

**THE LIBERAL**

Established 1878  
AN INDEPENDENT WEEKLY  
PUBLISHED EVERY THURSDAY AT RICHMOND HILL.  
THE LIBERAL PRINTING CO., LTD.

J. Eachern Smith, Manager  
Member Canadian Weekly Newspaper Association.  
Subscription \$1.50 per year—To the United States \$2.00.  
Covering Canada's Best Suburban District.  
Advertising Rates on Application.

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.

THURSDAY, NOVEMBER 29th, 1928

**DO YOUR CHRISTMAS SHOPPING EARLY**

Christmas is less than a month away, in fact there are only twenty-six more shopping days.

No season of the year brings more real joy and gladness than does Christmas. The giving of gifts always a pleasure, is made doubly pleasant if the purchasing of these gifts be done quietly and without the rush and flurry of last minute shopping.

Every year more and more people do their Christmas shopping early, reap all the advantages in variety of selection and leisure of choice and when Christmas comes they can enjoy the whole season without that worn out, tired feeling. Make Christmas a joy this year, and shop early.

**ADVERTISE IN THE HOME PAPER**

Advertising is a common word in the vocabulary of the business man of today. It may mean one thing to one man and another thing to some other man, but the word is one which all will recognize and about which every business man has some conviction.

The man who believes that advertising does not pay is no longer with us. Examples of success due entirely to advertising are so numerous that even the man who cares no more for a dollar than he does for his right eye, will agree that advertising can be made to pay.

Because of this commonly accepted truth that "advertising pays," perhaps more dollars are coaxed out the till for this purpose than results justify. It should be remembered that not every printed advertisement will bring back to the business man its cost plus a profit. Unless intelligent thought is given to the preparation of the copy for the advertisement and unless after the copy is prepared it is placed in some medium which circulates among the prospective customers, a large per cent of the value has disappeared.

Then, too, the budget set aside for advertising should conform with the volume of business possible. Often the budget is too large for the size of the business and more often it is too small. If a business man expends more than a reasonable per cent. of his gross income for advertising purposes, he is gambling on futures and may come a cropper.

Business methods applied to advertising insure against disappointment. If you are doing a \$25,000 gross business per year, don't attempt to carry as large an advertising campaign as the man with the \$100,000 gross business. It can't be done. Make the advertising build up your gross business and keep pace with the advertising budget. Don't get out of step.

REMEMBER THAT ALL PRINTED ANNOUNCEMENTS ARE NOT OF EQUAL VALUE TO YOU. IT IS THE ANNOUNCEMENT WHICH IS CARRIED INTO THE HOMES OF THE PEOPLE YOU HOPE TO TRADE WITH THAT HAS THE BEST CHANCE TO INCREASE YOUR GROSS BUSINESS. ADVERTISE IN THE LIBERAL, YORK COUNTY'S NEWSIEST HOME PAPER.

**School Teacher Attacked**

Not so very long ago, Henry was very anxious to go into one of the professions, so in order to make enough money to keep up with his expenses, he took up school teaching. Well, teaching isn't so easy now-a-days as it used to be, and Henry had to work doubly hard to do his day's work and also keep up with his private studies. More than that, he had to spare some of his slender earnings to help keep his widowed mother. His father died some fifteen years ago from tuberculosis, and, in time, and long before his goal was reached, Henry, too, had outworn his slender reserve of strength. Now he has had to give up his position as a teacher, and his life's ambition, and enter the Muskoka Hospital for Consumptives, where a long fight is before him. It may be many months before the experienced medical attention and nursing he is getting at this institution, the last hope of so many unfortunate ones like him, will do their part and put him on his feet again. Wouldn't you like to help in this work? A subscription would be most welcome. Such may be sent to Hon W. A. Charlton or A. E. Ames, 228 College Street, Toronto 2, Ontario.

**Coming!**

F. E. LUKE, Opt. D.  
OPTOMETRISTS

167 Yonge Street, Toronto 2.  
(Upstairs Opposite Simpson's)

Able eyesight specialist, may be consulted at—

**Austin's Drug Store**  
RICHMOND HILL ONTARIO

Friday, Dec. 7th

from 1.30 p. m. to 8 p. m.

