

Buyers Shop Where They Are Invited

Of what use is an attractively dressed window if no one will look at it and study the values of the merchandise on display. To-day people must be invited to even look at the windows, regardless of the contents and the values offered. People can be interested in merchandise if the proper appeal is regarded.

Invitations must be issued in attractive form to create interest. Your goods displayed attractively in your windows will help tremendously, if you are able to attract customers to your store—but to make attractive displays inside and outside your store is worse than useless unless you are able to create sufficient interest to bring the people there. You must have people stop at your windows and enter your store before sales are to be made. Merchandising in the past was merely order-taking. Salesmanship is necessary now.

INVITE PEOPLE TO COME TO TOWN—

Then count on your windows . . . your inside displays . . . to help you sell your well-assorted stock. Business can be made better if proper methods are employed, and the buying public can be made interested in goods you are offering for sale.

THE LIBERAL

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NEWS AND INFORMATION FOR THE BUSY FARMER

Weekly Crop Report

General improvement in pastures and milk flow is reported by agricultural representatives throughout Ontario as a result of recent rain falls. Harvesting of spring grains is practically completed and a much larger acreage than normal is receiving after-harvest cultivation. Some fields are reported already sown to fall wheat and preparations are in full swing. If additional rainfall comes during the next week or two, a normal winter wheat crop will be sown.

Pig Feeding Methods

Although there are several methods of preparing meal mixtures for feeding pigs, the following rules are recommended as safe practices in producing hogs of the desired type: (1) Grind all grain. Fine grinding is recommended especially for young pigs. (2) Soak meal mixture between feeds; do not use too much water but feed as a fairly thick slop. (3) Hand feeding is the best method for securing hogs of a desirable type. (4) If necessary, a self-feeder may be used after pigs have reached the growing stage of development. (5) Keep pails, troughs and other feeding equipment clean. Mouldy or decaying matter will cause feeding troubles, and (6) Supply clean drinking water.

Indigestible Poultry Feeds

Of the slaughter house by-products for the feeding of poultry, meat meals or meat scraps are by far the most commonly used and are the standard animal protein supple-

ments to poultry rations. They vary greatly in analysis according to the amount of bone material they contain but are usually purchased on a guaranteed analysis. The poorer grades containing quantities of hoof and horn should not be tolerated as poultry feed as these products (hoof and horn) are practically indigestible to poultry. With a little experience, it is possible to tell at a glance whether the brand is suitable for feed or not, but, if in doubt, pour a little boiling water on a sample, and the smell arising should settle the matter even with the inexperienced. If the odour is foetid the sample is unfit for food.

Ham and Bacon Exports to G.B.

Estimated at 60,000,000 Pounds
Department of Agriculture officials at Ottawa, now estimate that 60,000,000 pounds of ham and bacon will be exported from Canada to Great Britain this year. Last spring the estimate was 50,000,000, but already the 25,000,000 mark has been passed and the best half of the year has yet to come. The increase in the exchange to 30 cents on the pound sterling, above what the Canadian Government guaranteed in its stabilization fund, will encourage the bacon trade as well as the live cattle.

Livestock Survey

G. H. Duncan, Livestock Investigator, Ontario Marketing Board, has completed a survey of the livestock population of Huron County. The inquiry is the first of a series which will be made into all the cattle countries of the Province. Complete statistics on the number of feeder cattle now available, present weight, number and approximate date when cattle are finished, method of marketing to be followed (drover, stopyard direct export, etc.) and a comparison with the situation a year ago have been gathered.

The survey thus makes available data as to the total supplies available and production possibilities of the Province. It is hoped the report when completed will fill a long felt need for accurate information as to the true situation of the Ontario cattle industry.

See Prospects

The alsike acreage was less than in some years. This year's yield is ranging from 2 to 5 bushels per acre with an average of about 3 bushel. The seed is smaller than usual but generally a fine colour and plump so that the quality is good. There is little carry over from last year. The first cut of alfalfa did not set its seed well enough to warrant threshing in most localities so that a shortage of alfalfa seed is possible for the 1934 seeding in the province. Sweet clover is now being harvested and there would seem to be a greater acreage than usual and the seed promises to be of good quality. The carry over of sweet clover seed is said to be below normal. There is an apparent increase of timothy left for seed in western Ontario and is yielding from 2 to 4 bushels per acre of good quality seed, although perhaps hulled more than usual. In the eastern part of the province a smaller acreage than last year was left for seed. There was a very small carry over of timothy seed in Ontario. The Canada blue grass seed crop in south-western Ontario is reported a failure this year. The carry over of old seed which is held mostly at country production points, is estimated as 4,000 sacks of 112 lbs. each.

