

THE LIBERAL

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THURSDAY, MARCH 7th, 1929

OBSERVING LENT

Churches all over the world are now participating in their most active and intensive season of the year. Their summons to their members is to pause, as they have been taught through centuries is their duty and obligation.

While it is true the Lenten season is not now observed with the rigor that formerly characterized it, it is also true that a wider observance of that season is observed. Nearly all churches, no matter of what denomination or faith, now pay special attention to Lent leading as it does up to Holy week and the arrival of Easter. It is also understood that many who are not attached to any church are especially mindful of the season, and, give it respectful recognition.

Any movement along this direction is encouraging. Mankind never runs into danger by following a straightforward faith in Christian living. Churches are the guide posts, the beacon lights which point the way. Without them the world would be plunged into indecision and darkness and we would slip back into the cruelty and gloom of the Dark Ages.

Whatever may be done in the observance of Lent, or any other religious season, festival or service, is never lost time or effort.

WAS LESS SEVERE

With the 'flu epidemic now more or less, but a disagreeable memory, it is comforting to know that it was of a much milder form than its predecessor the fatalities being much less. Those who suffered—and they were many—were convinced their attacks were quite severe enough, but the percentage of deaths was far less than during the previous visitation.

There is one notable feature about the 'flu—it is no respecter of persons. It falls alike upon the just and the unjust, rich or poor, busy or idle, old or young, without regard to sex, size or color. The vegetable and raw food devotee gets it as surely as does the lover of meats and starches. It was a coast-to-coast visitation, in fact other countries suffered the same as Canada.

Perhaps when it makes another appearance the germ responsible for its misery will have been discovered.

GETTING NEW BUSINESS

The progressive business firm finds that it needs to be constantly making new friends and creating a new circle of customers. If it just depends on satisfying those who have previously bought its goods, it is likely to see its trade diminished. Population changes more rapidly now than formerly, and if a firm has a certain list of customers this year, it can expect, as the result of all the changes that naturally occur, that a considerable proportion of those customers will not be on the list in a year or two.

Also people are changeable in their habits, and unless a very energetic effort is made to hold old customers by advertising, a lot of them will go elsewhere, attracted by the various inducements that are offered them.

People are not much inclined, as they were often formerly, just to trade at one place or a few places right along year after year. They are quick to get the idea, if some firm seems to be hustling a little harder than its competitors to please the people, and no feeling of habit or sentiment of loyalty is apt to hold them, if they think they can do better by going elsewhere for something they want.

By an active campaign of advertising, a firm can keep making new business friends, to make up for those who drift elsewhere. It does not take elaborate persuasion to win such new customers in these times.

People are ready to go to any place of business where the spirit of enterprise and hustle seems to prevail. A concern that makes it a regular practice to advertise, even if it does not take any great amount of space, will have a constant stream of inquirers entering its doors, who will more than make up for old customers who go elsewhere.

The Collingwood Enterprise makes the following apt statement:—"To send a man to prison for two months for intoxication is a crime against humanity. Everyone who has given the question any thought knows that the man given to drink will be a repeater, no matter what the penalty, though his lapses may be months apart; but he is made a criminal for what at best is a misdemeanor, and his family deprived of support. To supply a man with liquor, and then jail him for drinking it is hardly fair or reasonable."

The Barrie Advance claims that if Town Councillors were paid, the ratepayers would take more interest in whom they selected. But would they? One can never tell what the public will do.

The "Robb" budget presented in Parliament last week reflects the great prosperity and material progress of Canada. A substantial surplus and a reduction of the national debt as well as a reduction in taxation are all very gratifying to Canadian citizens. Robb budgets have always been popular and they will continue to be popular with the people if they continue the policy of cutting down the debt and trimming the taxes.

The reduction in the sales tax concerns the pocketbook of every consumer.

We suggest that the time has arrived when the government should seriously consider the question of compulsory automobile insurance for public liability, and that driving licenses should be issued only to people who have proved their fitness to drive.

It's an ill wind that blows nobody good. The cold weather in Great Britain and Europe has stimulated the demand for British coal, and some of the miners are being given work.

Brampton has a bold council. It proposes to publish the names of all its citizens in arrears for taxes. That might be a useful method of helping the tax collector to clean up his roll.

WAY BACK IN LIBERAL FILES

DO YOU REMEMBER?

This Week of 1900
 When Mrs. J. Munday, of Thornhill, passed away at her home. Deceased left a family of six daughters and one son. The remains were interred in the Thornhill cemetery.

When a patriotic concert was held in the Masonic Hall here. The following artists took part in the program Mr. Frank Kidner, Mr. A. S. Savage, Miss Eva Petch, Mr. Jno. Kidner, Mr. E. Mason, Miss F. Crosby, Miss Estella Butcher, Miss Mary Trench, Miss Florence Bell, Miss Emma Byam, Miss Ethel Switzer.

When at Elgin Mills, James Hamilton passed away at the age of 76 years. When at the residence of her son, near Gormley, Mrs. Nancy Heise passed away in her 72nd year.

When at Maple, the shop occupied by Mr. J. Rose, Tinsmith, and owned by Mr. H. Bailey, also the adjoining stable owned by Mr. L. Richardson were destroyed by fire.

When at the home of the brides parents, Fairfield farm, Toronto, Gore by the Rev. T. McLachlan, B.A., of Bolton, Agnes, eldest daughter of Walter Watson, was united in marriage to Arthur William Farr, of Vaughan.

When at German Mills, 3 Con. Markham, William Fierheller passed away at the age of 84 years.

