

# LET'S GO FORWARD IN 1934

**Kerr Brothers**  
 BAKERS — GROCERS — BUTCHERS  
 BREAD CAKES PIES  
**Specials For This Week-End**

MARMALADE, 32 oz. jar	25c.
INGERSOLL MALTED CHEESE, 1/2 lb. pkg.	10c.
GINGER SNAPS, 2 lbs for	19c.
BRUNSWICK SARDINES, 6 tins	25c.
TIGER BRAND SALMON, 2 small tins	25c.
CONNORS HERRINGS in Tomato Sauce, 2 tins	25c.
MACARONI, ready cut, 3 lbs.	20c.
ROWNTREES COCOA, 2 lbs.	23c.
KIPPERED SNACKS, tin	5c.
CORNFLAKES (Kellogg's), 3 for	25c.
CORNED BEEF, 2 tins	23c.

Fresh and Cooked Meats, Phone 117  
 Bakery and Grocery, Phone 77  
**PROMPT DELIVERY**

**J. ROY HERRINGTON**  
**Real Estate and Insurance**  
*Properties For Sale*  
 Dominion and Provincial Bonds

REPRESENTING  
 The Strongest and Best  
 Insurance Companies

**WE SELL THE EARTH AND  
 INSURE ITS CONTENTS**

93 YONGE STREET      PHONE 87

**Sheppard & Gill**  
**Lumber Co.**

**BUILDING SUPPLIES**  
 Paints, Varnishes, Gyproc, Lath  
 Cedar and Asphalt Shingles

Handling only the most reliable materials guaranteed to give satisfaction and full value. And the prices are in keeping with the times.

**Prompt Delivery**

Centre Street E.      Richmond Hill      Phone 27

**G. A. M. Davison**  
**Ford Dealer**

**1934 Car and Truck Licenses**

We trust that the year 1934 will be a bigger and better year for everyone. We have the utmost confidence in the Ford products which we handle and we know that in the better days ahead these products will find continually increasing favor with the people.

We offer an unexcelled repair service for your cars or tractor.

UNIONVILLE      ONTARIO

**ENDEAN NUSRERIES**  
 WHOLESALE — RETAIL  
**Nursery Stock**  
*Plants Trees*

Evergreens, Shrubs, Roses, Perennials  
 Fruit Trees

Growers of hardy stock guaranteed to give complete satisfaction.

RICHMOND HILL      PHONE 61-W  
 NURSERY—YONGE ST., ELGIN MILLS

## Did You Ever Stop to Think?

(By Edson R. Waite)

R. E. Roberts, editor of the Louisville, Ky., Herald-Post, says:

"Did you ever stop to think that advertising is news?"

"It is just as important to the woman reader as the front page headlines. True, she probably reads the headlines first, but she doesn't consider she has really finished the paper until she has read the advertisements. And that goes for a great number of men, too. This is not fiction, it's fact, borne out by direct questioning of both men and women subscribers.

"Too often the advertiser does not take this into consideration when planning his advertising. He looks upon it as just another ad in the paper, when, as a matter of fact, his copy, handled properly, can be as attractive and interesting as the story which gets the eight-column headline on page one.

"There's romance in advertising just as there is in the day's news. There's human interest in every piece of well-written advertising copy. Just as the ad telling the story of modern home furnishings appeals to the woman, so does the proper presentation of Mickey Mouse or the Three Little Pigs appeal to the child. Advertising is news."

**H.J. Mills Limited**  
**Rose Growers**

Heartily Endorse the GO FORWARD WITH RICHMOND HILL AND DISTRICT campaign. We believe the best is none too good for RICHMOND HILL "the rose growing centre of Canada" and we trust that all citizens will put forth a real effort to make the year 1934 a year of progress and prosperity in this district. Yes, we too say, LET'S GET GOIN' NOW.

**John Sheardown**

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The old-time fuel merchant of Richmond Hill still carries a complete stock, namely:

ALBERTA	POCAHONTAS STOVE
WELSH COBBLES	POCAHONTAS NUT
WELSH BLOWER	NUT COKE
AMERICAN EGG	RANGE COKE
AMERICAN STOVE	ALL KINDS OF SOFT
AMERICAN NUT	COAL, SCREENED OR
AMERICAN PEA	MINE RUN.

HARDWOOD      .SOFTWOOD      SLABS      CUT

I can supply you with first class building material, also sand and gravel.  
 I do all kinds of moving and trucking carefully.

**Prompt Delivery**

20 Centre St. E.      Phone 64W

**Advertising**

Is one of the most important sign-posts on the road to PROSPERITY.

THE HOME PAPER offers an unexcelled medium to convey your message to the people of this district.

Let this paper help you to enjoy the measure of prosperity you hope for in 1934.

**THE LIBERAL**  
 Established 1878  
 York County's Newsiest Home Paper and Best Advertising Medium.

Telephone 9      Richmond Hill

If you are not now represented in the GOING FORWARD WITH RICHMOND HILL DISTRICT crusade, join in the procession in our next issue.

**Richmond Hill Motors**

Competent and complete repairs by thoroughly experienced mechanics using the most modern equipment and guaranteeing real satisfaction.

**ECONOMY      SERVICE**

Hart Batteries      Veedol Motor Oil  
 Goodrich Tires      Green Flash Gasoline

**TOWING**

YONGE ST.      RICHMOND HILL      PHONE 69

**Let's Go Forward**

We take pride in the ROSES we grow, and we take pride also in the COMMUNITY of which we form a part.

As ROSE growers in this the Rose Growing Centre of Canada we are ambitious not only for our own products but also have a deep interest in the welfare of the entire community. We are happy at this time to endorse the GO FORWARD WITH RICHMOND HILL AND DISTRICT crusade and we trust that the year 1934 will be one of progress and prosperity for the district.

**Bedford Park Floral Company**

PAUL E. ANGLE, Manager  
 Richmond Hill      Ontario

**Young's Service Station**

**OUR SERVICE ENSURES MOTORING COMFORT**

We carry the largest and most complete line of tires and tubes in this district. We have "Goodyear" Tires and Tubes in stock to fit your car or truck at various low prices. Come in and inspect our stock and prices before buying.

**BRITISH-AMERICAN GAS AND OILS**

Pressure Lubrication  
 Up-to-date Car Washing Equipment  
 Upholstery Vacuum Cleaned  
 Exide Batteries

YONGE ST.      RICHMOND HILL      PHONE 153

**W. H. ESPEY**  
 Elgin Mills  
**General Store**

AN OLD ESTABLISHED AND RELIABLE STORE HANDLING ONLY THE FINEST OF MERCHANDISE PRICED TO MEET 1934 BUDGETS.

**GROCERIES MEATS DRY GOODS**  
 NOTIONS TOBACCOS PAINTS  
 HARDWARE FEEDS, ETC.

AGENT  
 FLEURY'S FARM IMPLEMENTS  
 METALLIC ROOFING COMPANY  
 STEEL ROOFING  
 LUNDY FENCE—ALL STYLES

**Prompt Delivery**

ELGIN MILLS      PHONE 129