

# Look At It This Way

A retail store regards itself as being a public servant. Therefore, it is wholly fitting that it should try to be the best and most eager servant possible. A retail store which hides itself from those whom it wants to employ it becomes under-employed, and so its sales decline.

The public inclines in largest numbers toward those stores which seek its attention and custom. It takes the advertising store at its own valuation. It likes to do business with those who manifest eagerness to serve it. It likes to buy at those stores which have to renew their stocks frequently.

Advertising is just communicating news and information about one's store and service. It is just a form of talking. It is those who talk who are listened to. Silent stores lose out to stores which carry on conversations — in the form of newspaper advertisements — with those whose custom they want.

Any retailer who wants to get more customers — for the replacement of customers who become lost to him and for the expansion of his business — can surely get them by making his store important in their eyes, and by putting in his advertisements the kind of information which will help buyers come to decisions.

Our newspaper's Advertising Department is ever willing to help Retailers prepare the right kind of Advertisements — **FREE Assistance**, of course.

## Advertise in The Liberal

**PAYS TRIBUTE TO LATE JAMES McLEAN**

A letter received by The Liberal this week from Hon. Duncan Marshall, Minister of Agriculture for Ontario pays sincere tribute to the late James McLean of Richmond Hill and expresses his regrets that being out of the city he was unable to attend the funeral. In his tribute Hon. Duncan Marshall said, "James McLean was a first rate farmer, a public spirited man and one who contributed much to the welfare of Agriculture through Fairs, Plowing Matches and other activities. The name 'McLean' has stood in York County for good plowing for very many years and I am very sorry that I was not a home at the time of his passing to pay my respects by attending his funeral."

### Sport Notes

**Roden Defeat East York**  
Roden A.C. continued their winning streak Tuesday when they defeated the classy East York team 9-5.

Frank Hayward and C. Smith, the goal keepers for both teams, were exceptionally good making almost impossible saves.

Ed. Morrin and Jack Crew were the chief goal scorers for Rodens while L. Woods scored three for East York and was the most valuable man for the visitors.

D. Puncin had the misfortune to break three ribs when he slipped into the goal post after making an attack on the Roden goal.

Brooklyn will meet Roden Intermediates at the local arena Monday, July 19th. The fans can be sure this will be a game worthwhile.

The lacrosse fans should not miss Tuesday's games in the Town League.

7.30—Richvale vs. Richmond Hill Midgets.

8.30—Richvale vs. North Toronto Juniors.

9.30—East York vs. Richmond Hill Juniors.

East York and Richmond Hill teams are made up of Roden and Marlboro Jrs. so the fans can be sure the lacrosse will be worthwhile coming out to see.

All plans and signs point to the fact that the Street Dance to be held August 18th is going to be one of the best held in years. Plan to attend, make up a party and come and enjoy yourselves and help a good cause along.

### DRIVING TESTS

Editorial in Stratford Beacon-Herald  
Here is what an applicant for a first-time driving license has to do in Salisbury (Rhodesia):

Drive at a fast rate and then pull up suddenly when a sack of flour representing a child is thrown unexpectedly on the roadway.

Drive off again and be suddenly confronted with a "nursemaid" pushing a baby carriage. Repeat test with two jay walking pedestrians. (We wonder who risks being the nursemaid and the jaywalkers).

Change gear, avoid car coming from side turning and stop as quickly as possible with front wheels back of white line.

Then, whether you are driving a sports model or a heavy truck, drive around point-duty policeman in the smallest possible circle.

Reverse into a narrow parking space.

Give all the statutory signals. Answer a number of questions taken at random from the Roads and Traffic Act.

One wonders what the traffic accident statistics are in Rhodesia. If tests mean anything the highway toll should be comparatively light. The Ontario examinations are child's play compared to these.

### "A MAN'S PRAYER"

Teach me that sixty minutes make an hour, sixteen ounces make one pound, and one hundred cents one dollar. Help me so to live that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain. Grant that I may earn my meal-ticket on the square, and that in earning it, I may do unto others as I would have them do unto me. Deafen me to the jingle of tainted money and to the rustle of unholy skirts. Blind me to the faults of the other fellow, but reveal to me my own. Guide me so that each night when I look across the dinner table at my wife, who has been a blessing to me, I will have nothing to conceal. Keep me young enough to laugh with little children, and sympathetic enough to be considerate of old age. Then, when comes the day of darkened shades and the smell of flowers, the tread of soft footsteps, and the crunching of wheels in the yard — make the ceremony short and the epitaph simple — **HERE LIES A MAN!**

## Classified Advs.

THIS IS THE DAY OF ADVERTISING—MAKE THE MOST OF IT  
RATES—Five lines or less, 25 cents for first insertion and 15 cents for each subsequent insertion. Over 5 lines 5 cents per line extra each insertion. IF CHARGED 7 CENTS PER LINE.

