

**"THE LIBERAL"**

Established 1878  
AN INDEPENDENT WEEKLY  
PUBLISHED EVERY THURSDAY AT RICHMOND HILL  
THE LIBERAL PRINTING CO., LTD.  
J. Eachern Smith, Manager  
Advertising Rates on Application. TELEPHONE 9.

THURSDAY, SEPTEMBER 17th, 1936

**SELLING CANADIAN PRODUCTS**

Recently Hon. Vincent Massey, Canadian High Commissioner in London, revealed to the Toronto Canadian Club plans for an intensive campaign in the British Isles to popularize Canadian products. This campaign had been described by experts as the most scientifically-planned campaign ever launched by a Dominion in the Old Country.

Mr. Massey's announcement of the drive to develop the British market was made several days after Hon. Duncan Marshall, Ontario Minister of Agriculture, had expressed the conviction that, despite severe drought, farmers of the province would experience better times in both the domestic and overseas markets during the next year. The High Commissioner's plans for a drive to capture British markets for Canadian producers would seem to bear this contention of Mr. Marshall's out, and the next six months will tell the story.

When the Ontario Government closed up Ontario House in London shortly after coming into office, much criticism was directed at Premier Hepburn and his colleagues. It was claimed that an important channel or outlet for Ontario-grown and manufactured products had been lost by reason of the closing of Ontario House, and that farmers of the province would suffer as a result. The government's reason for its action was that Ontario House was merely a duplication of Canada House, the headquarters of the Canadian Government in the Mother Land, and that it was a needless expenditure of money to maintain a costly building and staff.

In the first place, the forthcoming campaign to be launched by the Canadian High Commissioner in Great Britain is not going to cost Ontario a single dollar. The whole cost will be borne by the Dominion Government which maintains Canada House. Secondly, Ontario producers will reap just as much benefit from the campaign as though Ontario House still functioned. The campaign opens in Glasgow in October and every large centre of population will be visited. A tremendous onslaught of publicity will accompany the campaign and newspapers and radio will carry the slogan, "Canada calling." And Ontario products will be in the forefront, for this province is the largest producer of diversified products in the Dominion. Grain and meats and honey and fruits and canned vegetables, all the finished products will be blazoned before the eyes of the British public. And manufactured products will not be forgotten.

Scarcely a province in Canada now maintains an office in the Old Country. The growth of Canada House and its activity along many lines makes it unnecessary for a province to maintain its own separate establishment. The Hepburn Government has saved hundreds of thousands of dollars by closing up Ontario House and it cannot be truthfully said that the farmers of Ontario have suffered as a consequence. Of course, it is very nice to have a provincial headquarters in London, but it's an expensive proposition. In these days when governments are bent on making every dollar pay its way, luxuries cannot be afforded. Maybe in good times Ontario will again establish its own office in London, just for the prestige of having one there, but in the meantime the Dominion Government is doing exactly the same work, and what is also important, paying the entire cost.

**RURAL MUNICIPALITIES ORGANIZE**

The Ontario Association of Rural Municipalities has come into existence. A communication from the Association says it is necessary that the 321 towns and villages and 54 townships under the county system of the municipal government should send representatives to a meeting who would consider what is going to become of many of the towns and villages.

The cities, we are told, started this business of meeting together through the association of mayors, and they have had several gatherings and made several trips to parliament where they placed their collective views before the government. The smaller places feel that as the cities are going in for this sort of business they will have to do something similar.

The latter claims, and with good reason, that the villages and towns are growing less in size as a rule, and that their continued existence is important. And that is so.

We read also that the problem of taxation is becoming more serious, because it all comes back on the man who owns some real estate and in that way has his name on the collector's roll, while there are from 25 to 40 per cent of citizens who own no real estate and therefore escape the brunt of increasing taxation. There have been new services created which towns and villages have had to aid in financing, such as relief, hospitalization of indigents, Mothers' Allowance, Old Age Pension, but there has been no change made in the method of raising money. It has all come back on the man with a piece of property.

Just what the villages and towns could do about it if they gathered together we do not know, but we say in all sincerity that we wish they could bring some force into active operation which would help them hold their own and work back to stronger positions. It is much better that we should have a number of thriving villages and towns well distributed than that the drift toward cities should continue.

It is not infrequent in these days to hear the excuse made for neglect to give heed to the call for public service that personal duties demand all the time that is available. Everybody professes to be busy with their own affairs to an extent that makes it impossible to consider the common weal. That such a condition should exist when we consider the many labor-saving devices now employed in the home and in all business and industrial activities seems strange indeed. The common use of electricity makes it possible to accomplish by simply pressing a button what past generations would have been able to bring about only at the cost of hours of toil.

