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**BY THE \$ SIGN**

Probably the tendency to judge a man's success by the amount of wealth he is able to accumulate has always been a human failing. Yet it is more pronounced today because years of economic straits have placed undue emphasis on money and material things. There is danger, therefore, that the youth of the day will grow up with a distorted idea of what constitutes success.

On the other hand, one of the greatest lessons "hard times" can teach youth is the transient character of wealth and possessions, and the enduring qualities of such homely virtues as honesty, reliability and respectability. Wealth and possessions may be swept away by circumstances, but honour and integrity will last.

Success in life is not represented by dollars and cents; neither may it be bought by them. Many a man digging ditches, and many a woman in a humble home are more to be admired than the financial wizard or the mistress of a mansion. The \$ sign should not be allowed to obscure the true qualities of manhood and womanhood.

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**CANADA'S SIXTY-NINTH BIRTHDAY**

On July 1st Canada celebrated her sixty-ninth birthday and the day was marked by many fitting celebrations throughout the length and breadth of the Dominion. Although sixty-nine years old Canada is still youthful as far as nations are concerned and is looked on as a mere youth compared to the older European countries. We are fortunate today that business in general has considerably improved since the Dominion last celebrated her natal anniversary.

The British North America Act, passed by the Imperial Parliament after considerable agitation on this side of the Atlantic, came into effect July 1, 1867, and the Dominion of Canada set out on a united course. The Union, at that time, consisted only of four provinces—Ontario, Quebec, Nova Scotia and New Brunswick—but Manitoba was admitted in 1870, British Columbia in 1871, Prince Edward Island in 1873, and Saskatchewan and Alberta in 1905.

Since Confederation, Canada has had fifteen Governors-General, sixteen Ministers, and eleven Prime Ministers, four of whom have held office on more than two occasions. The number of members in the House of Commons has increased from 181 to 245, Quebec's representation being constant at 65.

"Dominion Day" is our foremost national holiday, the birthday of our great country and the celebration of this great day cannot but bring feelings of pride to all Canadians.

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**MACHINES DISPLACING MEN**

We live in what we might call the machine age, for we have machinery for nearly everything which we can imagine, and we are constantly inventing more. Already we have at our command, so it is estimated, the equivalent of no less than ten billion men in our power machines. If this estimate is correct, then we have the productive power of five worlds such as ours with its present population. It is not so long ago that the Panama Canal was dug, yet for each four thousand men which it required, the new Welland Canal required only five. The banks in London, England, have installed machines which make sixty thousand ledger entries an hour, and one clerk feeds the machines which does the work of sixty bookkeepers.

What does this mean with regard to unemployment? One cheerful writer says that if this keeps on Britain will have nine million unemployed men inside of ten years. Frankly, we do not accept this statement. The race is not going to stand still, and the invention of machinery is not going to be prevented in any way, but man will adjust himself to the new machine era so successfully that comforts and luxuries will be greatly increased and the level of human living will be so raised that the poor man of to-morrow will be as far ahead of the poor man of today as the poor man of to-day is ahead of his brother of yesterday. Just how this will come to pass we cannot say; that it will take place we have no shadow of doubt. The race moves ever forward, and backward only in the eddies.

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**DROWNING KILLS MORE THAN CARS**

R. B. Morley, general manager of the Industrial Accident Prevention Association, who is directing an intensive educational campaign to cut down on the number of drowning fatalities, made a statement that to many would appear unbelievable. He points out that 1089 were drowned last year and that during the past 10 years, there has been an average of one drowning a day in Ontario. Mr. Morley declares, "This terrible toll must be reduced. Too many families in Ontario are plunged into mourning when they should be wearing gay, summer clothes and having a healthful holiday at the lake."

We heartily endorse the campaign and congratulate the Industrial Accident Prevention Association for blanketing the province in their safety drive with thousands of circulars and posters, showing in a clear, graphic way, how to revive a person who has been pulled out of the water in an unconscious condition.

All citizens are urged to put up these posters that have been sent out, in their summer cottages so that the important information on resuscitation will be readily available, if it should be suddenly needed to save some precious life.

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**THE KING AT VIMY**

A suggestion has been made at Ottawa that Victoria Day, May 24th, be dropped as a public holiday in order that June 23rd, the King's birthday may be observed generally. The proposal will not be very popular with the public generally. May 24th, coming just at the beginning of summer when nature is often at its best, has become one of the most popular of all holidays except Christmas. June 23rd will be observed as a Government holiday, but coming just a week before Dominion Day it is not likely to be observed by business firms generally, especially as nearly all towns and villages observe a Wednesday half holiday as well.

**Death Will Take Holiday If Motorists Are Polite**

"Try Courtesy" Campaign is Launched by Ontario Minister of Highways

Toronto, June 29.—As many as 10 Ontario citizens, who today are joyfully making plans for holidays, will be stretched out on slabs in morgues throughout the province during the coming week, unless motorists make a definite effort to reduce the normal toll of fatal accidents for the Dominion Day week.

This startling prediction was made last night by Hon. T. B. McQuesten, Ontario Minister of Highways, in announcing that his department had launched a province-wide campaign of newspaper advertising to draw to the attention of Ontario motorists the necessity for showing each other more consideration.

This educational advertising campaign Mr. McQuesten said would centre around the slogan "Try Courtesy". He hoped that every citizen would study the advertisements as they appeared in the Ontario press, and would draw them to the attention of their friends.

Last year between June 28 and July 4 there were 218 motor accidents in Ontario and nine people were killed, Mr. McQuesten said. These figures had been only average for that period, and there was therefore good reason to suppose that 9 or 10 Ontario citizens—now alive—would be dead a week hence, unless every driver on the roads made a definite effort to reduce accidents.