DON'T FORGET THIS DATE

**A Modern and Up-to-date  
SHOE REPAIR SHOP**

IS NOW OPEN

in L. Wade's Old Stand, Lorne Ave.  
Just around the corner from Austin's Drug Store

All Kinds Shoe Repairing.  
Harness and Rubbers Repaired

Richmond Hill Shoe Repairs  
**C. CLULOW**

Richmond Hill — — — — — Ontario

**NORTH YORK PRODUCERS ANNUAL  
CHRISTMAS MARKET DEC. 21st**

**ATTRACTIVE PRIZE LIST**

**SPECIAL PRIZES**

For the Best Display of Poultry—1st prize \$5.00, donated by Dominion Bank, in a saving account. 2nd prize, given by Mr. H. N. Phillips, Downsview \$2.00.

For the Best Display of Eggs—Donated by Messrs Reeve Murray and Deputy-Reeve Case, Aurora, \$5.00; 2nd by the Association \$2.00; 3rd prize \$1.00.

For the Best Table Display of not less than 4 and not more than 6 competitors limited space.—1st prize \$10.00; 2nd prize \$8.00; 3rd \$6.00

For the Best Individual Table display—A Silver Cup donated by the Royal Bank, to be won three time before it becomes the property of the winner, a miniature cup presented each year, also \$3.00 by the Association; 2nd prize donated by Thos. Wilkins, wholesale Small Wares, 34 Market Street, Toronto, Goods valued \$2.00; Individual display, 3rd prize \$1.00.

For the Best One Dozen Eggs—Specials, any Variety—\$2.00 donated by Mr. A. F. Lund, Thistletown.

For the Best Display of Potatoes—\$5.00 worth of Seeds, donated by Steele Briggs Seed Co., Toronto.

For the Best Display of Flowers—\$5.00 worth of Goods, donated by Wilson & Hargraves, 3419 Yonge Street.

For the Best Collection of Vegetables—\$5.00 worth of Seeds, donated by Andrews Mountain Seed Co., Ltd., 188 King St., East Toronto

For the Best Artistic Display of Vegetables—\$5.00 worth of seeds donated by J. A. Simmers Seed Co., Ltd., 147 King St. East, Toronto.

For the Best Pair Dressed Turkeys—Goods valued \$5.00, donated by Grey's Service Ltd., 3471 Yonge Street.

For the Best Pair Dressed Geese—Goods valued \$5.00, donated by H. Whiteman, Druggist, 3448 Yonge Street, Toronto.

For the Best Pair Dressed Ducks—Goods valued \$3.00, donated by Mr. Thomas, Terminal Lunch, 3454 Yonge Street.

For the Best Pair Dressed Chickens—\$2.00 Cash donated by the Association.

For the Best 5 pounds of Butter in one pound prints—Silver cup donated by Canadian Bank of Commerce, Yonge & City Limits Branch For Sweepstakes—to be confined to the Producers of the County of York a Silver Cup—Donated by Col. F. B. Robins.

For the Best 5 pounds Fruit Cake—\$5.00 donated by Mrs. H. Matthews, Richmond Hill. The cake to become the property of the donor.

For the Best Layer Cake, one layer—\$1.00 donated by Mrs. J. J. Lees, Maple. The cake to become the property of the donor.

For the Best Goose in the Show—\$7.00 donated by Mr. Hy. Matthews, Richmond Hill. The goose to become the property of the donator

**POTATOES**

CLASS 1—For the Best 6 Quart Basket of Irish Cobblers  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

CLASS 2—For the Best 6 Quart Basket of Dulies  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

CLASS 3—For the Best 6 Quart Basket of Any Other Variety  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**CABBAGE**

CLASS 4—For the Best Savoy, 3 Heads  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

CLASS 5—For the Best Hard Cabbage, 3 Heads  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**CARROTS**

CLASS 6—For the Best 6 Quart Basket of Carrots  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**PARSNIPS**

CLASS 7—For the Best 6 Quart Basket of Parsnips  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**ONIONS**

CLASS 8—For the Best 6 Quart Basket of Onions  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**BEETS**

CLASS 9—For the Best 6 Quart Baskets of Beets  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**TURNIPS**

CLASS 10—For the Best 5 Yellow Table Turnips  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**CELERY**

CLASS 11—For the Best 6 Heads of Celery  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

**CAULIFLOWER**

CLASS 11A—For the Best 6 Heads of Cauliflower  
1st Prize \$5.00 worth of Seeds, by Geo Keith and Sons, King St East.

