

"THE LIBERAL"

Established 1878
 AN INDEPENDENT WEEKLY
 J. Eachern Smith, Manager
 Advertising Rates on Application. TELEPHONE 9
 THE LIBERAL PRINTING CO., LTD.
 PUBLISHED EVERY THURSDAY AT RICHMOND HILL
 Member Canadian Weekly Newspaper Association
 Subscription \$1.50 per year — To the United States \$2.00
 Covering Canada's Best Suburban District

THURSDAY, FEBRUARY 24th, 1938.

A REDUCED TAX RATE

Richmond Hill ratepayers almost have come to the stage where they take tax reductions as a matter of course. However announcement in this issue of a further reduction of one mill in the rate for the current year is a notable achievement worthy of note and one which will meet with the whole-hearted approval of the ratepayers. Ten years is not a long time in the life of a municipality yet in the year 1928 Richmond Hill's tax rate was fifty-five mills, just ten mills higher than it is today. The constantly diminishing tax rate and the corresponding improvement in the financial position of the town is gratifying to all citizens, and reflects credit on those who have been charged with the responsibility of administering the public affairs of this municipality. Ten mills reduction in tax rate in a ten year period does not happen by chance. Rather it is the result of careful business-like administration which it has been Richmond Hill's good fortune to enjoy.

OUR DAIRY INDUSTRY

Dairying in Canada has come to be one of our largest industries. It employs far more people than mining, automotive manufacture, steel of the pulp and paper business. Starting on the farm and continuing to the doorstep in the town or city, milk and its products provide employment for more than 300,000 people.

The depression showed conclusively that economic setbacks in other lines do not stop the flow of milk. The fourteen and a quarter billion pounds of milk produced in 1929 increased by the time the depth of the depression was reached in 1932 to nearly sixteen billion. And by last year this had further advanced to about sixteen and three-quarter billion — as the following table from the Dominion Bureau of Statistics illustrates:

1929	14,349,023,000	pounds
1930	15,126,459,000	pounds
1931	15,772,852,000	pounds
1932	15,917,868,000	pounds
1933	15,048,724,900	pounds
1934	16,329,285,400	pounds
1935	16,356,661,300	pounds
1936	16,741,613,100	pounds

Milk and its products brought last year to Canadian farmers more than two hundred million dollars — \$208,238,128, to be exact. As the total gross annual agricultural is around nine hundred and fifty million dollars it is seen that more than a fifth of all agricultural income is derived from the milk cow. This was not so a decade ago when milk was only an eighth of total farm income.

Compared to all other products of the Canadian farm, milk is today the largest single course of revenue. This statement is not true for the chief wheat-growing provinces, but it is true for Canada as a whole, although wheat ran a close second last year, being only four million dollars behind. It will probably pass milk in a year of good Canadian crops and high world prices, but wheat is largely dependent on market variations outside of this country.

There are a number of reasons for the enhanced position which dairying has assumed in this country in the past few decades. One reason is the great strides which have been made in sanitary control of fluid milk. Through the co-operation of the dairy farmers, the municipal health authorities and the distributing companies, epidemics, caused by milk-borne diseases have largely disappeared, and an increasing public confidence in fluid milk has been developed. This is the most important feature of the present situation for no amount of sales effort by the dairies, and no amount of lecturing by the medical profession about the food value of milk would be of any real use if people were not satisfied that this milk were pure.

Half a century ago, when Canada was still more or less a country of neighborhoods, when the family cow was the source of most townspeople's milk, the problem of pure milk had not emerged to trouble our minds. It was when the cities grew that the problem of safe fluid milk distribution became acute. The remedy has been expensive and will continue to be expensive. But in dollars and cents it is worth while to the industry to spend money for sanitary assurance. Great credit is due to the leading distributing companies that pioneered in purveying safe milk, for they built up a justly-placed public confidence that has allowed Canadians to increase their consumption of milk by one-third in the last generation.

A CONTRAST

Contrasting the interest shown in the case of the four Russian scientists drifting on an ice floe near Greenland and the seeming indifference to the thousands slaughtered in China and Spain, the Christian Science Monitor says: "Four men on an ice floe, and nations turn their best efforts toward saving them. But in Japan and Spain new battle-fields are carved out in the day's fighting and what is described as a 'veritable butchery' goes on. By what process of reasoning does mankind arrive at the apparent conclusion that men are less worth saving from the dangers of war than from the dangers of arctic ice?"

THE UNDER-PAID TEACHERS

In discussing the question of under-paid school teachers in a recent editorial, the Brockville Recorder and Times strikes a real point when it says:

"As long as there are 5,000 school teachers throughout Canada on salaries of less than \$500 a year, the accusation that those engaged in the profession are over-paid will scarcely hold water.

"The President of the Canadian Teachers' Federation has pointed out that, according to the annual report of the Minister of Education of Ontario, there are 3,329 teachers in this Province paid less than the minimum wage set for girls engaged in factory work. And, believe it or not, 518 of these teachers are men.

It is true that most of the low-salaried teachers are engaged in rural schools but there are eight teachers in cities who are not paid more than \$600 per annum, 20 others in towns and 41 more in villages. And the Minister's report further states that there are a few women teachers in city schools paid as low as \$400 per year."