Back in the years when people worked for longer hours and without any of the conveniences now enjoyed they were able to maintain their churches and other organizations as well as find the necessary time to efficiently carry on matters of public concern. The leisure that is enjoyed today because of less confining hours of business and labor and a far greater number of holidays, instead of providing better opportunities for rendering service to the community seem to have had the opposite effect. There are occasions on which the hours of Sunday are encroached upon both for business and enjoyment purposes. These are indeed strenuous times!

**NEWTONBROOK**

The W.M.S. will meet at the home of Mrs. James Murray, Hendon Ave. next Tuesday, Sept. 22nd at 2.30 p.m. The meeting will be in charge of the Strangers' Secretaries, Mrs. A. W. Stephenson and Mrs. Jas. Murray, and a splendid program is being prepared. A special effort is being made to invite all new comers of the community so bring a friend with you next Tuesday.

Plan to come to the District Young People's Rally next Monday evening at 8.30 o'clock D.S.T. in Newtonbrook United Church. Mr. T. H. Sim, a distinguished Chinese gentleman will be the main speaker for the evening. He is editor of the largest Chinese paper in China, "The Christian Farmer," and speaks English fluently. This rally takes in the Y. P. Unions from Richmond Hill to the City Limits. See to it that your Y. P. organization has a large representation present. The meeting will be open to all who come. Everybody will be very welcome.

A school for Religious Training for Young People taking in the same area will commence Monday evening, Sept. 28th at 7.45 in Queen Mary Public School, Willowdale, and will continue for three weeks with meetings held on Monday and Thursday evenings. There will be four departments and the instructors will be Mrs. R. I. Kingswood, Rev. E. E. Pugsley, Rev. A. H. Halbert and Rev. F. N. Bowes.

Rev. A. E. Owen of Unionville who has recently returned from the Vimy Pilgrimage and visiting other points of interest in the British Isles, will be special preacher at Newtonbrook United Church on Sunday evening, Sept. 27th at 7 p.m. Standard Time. His subject will be "Vimy Memorial Service." A hearty welcome to all.

Next Sunday is Rally Day in the Newtonbrook United Church. The Sunday School will meet at 10.30 a.m. and afterwards join in the public worship service at 11 o'clock. The intermediate S. S. choir will lead in the worship of praise and give a special number. Miss Margaret Shaw will tell the story to the Juniors of "The Jar of Rosemary" and the pastor will give the address on "Bringing our Treasures." A cordial invitation is extended to the parents to come with their children. Make this a Family Service and make this Rally Service the best ever.

Zion United Church will hold their Harvest Home service next Sunday, Sept. 20 at 2.30 D.S.T. Rev. J. J. Ferguson of Toronto, a former pastor, will preach, Newtonbrook United Church Choir will give special music. A hearty invitation is extended to all former members and adherents to attend on this occasion.

Mrs. J. L. Caines is entertaining the Woman's Association at her home this (Thursday) afternoon.

Miss Margaret Graham and Miss Beatrice Johnston are attending Shaw's Business College in Toronto.

Rev. A. H. Halbert and Mr. W. T. New attended the meeting of the Toronto Centre Presbytery, Rural Executive, last Monday evening which was held at the home of Mr. Cyril Baker at Richvale.

Miss Norma Anderson has secured a position in the Library in Toronto. Congratulations.

We extend sincere sympathy to Mrs. Arnold Douglas in the loss of her mother, Mrs. MacDonald of Toronto. The funeral took place last Friday.

Miss Dorothy Johnson of Finch's Ave. has been very ill but is now on the road to recovery.

Mr. and Mrs. Robert Pinder Jr. and Mrs. R. Pinder Sr. returned last Saturday from a week's stay on an island near Bala. The scenery in Muskoka is very beautiful at this time of year. It is a picture no artist can paint.

Mr. E. J. Brett and Rev. A. H. Halbert attended a meeting of Toronto Centre Presbytery last Tuesday held in Westminster Central Church, Toronto.

Mrs. Albert Holmes and her two children left last Sunday for her home in St. George's, Newfoundland, after spending a month with her parents. Mr. and Mrs. E. J. Brett, Mrs. Holmes sailed from Montreal on Sunday evening on the S. S. Cariboo and would arrive home on Tuesday evening.

Mrs. Wm. Hick and little daughter Yvonne returned home last Saturday after a two month's stay near Torrance, Muskoka.

Several members of the local W. M.S. are attending the School for Leaders held in the United Church Training School in Toronto this week.

When you add "ism" to any policy or faith, it means less liberty for the individual.

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**Swat the Fly, and save our Babies**

With that slogan the Health League of Canada today fired its first gun in the annual autumn war against one of Canada's most dangerous household pests — the fly.

