

THE LIBERAL

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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.

THURSDAY, JANUARY 12, 1928

THRIFT WEEK

Next Tuesday, January 17 marks the 222 anniversary of the birth of a great man whose teachings have helped millions of men and women in all walks of life to attain success, happiness and prosperity—that kind, wise counselor of THRIFT—Benjamin Franklin. In recognition of the soundness of his principles National Thrift Week will be observed in the country to the south of us and this is one feature at least of the neighbouring Republic that might be copied with benefit by Canadians.

THRIFT is a great contributor to NATIONAL greatness but it is a matter for the individual. Everyone must work out his or her personal problems in THRIFT as best he may under the circumstances which surround him but as a beginning he cannot make a better start than to resolve now to patronize Home Business and keep his money as much as possible circulating in his Home Community.

BOOST YOUR HOME TOWN, SPEND YOUR MONEY IN YOUR HOME TOWN AND PROSPERITY AND DEVELOPMENT WILL FOLLOW FOR THE TOWN AND FOR YOU.

SAVE BY SPENDING WISELY

Two Hundred years ago Benjamin Franklin was born in poverty and obscurity. Through his very practical teachings he became America's and the world's greatest apostle of THRIFT.

The lesson of thrift is needed in the world to-day as never before; everywhere in both private and public life we are confronted with unprecedented expenditures. Taxation has increased in every sphere of government by leaps and bounds. We demand bigger and greater improvements and we must pay for them as it was truly said "all who dance must pay the piper." We believe in progress and we would not advocate thrift at the expense of the necessary advancement and development of the nation but we would ask that all governments MUNICIPAL, LEGISLATIVE AND PARLIAMENTARY during the year 1928 practice THRIFT BY SPENDING WISELY. Everybody respects the person of thrifty habits and likewise the council or the government which is economical, but the mere saving of money is NOT Thrift. WISE SPENDING IS THE ESSENCE OF REAL THRIFT.

THE WEED MENACE

At the inaugural meeting of Municipal Councils among the appointments made were certain men to act as Weed Inspectors. For years this procedure has been more or less of a formality and the duties of the office needless to say were not onerous. In recent years the Department of Agriculture for the Province of Ontario has taken the problem of the Weed Menace seriously and has passed legislation which if carried out should do much to rid the province of the plague. Thus the office of Weed Inspector is now a very important one and Municipal Councils will be remiss in their duties if they do not support with all the power at their command the Weed Legislation of this province. Municipal councils should not hesitate to face the matter honestly, squarely and fearlessly and see that all highways are kept free of weeds and see that the weed inspectors are active in their duties in seeing that the ratepayers carry out the law of the province regarding the cutting of weeds.

A dirty farm is not an inspiring sight and yet in all cases weeds are not an indication of poor farming. Grain-fields that are yellow with mustard or pastures over-run with daisies and Hawkweed means years of neglect on the part of the owner or the man who preceded him. Infested seed, careless cultivation and neglect to cut these noxious plants before they have scattered their seed give them a chance to occupy the ground to the detriment of the crops. There are however other cases where infestation is not due to carelessness and when the individual farmer suffers loss from weeds carried from adjoining property. Thistles, wild carrots, hawkweed and dandelions produce seeds that are readily carried by the wind, possibly miles away from the parent plant. In this way a weedy farm or a neglected highway soon becomes a menace to neighboring property. Herein lies the strongest reason for the enactment of weed laws. No legislation can control all weeds. The Provinces that are attempting to cope with the evil aim first at the most noxious weeds and at the neglected areas that distribute seeds to the cultivated fields. When these places are cleaned up inspectors can proceed with greater confidence and take a stronger stand against weeds in grain fields.

WOMEN'S INSTITUTES

It is encouraging to note the progress recorded annually in the yearly report of the Women's Institutes of the Province of Ontario. Much splendid work is done by this organization and it is gratifying to know that during 1927 no less than sixty two new institutes were formed.

People in the cities—and unfortunately many in rural communities know little, probably, of the efforts of these public-spirited women, who are continually striving to improve rural life. They work under the direction of the Ontario Department of Agriculture, and women who are interested in this public work may secure full information from that source.

Not long ago one of the "old Members" of the Women's Institute was asked to give her impressions of the work which is being accomplished month after month, and her reply will give some idea to many, of the value of the organization. She said:

"I received a shock when I was asked as one of the 'old members' to write my impressions of the value of the Institute. Why, I imagined I was young. Well, right there is one argument in favor of the institute. All Institute members are young at heart, no matter how many marks Old Father Time has made upon their placid faces. And why? Because from every meeting they return rejuvenated. They have received the larger outlook. Their minds have become interested in neighborhood improvements. They have listened to papers and addresses which have become an inspiration to them because of the loftiness of the ideals expressed the sense of 'motherhood' encouraged and the logic of arguments presented. And there has been received within an ambition to not only incorporate those ideas into their own lives, but, to their own surprise, they who heretofore have been timid, shrinking, little women, have found themselves consenting to prepare topics themselves. In this way intellects have been brightened and latent talents developed."