A Much-Banned Weed

There is probably no weed in the universe so much legislated against as Clover Dodder, which was introduced into Canada from Europe. It is a serious pest in France, Spain, Italy and other Southern European countries; in Chili and other parts of South America; in the United States; and in fact in all countries which have long summers without frost. During the years of shortage in clover seed crops in Canada it was frequently introduced and distributed in imported seed, but its ravages on red clover have been noted only in a few instances, in Southern Ontario and the Pacific Coast in years following an exceptionally late fall without frost until October. The dodder is an annual parasite with slender yellowish and reddish stems which twine about the host plant and become attached to the clover stems by suckers through which it obtains nourishment. Alfalfa dodder has given trouble in Southwestern Ontario and in the Prairie Provinces where it is known to have continued in alfalfa for three years. Badly infested fields should be plowed under before seed forms.

Holland displaced Canada in 1932 as the largest supplier of condensed milk to Trinidad.



Health Service

OF THE
Canadian Medical Association

Edited by

GRANT FLEMING, M.D., ASSOCIATE SECRETARY

AFTER FIFTY

As the years pass, the body changes, and the man of fifty or over should realize that he cannot expect to maintain his former physical activities. He still requires exercise, but a different kind.

Many business men have a mistaken idea as to what exercise is. They think of exercise as something to keep their muscles in shape. This is a very narrow and erroneous view because exercise is concerned with more than the muscles; it gives an opportunity for pleasurable activity and so improves the functioning of the whole body.

It is questionable if any exercise is of real value which does not benefit of his game. The business man pleasure by being carried on for its own sake with no thought of its being an exercise. There is no objection to swinging clubs or indulging in routine exercises, but unless these give a sense of satisfaction and achievement, they are not apt to be continued.

The man who takes up golf never gets what he should out of it until, with increasing skill, he begins to find a real pleasure in the improvement that youth is the time for those who makes excuses for the time he gives to golf knows down in his heart that he plays because he likes it and not for the good of his health

or his business. It is a fine thing for him in every way, and no excuses are called for.

Play is the thing. We should play for play's sake and because it gives pleasure, not with the idea of preparation for work. Play is just as important a part of life as work.

After fifty, the man should remember that youth is the time for these activities which call for speed, strength and endurance. Even in golf, youth will be served. Not only is enough enough, but more is harmful. It is better to go a bit more slowly and stop a bit earlier than to go on until fatigue spoils the game. After fifty, fatigue should be avoided, and activity suspended if fatigue occurs.

Practically any game is suited to the man over fifty, provided he plays it at his own gait and stops soon enough. Play improves the appetite, promotes good digestion and so favours the nutrition of the body. The muscles are strengthened and the circulation improved. Play out of doors means time spent in the fresh air and sunshine. Is it any wonder that play, which is physical activity that we enjoy, whether it be walking, swimming, gardening or golfing, makes for health and happiness?

Questions concerning Health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered personally by letter.

WAY BACK IN THE LIBERAL FILES

THIRTY-FIVE YEARS AGO

From Our Issue of Sept. 1st, 1898
Residents of this school section, and particularly those attending school, will be glad to know that there are no changes in the teaching staff. All the teachers started their duties this morning, and we sincerely hope that there may be no changes during the entire school year.

In accordance with public announcement the annual meeting of King Plowmen's Association was held at Hogan's Hotel, King City, on Monday. After the reading of the auditor's report, of the Secretary's and Treasurer's accounts for the past year, the election of officers took place and resulted as follows: President, Jas. Wells; Vice-President W. F. Fox; Secretary, J. T. Saigron; Treasurer, Geo. Lawson; Directors, Wm. Walkington, F. Heacock, Jas. Cherry, S. Lemon, F. Trent, Samuel Jamieson, D. Blough, Thos. Ross, Milton Davis, W. Harris, Pete McMurchy, T. H. Legge. The day fixed for this year's match is Thursday, the 3rd of November, the place to be decided at the next meeting of the Association.

