

THE LIBERAL
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THURSDAY, AUGUST 23, 1928

WHERE VALUE IS REALIZED

A striking example of the manner in which experts regard the town weekly as an advertising medium for retail merchants is seen in the policy of the Canadian Departmental Stores, adopted since they were purchased by the T. Eaton Co. In every town where one of its stores is located this company has been carrying from one to two pages weekly to broadcast its stores news in the town's trading area.

One newspaper, published in a town not much more than twice the size of Richmond Hill has a year's contract for two and a half pages every week. No merchant needs to be told that Eaton's are keen judges of values, shrewd buyers and thoroughly informed as to the most up-to-date and efficient merchandising methods. They don't spend a dollar without they are pretty well satisfied that they are receiving value and will get returns.

The extent to which they are using the local paper where they have stores, should convince others in the retail trade that the opportunity afforded by the home newspaper in putting their sales talks before regular and prospective customers in their trading territory is one that should not be overlooked.

COURTING ACCIDENTS

Highway traffic officers are denouncing in no uncertain terms a new form of sport, if it can be called such, which is making its appearance on the provincial highways. Those indulging in it, according to the officers, make a practice of passing other cars ahead of them, and then suddenly checking their speed, at the same time hogging the centre of the road so that the other drivers could not re-pass them.

Several complaints of this kind have been received by highway officers, and they would indicate that a new type of lunatic is making his appearance on the highways. There are sufficient hazards on the highways already, without drivers resorting to the practice of deliberately courting accidents. Threats are being made that those guilty of such conduct will be charged with reckless driving, and, if the charge is proven, severely punished for endangering the lives of others, as well as their own lives. That will hardly be sufficient. Any car driver who adopts this practice must have something wrong with his mentality, and needs to have a mental examination to decide whether he is a safe person to be allowed at large.

Apparently Richmond Hill water supply is now satisfactory. With a good product to offer it only seems like good sound business that a live and aggressive waterworks committee would commence an active campaign to secure more water-users. Scores of the wells in Richmond Hill have been condemned and with a safe supply of water available it seems practicable that many could be induced to have water systems installed if approached in the proper way. If the water system were privately owned we have no doubt that this would be done and it would soon be a paying proposition. Members of the waterworks committee have an opportunity to render a real service to this municipality in this regard.

Some time ago we suggested the advisability of an Industrial Commission for Richmond Hill but like many other suggestions which are handed out during the passing months through the press and by the ratepayers generally nothing along this line has been done—it has not even been officially discussed. Some individuals have had enough public spirit to interest themselves in the matter of industrial development but so far as any public body in Richmond Hill is concerned absolutely no effort is being made to endeavour to interest industrial concerns in this municipality.

One of the most dangerous of all foolish practices is that of passengers on the T. T. C. radials on North Yonge Street getting off the cars on the pavement. It is a practice which in the interests of SAFETY should be prohibited. The T. T. C. have provided suitable landing platforms on the east side of the track and they should go one step further and keep the west door of the cars locked.

Our former ideas of automobile speeding have undergone a change and traffic experts point out that when a driver is careful speed is a secondary consideration. It is said that vehicles which poke along and allow many others to pass them are the worst nuisance on the road and cause the most accidents.

The Ratepayers of East Vaughan have in view the erection of a Community Hall and a splendid start has been made towards the objective by a successful Field Day held on Saturday, when a substantial sum was realized. The aim is a worthy one and we wish the committee in charge every success and bespeak for them the wholehearted support of the community.

Among the athletes who represented the United States in the Olympic games were Messrs. Kojack, Desjardines, Galitzen, Barbuti, Kuck, Ospowitch and many another whose name suggested the efficiency of the American melting pot.



COAL

Low Prices

for

Best Grade

Nut, Stove and Egg Coal

Delivered in Richmond Hill and vicinity.

J. Sheardown

Richmond Hill — — — — — Ontario

"WAY BACK IN LIBERAL FILES"

DO YOU REMEMBER

This Week of 1894
 When at Victoria Square, Mrs. Ann Thomas passed away at the age of 84 years.

When Mr. Andrew Ness, a short time ago rode on his bicycle from Montreal to his home near Eversley, King, a distance of nearly 400 miles in four days.

When the following sales were advertised at Atkinson & Switzer's store:—The largest bath towels you ever saw for 10c. All linen Husk towels at 10c and 15c, very large. Pure linen Damask fringed and knotted ends at 30 and 35 cents.

When Mr. Caldwell's tailoring establishment at Maple was entered by burglars, when six suits of clothes and also a quantity of cloth was taken to the value of about \$200.