FARM NOTES

PLANNING THE WORK

All big undertakings are now carefully charted before a hand is turned. Most farmers will agree that farming is a big undertaking, so it requires the same careful planning.

When a new building is planned the architect commits all his plans to paper. Every support and every brace is charted. He knows how much weight will have to be carried here and what strain there will be on each and every part.

Nowadays all the spare rooms and offices are probably rented before even the excavation is made. We recently watched a night crew taking out a foundation for a big building in Toronto. Huge steam shovels were tearing up the earth, and trucks were carting it away. The men were just doing their work, but back of it all the architect knew why the soil was being removed from this spot and why cement was being poured in another.

The farmer is the architect of his own business. He employs help, makes purchases and sales, and he is one who should know what the plan is for this year, for next year and for the years to come. A farm business requires just as careful planning as does the erection of a new building. Some will say that inclement weather, poor markets, or industrial depressions will frustrate "the best laid plans of mice or men" but a new business or a new building are subject to the same contingencies. Rents drop during the time of industrial depression or hard times, and office doors are locked. That only makes good planning more necessary, and the consideration of untoward events when one is laying plans for the future.

Raising Calves With No Skim Milk

The farmer with a plentiful supply of skim milk has a real "cinch" in handling his calf crop. Granted an ordinary amount of intelligence and a good calf growing with hay, grain and skim milk. There are thousands of dairy farms, however, from which all the milk is shipped in fluid form for city consumption. The price of this milk is comparatively high and few of these farmers care to feed whole milk, till they are two months old and then carry them along on grain and hay. A good grain mixture for this purpose consists of one part oats with hulls sifted out, one part corn chop, one part bran and one part linseed meal. The hay must be a good grade of alfalfa or clover. Every effort must be made from the end of the first week or two to induce the calves to eat as much grain as possible so that they will not suffer too severely from the early weaning. On such a ration, 400 lbs. milk being fed, calves have averaged 1-4 lbs. gain daily. Such heifers will not be as thrifty as those getting skim milk but they do not seem to be stunted and will develop into good cows. The method, however, requires skillful feeding. Commercial calf meals, fed as gruel, will give gains of as high as 1.7 lbs. daily.

To Canadian Investors :

We BELIEVE that the present prosperity of Canada is the beginning of an era of great industrial development and expansion, the basis of which is Canada's wealth of natural resources, particularly agriculture, water-powers, forests and minerals.

To provide capital for this future expansion, particularly with regard to Canada's undeveloped resources, will require the raising of large sums of money. We have, during the past few years been associated with Investment Banking Firms who have financed a large number of Companies incorporated for the purpose of developing Canada's natural wealth, notably its WATER POWERS.

When selling the senior securities of such Companies we have, wherever possible, given our clients a bonus of common stock, or share purchase warrants at a low price, thus permitting them to participate in the future expansion and profits of such Companies whilst receiving a good return on their investment through their holdings of senior securities.

That our clients have benefited by this policy is demonstrated by the following which are but a few of the issues we have distributed.

- SOUTHERN CANADA POWER COMPANY LIMITED 6% Bonds at par with a bonus of Common Stock. The Bonds were redeemed at 106, and the Common Stock is selling at 112.
 - WINNIPEG ELECTRIC COMPANY 7% Preferred was sold at 90 with a bonus of Common. The Preferred is now 108 and the Common 98.
 - MANITOBA POWER COMPANY LIMITED 7% Bonds were sold at 98 with share warrants entitling holders to buy stock at \$10 per share. These Bonds were redeemed last year at 105, and the Common is selling at 85.
 - ST. LAWRENCE PAPER MILLS LIMITED 6½% Bonds 1944 were sold at 99 with Common Stock warrants entitling the holders to purchase stock at \$20 per share. These bonds were redeemed at 105, and the Common is selling at \$100 per share.
 - CANADA NORTHERN POWER CORPORATION LIMITED 7% Preferred was sold at 99 with a bonus of Common. The Preferred is now quoted at 100 and the Common at 65.
 - EASTERN DAIRIES LIMITED 7% Preferred was sold at par with a bonus of Common. The Preferred is now 100 and the Common is 55.
 - POWER CORPORATION OF CANADA LIMITED 6% Preferred Stock was sold at par carrying a bonus of Common. The Preferred is to-day selling at 100 and the Common at 73.
 - CANADA STEAMSHIP 6% Mortgage Bonds (1941) sold at \$97.50; present price 102.75.
 - CANADIAN HYDRO-ELECTRIC 6% Preferred stock at \$97.50 (Dec. 1927) now selling at 100.
 - CANADA CEMENT Common Stock at 107; this stock was redeemed at \$250 per share.
- Firm in the belief that Canada's development during the next ten years will be much greater than during the past ten, it is our intention to continue whenever possible to give our clients an interest in the equities, either in the form of a bonus with the purchase of senior securities, or through share purchase warrants.
- In this way the investor participates in the future success and growth of such industries.
- Every Canadian should be interested in building a greater Canada, by helping in the development of our vast natural resources.

(Tear Here)

Investment Securities
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Would you recommend the purchase of the following securities?

.....

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