The grain crop of Manitoba is estimated at 50,000,000 bushels of which over 25,000,000 is wheat.

Newmarket on Monday carried a by-law by a majority of 95 to give \$5,000 to the Office Specialty Company to extend their buildings. This vote binds the company to remain in Newmarket and do all their manufacturing there for at least ten years and to transfer the flats to the corporation, and to spend about \$7,000 in enlarging their buildings and putting in their own equipment in consideration of \$5,000.

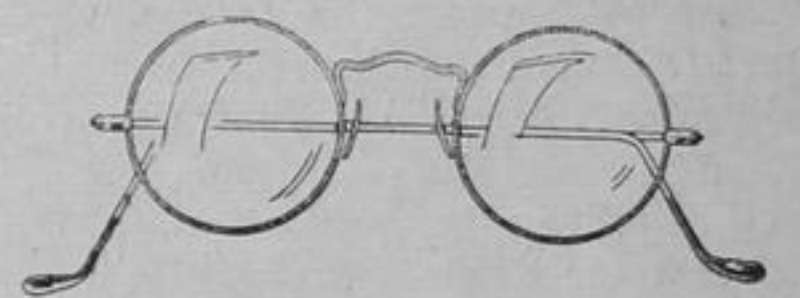
Messrs. A. E. Pugsley and R. W. Glass started Tuesday for Indian Head N. W. T. where the Pugsley Brothers are now engaged in harvesting a large acreage of wheat.

Mr. and Mrs. L. B. Heise and Master Orla of Victoria Square have gone on a trip to Chicago, Missouri and Kansas and expect to remain about two months visiting relatives and friends.

A number of families from Victoria Square and vicinity drove out Saturday morning and went on an excursion by special electric car. Their destination was Toronto Island where they spent a most enjoyable day together, returning home in the evening.

The final match to decide the superiority of the best team in the Midland District was played in the Richmond Hill grounds on Tuesday, and although the match was stubbornly contested throughout by the Bradford-Newmarket combination, the Markham men finally vanquished their plucky opponents by a score of 5 to 1. The Markham players came on the field in red shirts and white pants while their opponents were distinguished by black shirts. The lineup was as follows:—Markham—M. Whiteoak (goal), G. Glover, H. Wales, W. Hamburg, Geo. Wilson, F. Scott,

T. Latimer, C. Querrie, J. Latimer, R. A. Latimer, W. H. Wilson, H. Barlow, D. Gleeson, Captain. Bradford-Newmarket—J. Kelly (goal), W. S. McKinstry, P. Doyle, J. R. Broughton, E. Doyle, J. Doyle, T. W. Evans, R. Manning, Dr. Campbell, W. C. Cain, Brit. McKinstry, R. McKinstry, C. R. Montgomery Captain.



Good Eyesight

Don't delay any longer. If you are troubled with headaches, blurred images, nervousness consult at once.

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You wouldn't Board Up a Show Window

It's Just One of Several Splendid Means of Advertising Good Goods.

There isn't any business men who would for a moment consider the idea of boarding up his show window and stopping this splendid means of letting all who pass by his shop know the values and the goods he has to offer them. There is scarcely any type of retail business that does not put a great deal of time in dressing the windows and having them properly lighted.

And yet not a fifth of your customers pass that show window on an average of once a week. You may have a fine window and great values and the best of goods and yet if you depend entirely on that one means of reaching all your possible customers you will fall far short of the objective. There are hundreds of busy housewives who do not have time to go down town every day.

These housewives arrange the family buying. If they can't window shop they do their buying through the advertisements. Even the window shoppers know that they will miss many excellent values if they fail to carefully scan the advertisements.

When the merchant fails to use the advertising columns he is boarding up the means of displaying and selling his goods to a circle much larger than the display window class of shoppers. Progressive merchants like to invite all classes to their store. Most people like to shop where the merchants display their goods and values. The day of buying an unknown article has gone.

Every week there are 7,000 readers of The Liberal who are waiting for an invitation to shop in your store. Are you boarding up the Advertising Show Window and telling them you have nothing for sale? They will never know of your values if you do not remove the boards.

INVITE NEW CUSTOMERS TO YOUR STORE

Tell the Old Friends You Are Still in Business
THE NEWSPAPER COLUMNS LEAD THE WAY