When T. Herbert Lennox was at Kelly's hotel every Wednesday.

When Mr. A. B. Davidson, P.S.I. for North York in concluding his annual report to the county said:—I have pleasure in noting that the year has been marked by the erection at Maple of the finest rural school house in North York.

DO YOU REMEMBER

This Week of 1900

When the following was the summary of the examinations at Richmond Hill High School for 1899-1900:—Drawing certificates—Alex. Read, Douglas Derry, Earl Newton, Lance Scott, Charles Harper, Harry Newton Ernest Breakey, Alfred Breakey, Garfield Lane, Bernard Proctor, Harry Klinck, Cecil Klinck, John Morgan, Alex. McConaghy, Anna Stevenson, Gertrude Lynett, Ella Gamble, Viola Keam, Louise Naughton, Hattie Risebrough. (20 pupils and 50 certificates; Form I Promotion—H. Newton F. Graham, Comrie Brown, Nellie Campbell, A. Lowe, Gertrude Lynett, E. Breakey, L. Perkins, B. Proctor, A. Lindsay, Ella Gamble, Viola Keam, C. Keys, Louise Naughton, Leon Proctor (15 promoted) Form II, Jr. leaving

part 1, (5 subjects) Wm. Atkinson, Alf Breakey, Chas. Harper, Earlin Kaiser, Alex. McConaghy, (Three subjects) Agnes Boyle, Douglas Derry, Harry Klinck, John McNaughton, Alex. Read, Annie Stewart, Matric. Part I, Earle Newton; Form III, Jr. leaving, part II, Cecil Klinck, Hattie Risebrough, Frank Storey, Maud Clark. Senior Matriculation, Queens—Frank Bowes, Fred W. Harrison.

When at Richmond Hill, Bruce son of Mr. and Mrs. W. Mager passed away at the age of 3 years.

When a fatal accident on lot 22, 8th con., Markham. While drawing in grain a rack lifter fell upon Mr. John Byer, who was thrown against the wheels of the wagon inflicting a wound on the head from which he died.

DO YOU REMEMBER

This Week of 1908

When the Women's Institute met at the home of Mr. and Mrs. Walter Scott, Victoria Square. Mrs. A.D. Bruce demonstrated on practical home nursing. Mrs. C. Read gave a paper on canning and pickling.

When a large number of friends met at school section No. 4 to pay honor by word and act to Mr. L.L. Nichols. Mr. Nichols for three years had been teacher in that section but had resigned his work there to resume it at S.S. No. 5.

When Mr. Alex. McConaghy and Mr. Donald Atkinson were to be congratulated on the excellent standing they took at the University of Toronto examination, both winning scholarships.

When the bazaar and concert in aid of St. Stephen's Church, Maple was a most successful affair. The concert was a treat, Rev. Mr. Jones of Maple gave an address, Mr. Paris as a comedian was in fine form and the Lasky Band gave some excellent music. The proceeds amounted to \$106.00.

When at her residence, Maple, Barbara, wife of Alex. Cameron passed away in her 71st year.

Alfalfa - Abraham's Pasture Plant

Nearly two and one-half million tons of sweet-scented alfalfa hay have been harvested by Canadian farmers this summer. This enormous quantity of nutritious fodder will be worth about \$30,000,000. Calculated on the basis of protein the 1928 crop of alfalfa hay represents over 5,000,000,000 quarts of milk.

Alfalfa "The Queen of Forage Crops" is rapidly increasing in favor as a livestock feed. In ten years the area in Canada devoted to its culture has increased from one hundred thousand to nearly a million acres. Twenty years ago alfalfa growing was little more than a fad and the plant was known to but a few Canadian farmers. Today its rich green leafy foliage, darker in hue than that of its cousins red and alsike clover, is well known to thousands of farmers particularly in Ontario, Southern Alberta and parts of Quebec although alfalfa is also grown to some extent in all the provinces of the Dominion. Although it is a comparatively new plant in Canada it is the oldest cultivated forage plant in the world. Its supreme qualities as a cattle feed were recognized by Abraham and it is believed that it was alfalfa which restored to sanity and manhood the Babylonian King, Nebuchadnezzar when in exile, he "ate grass as oxen." The mystery of the successive steps of the migration of alfalfa across the world from its original Persian home to that of the Canadian farm would involve a multitude of people of a great variety of tongues and centuries of time. Across the earth it came stopping here and there and sending members of its family onward. From Asia it spread to Africa, to Europe, to Peru and Chili, and finally to North America. Its movement towards our Western world involves such names as Xerxes the Persian, Pliny the Roman, and Cortes the Spaniard, for they all had a hand in its distribution.