Most drivers obeyed the law, Mr. McQuesten admitted; but merely adhering to the letter of legal rights and obligations did not constitute a sufficient contribution by the individual motorist, he declared.

"A blind insistence upon all the privileges of the law is only too often the cause of the accident, as when one driver insists upon asserting his right-of-way in a doubtful situation," Mr. McQuesten warned. "Improper use of the highways does not mean only wild, drunken or reckless driving," he went on. "It means also the negligent, indifferent, thoughtless and discourteous actions of the normally law-abiding majority."

"This latter category presents a problem of another sort. Inattention, lack of courtesy, or other faulty habits may be quite as dangerous under certain circumstances as the foolhardy tricks of the most irresponsible individual. Records show that more than 80 per cent of the drivers involved in accidents have never before been involved, so it is evident that these so-called minor lapses are really of enormous importance."

"The improvement in driving habits of such individuals cannot be brought about by legislation or by law enforcement, because these violations are more frequently against the rules of courtesy and common sense than against traffic regulations."

"So it is clear that safety on the roads demands of both motorists and pedestrians the same degree of courtesy and consideration for others as do business and social contacts."

"I appeal to every motorist in Ontario, even those who are conscientious in observing all regulations, to make a special effort to be more courteous and considerate toward other drivers. After deep study, the departmental experts are forced to the conclusion that highway safety in Ontario today is largely a question of good manners and unselfishness."

"Care on the part of the pedestrians will play a major part in any reduction of fatal accident," Mr. McQuesten said. "In 1935, out of a total of 560 killed in motor accidents in Ontario, 225 were pedestrians."

**NEWTONBROOK**

Communion Service will follow the regular worship service next Sunday morning in Newtonbrook United Church conducted by the pastor.

The local Orange lodge, the juvenile members, the Ladies' Lodge and visiting brethren will parade to Newtonbrook United Church next Sunday evening at 7 o'clock D.S.T. headed by the Fairbank Boys' Band. Rev. A. H. Halbert will be in charge of the service. A hearty welcome to all.

At a meeting of the Sunday School executive held last Monday evening final plans were made for the annual Garden Party of the United Church Sunday School which will be held on Friday evening, July 10th. There will be a supper, sports and a concert. Come and hear Mr. L. Segond of Toronto, the Swiss Entertainer and impersonator. He is well worth hearing. Further announcements next week.

The Woman's Association intend holding their annual picnic to Centre Island this (Thursday). The mem-

bers are asked to meet at the United Church at 2 p.m. The families connected with the church are cordially invited to attend.

Mr. Taylor and sister Miss K. Taylor of Drewry Ave. left last Friday on a trip to England where they will spend the summer visiting friends.

Mr. and Mrs. Thomas Wise attended the Wise re-union last Saturday afternoon in Springwater Park at Midhurst.

A kitchen shower was held at the home of Mrs. F. McFarlane last Saturday evening in honour of Miss Janet Riddell, a bride-to-be.

Miss Nora Graham attended the Postmasters' convention in Orillia last week.

The Young People's Union enjoyed a paper chase and hike last Saturday afternoon sponsored by their president, Mr. W. T. New. They landed at an ideal camping place overlooking a ravine and there set a fire and cooked the weiners etc. Mr. Halbert brought all the eats in his car and had arrived a few minutes before and had everything in readiness. It wasn't long until every one was enjoying a hot meal. It was quite evident that Mr. New had been on a camping trip before. There was a large attendance of young people and although some were very tired yet they all enjoyed the hike. Some of the young ladies attended a shower that evening for one of our young ladies whose marriage takes place this week.

Miss Doris Goulding of New York City is visiting her sister Mrs. Harold Murphy.

Mr. and Mrs. W. T. Wells and family attended the wedding of Mrs. Wells' cousin which was held in Hope Church, Toronto, last Saturday. Elsie Wells was flower girl at the wedding.

Miss Eleanor Cummings and Miss Muir of Toronto were guests of Rev. and Mrs. Halbert last Friday evening.

Mrs. W. T. New spent last weekend with her mother in Shelburne.

Mr. and Mrs. F. McFarlane and little daughter Marion motored to Perth last week and spent a few days with friends.

Mrs. Walter Johnson is visiting her son Kenneth in Bronte this week.

Newtonbrook United Church was the scene of a pretty wedding last Saturday afternoon when Miss Jane Watkins, only daughter of Mr. and Mrs. H. G. Watkins, became the bride of Mr. Kenneth Davidson, son of Mr. and Mrs. K. M. Davidson, of Beaverton. The church was decorated with delphiniums and sweet peas for the occasion. Rev. A. H. Halbert officiated. The bride, who ent-

ered the church on the arm of her father wore a gown of ivory satin fashioned on fitted lines with slight train. Her finger tip veil of ivory tulle fell from a cap adorned with seed pearls and orange blossoms. She carried a bouquet of pink roses and bouvardia. Miss Aimie Davidson, sister of the groom, attended the bride and wore a gown of bluish pink crepe with pink picture hat and carried a bouquet of pink roses and blue cornflowers. Mr. W. G. Watkins, brother of the bride, supported the groom. Mr. Roy Dobney played the wedding music. Mr. John Davidson and Mr. B. Watkins acted as ushers. Following the ceremony a reception was held at the home of

the bride's parents and a dainty wedding luncheon was served by Coles, caterers in Toronto. Immediately after the happy young couple left for a trip by motor the bride travelling in a suit of blue French wool with white accessories.

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