence Farr, of Timmins, Ont., is spending a few weeks with her father Mr. Fred Farr.

Mr. Edward Francis is holidaying at Orchard Point Inn, Atherley.

Mrs. William Clubine and son Ross of Bradford, are visiting with Mr. and Mrs. J. Wells.

Mrs. George Osmond and daughter Maude and son Frank, Trenton were the guests of Mr. and Mrs. Walter Luesby last week.

Mrs. Fred Aylesworth of Oyen, Alberta, spent a few days with Mr. and Mrs. R. Simpson.

Mrs. A. Brillinger spent a few days this week with relatives in Newmarket. Mrs. W. Carlton and family, of Toronto, is visiting with Miss Annie Cooper.

Dr. and Mrs. Reid and family of St. George spent Sunday with Mr. and Mrs. Richard Simpson.

**Bargains in TIRES**

Hall's Service Station which has established an enviable reputation in this district for good quality tires at the most reasonable cost makes the following

offering in tires for this week :

30 x 5 Commercial Tires	\$26.25
30 x 5 Heavy Duty Tires	32.85
31 x 4-40 Balloon Tires	14.75
31 x 5-25 " "	18.75
31-500 " "	16.40
30-495 " "	16.25
32-675 " "	28.15
33 600 " "	22.65
27-440 " "	9.65

Save on your Tire Costs By Buying from

HALL'S SERVICE STATION

"At The North End"

Phone 153

Richmond Hill — — — — — Ontario

A Botched Job

Is usually one done in a hurry, by a printer who was not able to submit a proof to the buyer of the printing. The price at which the job was done necessitated quick work on poor stock and the minimum of attention to detail.

Result !

The customer uses the printed matter much against his will, and possibly to his detriment so far as his customers are concerned, all because the printing was done by a printer without an established reputation and that the job was not checked before printing.

Insist on Proofs

The Liberal will always gladly submit proofs of all work to customers anywhere in the district so that it may be carefully checked for errors, and altered for appearance if deemed advisable, while any desired additions or deductions may be freely made. This results in a satisfactory job of printing, and pleases all concerned. See that all your printing bears the imprint of The Liberal.

'The Liberal'

QUALITY WORKMANSHIP, AND PROMPT SERVICE
AT THE RIGHT PRICE