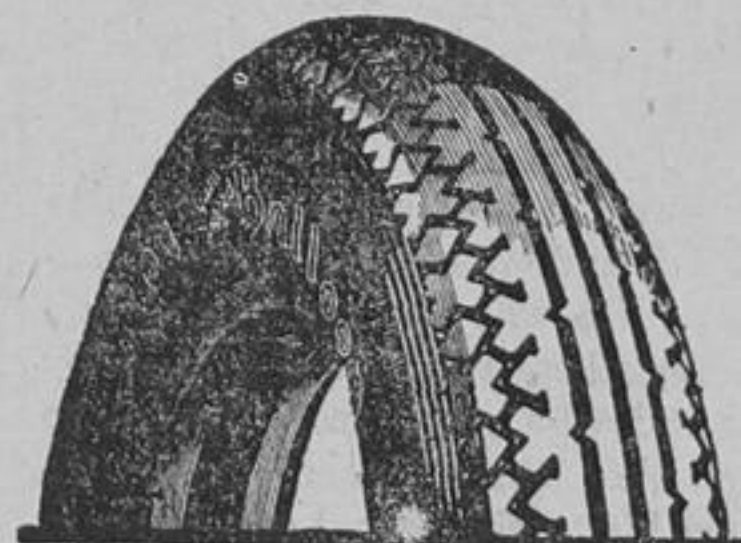
The alfalfa plants of Canada with their little variegated flowers—a blending of blue, lavender, green and yellow are almost all of German extraction. The "Grimm" and the "Ontario Variegated" varieties now most commonly grown are from seed imported over 50 years ago from Baden and Lorraine. The cold winters have killed off the weaker plants and the alfalfa grown now in Canada is probably the hardiest of the high yielding alfalfas in the world.

Alfalfa gives two or three crops in one year. The first one is usually harvested between the middle of June and the middle of July. After the green succulent crop is cured in the field into dry hay it is stored in barns or stacks. Where alfalfa grows successfully it will produce profitable crops for many years without reseed-

ing. As this plant will not grow where the soil is acid it has not yet proven a success in most parts of Quebec and the Maritime Provinces.

As a protein roughage feed alfalfa has no equal and the ever widening recognition of its matchless feeding qualities will result in an ever expanding acreage being devoted to its culture on Canadian farms where cattle and sheep are fed.

"Early to bed and early to rise," has won a bad reputation for flies.



Designed FOR Dependability

Firestone engineers found that the life of a tire depends as much upon the flexing life of the cords of the carcass, as upon the toughness of the tread.

To provide extra strength, stamina, and long wear, Firestone dips the cords of the carcass in a rubber solution. This saturates and insulates every strand of every cord, minimizing internal friction and gives thousands of extra miles. The Firestone Dealer in your locality will gladly serve you, and save you money.

FIRESTONE TIRE & RUBBER CO. OF CANADA, LIMITED
 Hamilton, Ontario

Most Miles per Dollar

Firestone
 BUILDS THE ONLY GUM-DIPPED TIRES

HALL'S
 Service Station

Keep both front lights in focus

Test brakes often



Highway Safety Committee

The HON. GEO. S. HENRY, Chairman.

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GET OUR PRICES ON CEMENT WORK IT WILL PAY YOU

Blocks Made To Order Or From Our Stock At Yards

G. S. REAMAN

Richmond Street Richmond Hill. CEMENT MIXERS FOR RENT

Save yourself at our expense

Don't try to do the heavy parts of the family wash. Let us help you. This new plant was designed and equipped for that very purpose and can give you as much or little help as you desire by means of five different kinds of laundry service—all moderately priced. We use only soft water and pure soaps, etc. No marking, no starching, and each wash done separately.

We Call In Richmond Hill District TUESDAYS and FRIDAYS

If you will have laundry ready when driver calls, you will assist us in giving good service. If you only have driver call when phoned for, Call up as early as convenient to insure prompt attention.

Phone Orders for Our Driver, Parcels may be left at Liberal Office, Telephone 9, Richmond Hill

SEMI FINISHED TORONTO WET WASH LAUNDRY CO. LTD.

Lakeside 5280

175 Ossington Avenue, Toronto.

When Building Enquire About **Marbelite Brick**

MANUFACTURED BY

WILCOX LAKE BRICK CO. LIMITED
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Cement, Field Tile, Glazed Tile Cedar Posts.

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