Declaring that the disease germs collected in the wanderings of the house fly and transported to the food and person of its victims constituted one of the greatest sources of danger to the health of Canadian babies, Dr. Gordon Bates, general director, urged Canadians everywhere to start swatting the autumn flies early.

Contamination of food by flies can and must be prevented the health director declared, pointing out that flies will carry on their feet, legs and body, and in the alimentary canal, the specific germs causing typhoid fever, cholera, infantile diarrhoea, tuberculosis and other diseases.

Sharp rise in the incidence of intestinal trouble among babies in September and October may be attributed, in part at least, to the increased number of flies that gain access to homes at this season, Dr. Bates said. He commended the efforts being made by health officers throughout Canada in abolishing manure heaps and garbage dumps, natural breeding places for the flies.

Floors and table tops should be kept entirely free from moisture and crumbs of food, officials of the health organization asserted. They pointed out that modern office buildings are comparatively free of flies because there is neither dirt nor food to attract them.

Housewives who empty their dirty dish water into the back-yard were chastized by the Health League of Canada officials who said that such practice was "unsanitary and filthy." Household refuse should be placed in a covered metal container, it was further urged. Babies carriages should be covered with netting. Screen doors should not be removed until the first frost has killed off the autumn flies.

It has been established that a pair of flies, if not interfered with, will cause 1,555,200,000 adult flies to be brought into the world from May 1 to August 1. Half of those will be female flies, capable of laying 120 eggs each.

"That's the reason why householders should start their autumn fly-killing campaign early," Dr. Bates said today. He said that flies were a menace to public health, owing to their habit of passing directly from filth to human food, carrying bacteria and other organisms and particles of decomposing matter on their hairy body, legs, sticky feet and mouthparts.

Public health departments all over Canada were commended for their careful supervision of restaurants, and the continued efforts being made to keep these eating-places clean.

Fifty per cent of the flies could be wiped out, and infant sickness could be reduced fifty per cent if housewives would take a determined stand to "Swat the fly—and save our babies," statement of the Health League of Canada concludes.

**OTTAWA TO SEE CHURCH MEET**

Toronto and London Divines Mentioned for Moderator's Post

The seventh General Council of the United Church of Canada will hold its biennial sessions at Chalmers United Church, Ottawa, and Ottawa will become a national centre for church legislation and debate.

Among those mentioned for the position of moderator, which Rt. Rev. Richard Roberts, D.D., D.Litt., will vacate this year, are Rev. D. C. MacGregor, D.D., of London, and Rev. Peter Bryce, general secretary of the Missionary and Maintenance Committee of the United Church of Canada. Dr. Roberts is minister of Sherbourne Street Church, Toronto, and leaves next week on a vacation after undergoing a serious operation. He will be back in time for the opening of council.

Two hundred and sixty commissioners elected from every part of Canada, from Newfoundland, Bermuda, Trinidad and five foreign lands will assemble in Chalmers Church for ten days commencing Sept. 23. During two days previously a pre-council congress will bring to Ottawa a selected group of leaders and students in the field of adult education.

This will be the first occasion when the council has planned its sessions for Ottawa. Previous councils were held as follows: 1925, Toronto; 1926, Montreal; 1928, Winnipeg; 1930, London; 1932, Hamilton, and 1934, Kingston.

Strange people! They will do nothing without adequate pay, yet the saps worry for days when they know there's no profit in it.

**School Fair Dates**

Schomberg	Sept. 18
Unionville	Sept. 21
Eversley	Sept. 22
Sharon	Sept. 23
Udora	Sept. 25
Belhaven	Sept. 24

**FALL FAIR DATES**

Bracebridge	Sept. 17, 18
Huntsville	Sept. 15, 16
Lindsay	Sept. 16-19
Acton	Sept. 22, 23
Agincourt (Scarboro)	Sept. 25, 26
Alliston	Sept. 24, 25
Barrie	Sept. 21-24
Meaford	Sept. 24, 25
Beaverton	Sept. 25, 26
Milton	Sept. 25, 26
Beeton	Oct. 2, 3
Dundalk	Sept. 29, 30
Elmvale	Sept. 28-30
Millbrook	Sept. 29, 30
Georgetown	Oct. 2, 3
Markham	Oct. 1-3
Schomberg	Oct. 6, 7
Streetsville	Oct. 10
Woodbridge	Oct. 9, 10, 12
Bolton	Oct. 16, 17
Bradford	Oct. 16, 17

**VERSE FOR THE KIDDIES**

Autumn in the garden is the shopping time for fairies,  
The elm is showing yellow silk, the ash has red and brown,  
The men come up on dragon flies, the ladies take canaries,  
As you might take a taxi when you're coming up to town.

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