When the officers, teachers and senior classes of the Victoria Square S.S. assembled at the home of Mrs. Ed. Forester and made him a present of a beautiful field glass; also a silver-mounted shaving brush. The Superintendent made the presentation and Mrs. Wm. Frisby read the address.

DO YOU REMEMBER

This Week of 1904
 When the following was the report of the First Form in the Richmond Hill High school:—Alex. McConaghy 86; Donald Atkinson 85; Clarence Kinnee 84; Georgia Brown 84; Wm. Lawson 83; Nora McMahon 80; Myrtle Klinck 77; Franklin Jackes 76; Fred Campbell 69; Annie Kerswill 69; Nellie Cowie 67; Norman Birrell 66; Morton Gibson 65; Warren Page 63; Marguerite Boyle 63; Murray Storey 61; Arthur Ball 59; Erling Gibson 59; Joseph Elliott 58; Keith Hill 53; Wm. Schmidt 26.

When at his late residence, Richmond Hill, S. H. Lindenberg, late band Master of her Majesty's 13th Hussars passed away in his 64th year.

When at Langstaff a quiet wedding took place, when Miss Millie Ball was united in marriage to Dr. Cummings, a promising young surgeon of Bond Head. The ceremony was performed by the Rev. T. Ball, father of the bride.

When at Maple, after a lingering illness, Mr. William Jackson passed away.

When the following was the report of the Langstaff Public School:— IV Class—Clara Robinson, Jean Chapman, Fred Page, Randal Page. Sr. III Lorne Gooderham, Mary Lowery, Florence Farr, Hilda Farr. Inter III Myrtle Weldrick, Boynton Weldrick, Ada Farr. Jr. III—Roblice Lowery, Florence Gooderham. Sr. II, Gladys Ball. Jr. II—Herbie Boyle, George Robinson. Part One—Amy Ball, Wellington Monkman, Ellsworth Weldrick.

DO YOU REMEMBER

This Week of 1909
 When the spacious rink here was crowded with skaters and spectators, the occasion being a fancy dressed carnival. The following were the prize winners:—Ladys costume, 1st "Bo-Peep," Miss Jean Boyle; Ladys costume, 2nd "Queen of Hearts," Miss Gladys Legge; Gents costume, 1st "Weary Willie," Mr. Franklin Jackes; Gents costume, 2nd, Canadian Trapper, 40 years of age, Mr. Edward Palmer; Girls costume, 1st Highland Lassie Marjorie Wright; Girls costume, 2nd, Canadian Girl, Carrie Bredin. Boys costume, 1st, Uncle Sam, Clarence Palmer; Boys Costume, 2nd clown, Llewellyn Brace. Comic, 1st Sambo, Geo. Grant; Comic, 2nd Jester, Turner Wiley. Team race with driver, 1st C. Glover's team—Stanley Tyndall Bert Newton; 2nd, R. Palmer's team, Stewart Charles, Russell Wilson.

When at Carrville, John Deadman passed away at the age of 82 years.

When H. C. Bailey, of the Telephone Store, Maple was circulating among his patrons a mid-winter circular in which he states he had closed a very successful business year.

GENERAL NEWS AND VIEWS

The High School entrance examinations this year will commence on Monday, June 24th

A number of farmers in the district have developed a new source of revenue. They sell their alsike hay to an outside firm who have it put through a machine which grinds it to a fine powder. This is packed in sacks and taken to Toronto where it is used in making foods for poultry, calves and other animals.

Bradford village council has gone on record as opposed to municipalities being saddled with any part of the proposed old pension, and have so notified their representative in the Ontario Legislature.

There are about 1,000,000 square miles of lake and river surface on the entire globe.

Our idea of wasted effort is the baldheaded man listening to hair raising story.

Some girls seem to grow more beautiful as they grow older. Practice makes perfect.

Is the Blacksmith trade becoming extinct? It appears to be as there are none learning the trade and but few who know it remaining. The blacksmith of the good old days are few and far between. Last week Wm. Chase travelled all the way from Schomberg to Sandford to have some repair work done. When the job was completed and upon request he was given his bill he voluntarily offered the Blacksmith another dollar because he considered his skill worthy of compensation. You may be sure such a display of "fair play" limbered up the arm of that aged blacksmith. If this practise of giving proper compensation for skilled work was more appreciated, it might act as an incentive for others to learn the trade.

North York is not to be outdone in the matter of early hatches of baby chicks. Nine chickens have been hatched from a setting of ten eggs owned by Mrs. J. Glover of Harlandale Ave., Willowdale. This is the first hatching recorded in the township this year.

Miss Mary Patterson, pupil of Earl Haig high school, North York, will represent the school in the semi-finals of the Canadian and international or-

atorical contests which are to be held at Vaughan Road collegiate on March 5th.

A bad case of hog cholera has been located in the township of Markham on the farm of Richard Carruthers, four miles south of Stouffville, on the tenth concession. When the government inspector visited his pens over 80 animals were ordered shot. Ten more had died only recently. Those who understand the disease are at a loss to know how it started here, and some scout the idea that it is due to the nature of feed the hogs are getting. Mr. Carruthers is feeding the left-over dough and stale bread from a Toronto bakery, has done so for five years, and never lost a hog before. Others point out that this is much cleaner feed than "swill," such as some hogs are raised on.

There is government compensation for the farmer who loses his swine in this manner, although it does not reach the full value of the hogs, all of which in this case would be ready for market early in March. A strict watch will be kept to prevent the disease spreading.

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