### FOR SALE

QUANTITY SEED BUCKWHEAT. Bruce Brothers, telephone Stouffville 3602.

PIANO, Player, in good condition, \$45.00 cash, a real bargain. Apply at Liberal Office.

HORSE suitable for saddle or light work. Apply Chas. Mizen, Doncaster Gardens, near Bayview.

250 BARRED ROCK CHICKS five weeks old, cheap. H. Lawrence, lot 45, 1st con. Markham Township.

FORDSON TRACTOR in good condition; also Oliver Plow nearly new. John J. Lees, R.R. No. 2, Gormley.

TWO PLATE GASOLINE stove for sale. Cheap. A real bargain. Apply G. Yerex, phone 242, Richmond Hill.

2 YOUNG GRADE AYRSHIRE cows fresh, passed 3 clean T. B. tests. I. D. Ramer, Richmond Hill, telephone 10.

MILK COWS, T.B. Tested, four to six years old, fresh cows and close springers; also Heifers. Apply E. Fisher, Langstaff.

HOUSE AND LOT at 36, Centre St. West, Richmond Hill, known as the late Lucy Bowes property; also some good furniture. Apply phone Maple 362.

PUREBRED AYRSHIRE BULL serviceable age, Dams are R.O.P. Record, 3 years old, 10,019 lbs. milk, 435 lbs. butter fat. E. Fisher, Langstaff.

NEW STUCCO BUNGALOW on Centre St. West, all modern conveniences, hardwood trim. Apply to Mrs. H. Hewison, 44 Centre St. W., Richmond Hill.

BOY'S BICYCLE in good condition; also 4h inch non-sag bed spring, good as new. Mrs. Lewis Clement, opposite L.T.B. & O. Home, telephone Richmond Hill 44r11.

### Cattle for Sale

Eastern cattle (from T.B. Tested Area). Fresh Cows and close-up Springers, Holstein, Ayrshire, Jerseys, Durhams, T.B. tested and blood tested. Purebreds and grades. Jack Devins, R.R. 2, Weston, 2 miles south of Woodbridge. Phone Woodbridge 1364.

### WARNING

Several complaints having been received of damage done by children parents are asked to take warning that a strict check-up is being made and all offenders will be prosecuted. J. A. GREENE, Reeve.

"Let joy be unconfined," even if there are slip-ups here and there.

Mandy had been given leave to attend her sister's wedding, and on her return entertained her employer with a full account of the proceedings. After listening to a glowing description of the gowns, the wedding breakfast and the guests, Mandy's employer said:

Employer—"You haven't told me anything about the bridegroom, Mandy. What is he like?"

Mandy—"Why, ma'am, dat man never did show up."

## Mulock Picnic

### Woodbridge

### SATURDAY

## Aug. 21

### TO RENT

EIGHT ROOM HOUSE, convenience, modern. Apply T. H. Trench, Richmond Hill.

### WANTED

YOUNG GIRL as mother's help on farm. Telephone Maple 563

EXPERIENCED MAN wants job on farm by day. Apply at The Liberal Office.

HOUSE, modern, wanted by young couple by the latter part of September. Apply by letter stating particulars to Box 40, Liberal Office.

### FOUND

FOUND—Two car keys, No. FH047. Apply at The Liberal Office.

### MISCELLANEOUS

BUILDINGS raised and moved. Langstaff Coal and Supply. Phone Thornhill 73.

ORDERS TAKEN for Gooseberries and Red Currants. B. F. White, 47 Church St.

MONEY TO LOAN. I have clients with money to loan on first mortgage in amounts up to \$5,000. A. E. Glass, Richmond Hill.

### NOTICE

#### VILLAGE OF RICHMOND HILL

The Council wishes to negotiate a loan of \$6,500.00 and bids for this amount will be received up to Wednesday, July 14th at the Treasurer's Office, where full particulars may be obtained.

Richmond Hill, July 8th, 1937.  
A. J. HUME, Treasurer.



R. & G.

(Reconditioned and Guaranteed)

## Used Cars

\$650.00

1936 FORD V-8 SEDAN — Nice

\$550.00

1936 FORD LIGHT DELIVERY — Heavy Duty Tires. Like new.

\$450.00

1934 FORD V-8 DeLUXE COUPE — Rumble Seat.

\$375.00

1933 FORD V-8 COUPE — Rumble Seat.

### Little Brothers

#### Ford Sales & Service

RICHMOND HILL ONTARIO  
PHONE 174-W

## Peerless Sales Books

are the best Counter Check Books made in Canada. They cost no more than ordinary books and always give satisfaction.

We are agents and will be pleased to quote you on any style or quantity required.

See Your Home Printer First

ORDERS TAKEN AT  
THE LIBERAL OFFICE

We are making progress. In the old days it was naughty to keep on having friends after you got married.