**POULTRY**

Class 12—For the Best Pair of Dressed Turkeys  
1st Prize .... \$3.00 2nd Prize .... \$2.00 3rd Prize .... \$1.00

CLASS 13—For the Best Pair of Dressed Geese  
1st Prize .... \$3.00 2nd Prize .... \$2.00 3rd Prize .... \$1.00

CLASS 14—For the Best Pair of Dressed Ducks  
1st Prize—Set of Carvers, donated by Dempsey Bros., Lansing.  
2nd Prize .... \$2.00 3rd prize .... \$1.00

CLASS 15—For the Best Pair of Capons Chickens  
1st Prize—A Caponizing Set, given by Mr. Burden, 15 Stibbard Avenue  
2nd Prize .... \$2.00 3rd Prize .... \$1.00

CLASS 16—For the Best Pair of Dressed Roosters  
1st Prize .... \$3.00 2nd Prize .... \$2.00 3rd Prize .... \$1.00

CLASS 17—For the Best Pair of Dressed Pullets  
1st Prize .... \$3.00 2nd Prize .... \$2.00 3rd Prize .... \$1.00

CLASS 18—For the Best Dozen Eggs, Specials  
1st Prize .... 50c. 2nd Prize .... 40c. 3rd Prize .... 30c.

CLASS 19—For the Best Dozen Eggs, Extras  
1st Prize .... 50c. 2nd Prize .... 40c. 3rd Prize .... 30c.

CLASS 20—For the Best Dozen Eggs, Fresh, First  
1st Prize .... 50c. 2nd Prize .... 40c. 3rd Prize .... 30c.

CLASS 21—For the Best Dozen Eggs, Pullets Extra  
1st Prize .... 50c. 2nd Prize .... 40c. 3rd Prize .... 30c.

**BUTTER**

CLASS 22—For the Best 5 lbs of Butter put up Special in 1lb prints  
\$5.00 Given by Mrs. Elsie E. Graham, Lawrence Park Manor, 2867  
Yonge Street. The Butter to become the property of the Donator.

For the Best 5 lbs of Butter put up in 1lb Prints  
1st Prize .... \$3.00 2nd Prize .... \$2.00 3rd Prize .... \$1.00

**FRUIT**

CLASS 23—For the Best 6 Quart Basket of Dessert or Eating Apples  
1st Prize .... \$2.00 2nd Prize .... \$1.00 3rd Prize .... 75c.

CLASS 24—For the Best 6 Quart Basket of Cooking Apples  
1st Prize .... \$2.00 2nd Prize .... \$1.00 3rd Prize .... 75c.

**FLOWERS**

CLASS 25—For the Best Display of Cut Blooms  
1st Prize .... \$3.00 2nd Prize .... \$2.00 3rd Prize .... \$1.00

CLASS 26—For the Best Display of Potted Plants  
1st Prize .... \$3.00 2nd Prize .... \$2.00 3rd Prize .... \$1.00

**HONEY**

CLASS 27—For the Best Individual Display of Extracted Honey  
1st Prize .... \$3.00 2nd Prize .... \$2.00

CLASS 28—For the Best Individual Display of Comb Honey  
1st Prize .... \$3.00 2nd Prize .... \$2.00

**BAKING**

CLASS 29—For the Best Fancy Cake and Pastry  
1st Prize .... \$3.00 2nd Prize .... \$2.00

CLASS 30—For the Best Layer Cake, 3 Layers  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

CLASS 31—For the Best Loaf of Home Made Bread  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

CLASS 32—For the Best 1 Dozen Buns  
1st Prize .... \$1.00 2nd Prize .... 75c. 3rd Prize .... 50c.

C. R. JAMES, President, Richmond Hill  
ROBERT POOL, Secretary, Eglinton, R. R. No. 1

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

When Building Enquire About  
**Marbelite Brick**  
MANUFACTURED BY  
**WILCOX LAKE BRICK CO. LIMITED**  
**W. H. LEGGE, Manager**  
OFFICE: RICHMOND HILL, TEL. 92. RESIDENCE NIGHTS & HOLIDAYS TELEPHONE 2 r 12

**COAL** Low Prices for Best Grade  
Nut, Stove and Egg Coal  
Delivered in Richmond Hill and vicinity.  
**J. Sheardown**  
Richmond Hill — — — — — Ontario

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.

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Enquire about Alberta Coal  
Cement, Field Tile, Glazed Tile Cedar Posts.  
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