NEWTONBROOK

The North York Horticultural Society held its regular monthly meeting last Monday evening in the Town Hall with a very good attendance. Mr. W. A. Curtis, the president, presided. The guest speaker was Mr. John S. Hall who gave a very helpful address on "The Cultivation of Lilies," how to grow, where to grow and what to grow. He also showed very beautiful lantern slides of the National Flower and Garden Show held in Milwaukee last year, also some outstanding displays at the Baltimore National Flower Show. This is the greatest Flower Show in the world and incidentally it is coming to Toronto for this year's Show and Convention. It will be held in the Automobile Building, C.N.E. from March 24 to April 2. Carloads of flowers have already reached Toronto and are put in storage ready to be put in place for the opening. The regular admission fee is 75 cents to the National Show but Horticultural Societies are allotted a quantity of tickets at 45 cents. So get your tickets in good time. Eleven new members joined. This year, to be eligible for a premium your fee must be paid on or before April 25th as dealers refuse to deliver or guarantee premiums after the original list has been sent in. The list of premiums will include a good selection. Mr. A. W. Galbraith moved a vote of thanks to Mr. Hall for his very informative address and beautiful lantern slides after which the meeting closed with the National Anthem.

The Young People's Union of the United Church met last Monday evening with a large attendance. Mr. Jack Duggan presided. The guest speaker was Mr. Harris, principal of Queen Mary Public School, Willowdale, who spoke on Christian Citizenship. His address was very much worth while and appreciated by all. He also brought a String Orchestra from his school who gave several selections which added very much to the evening's program. Miss Beatrice Johnston, convener of Christian Culture will be in charge of the Y.P.U. meeting next Monday evening.

Rev. J. R. McCrimmon of Maple occupied the pulpit of the United Church last Sunday evening and gave a very interesting message of his missionary work in British Columbia.

We are sorry to hear of the serious illness of Roberta Johnson, youngest daughter of Mr. and Mrs. R. W. Johnson who is very ill at present with bronchial pneumonia. We sincerely hope she will have a speedy recovery.

A representative committee from the various local churches met last Tuesday afternoon and made plans for the World Day of Prayer which will be observed on Friday, March 4th.

Rev. J. R. and Mrs. McCrimmon of Maple were guests last Sunday of Rev. and Mrs. Halbert.

The Mission Band met last Saturday at 2:30 p.m. in the S.S. hall of the United Church with Robert Walterhouse presiding. There was an attendance of thirty-one. The scripture lesson from Matt. 25 chap. was read by Jean Stephens after which all recited the memory verses. The leader, Miss Lever, told the Missionary Story from the study book. A vocal number was contributed by the Mission Band officers and Joan Walterhouse gave a recitation. The minutes of last meeting were read by Rita Hurd. The meeting was followed by a St. Valentine Party. The mailman arrived with Valentines for everybody and each member received a bag of candy attractively wrapped in red paper.

A number from here intend going to the Temperance Rally to be held in Richmond Hill United Church next Tuesday, March 1st at 7 p.m.

Mrs. Harold Summers and son Bruce of Arvida, Quebec, arrived here last week and are staying with Mr. and Mrs. Frank Summers.

The Y.P.U. of the Suburban Area are invited to attend a Y.P.U. Rally in Richmond Hill United Church on Tuesday evening, March 8th at 7:45 o'clock.

Mr. John S. Hall of Toronto will show beautiful lantern slides in the United Church S. S. hall next Wednesday evening, March 2nd at 8 o'clock. Everybody welcome. A silver collection will be taken.

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DO YOU CHARGE FOR THIS ?

(Durham Chronicle)
 We received a publicity announcement a few days ago. It was for an affair at which there was to be no admission charge and after we had written the announcement down, we were asked if we charged for it. On being told that we did, the party on the other end of the line seemed disappointed and told us that The Review made no charge for such notices when there was no admission fee.

Possessed of a voice that at any time cannot be said to have that silvery ring spoken of in novels, we informed our friend at the other end of the wire in our best and softest English that is not up to much at any time, that we could not help that, but with wages, taxes, paper and ink bills and the like to look after, we did not see how we could do anything else but charge for that which was pure advertising whether an admission fee was charged or not. We intimated that the Review was running its own business, and if it was the desire of the management to make a free publicity sheet out of it, there was little we could do about it.

There is altogether too much of this "free" publicity stuff nowadays and while the newspapers are slowly finding out that it takes a lot of this kind of patronage to pay bills, there are still a few who run their businesses as an accommodation rather than a business.

Personally, we could never see this "free" stuff. A newspaper is, or it should be, expected to pay its way. If we give away our living inserting "free" advertising, it is going to be hard for us to contribute to any of those worthy causes that every so often come before us.

If we want a chocolate bar we pay five cents for it. If we need a postage stamp, Postmaster Smith or his assistants wait around until we get the three cents out of their hiding place. None of them say that it is free. If we go to a church supper we are generally held up at the door until the entrance fee is paid. When pay day comes around the help in the office would not be very well satisfied if we told them we had no money for them as we had given it all away in "free" advertising.

On Monday we went up town to pay our taxes. We had waited until the last day, hoping that Jimmy Dufield, as Chairman of the town finance committee, would call us up, tell us what a whale of a good fellow we were, and that it would be perfectly all right if we failed to pay our money. However, Jimmy failed us, and we had to shell out. When we owe a note at the bank and get it whittled down to a dollar or two, neither Gordon Webster or Charlie Zilliax gave us one of those cherubic bankers' smiles and tells us to "never mind the rest."

When we lose our collar button some morning, the fellow up town who sells them wants his money. He may feel interested in seeing that we are properly "collared," but he wants his money for the button just the same. He wants us to look nice, but not on his money.

No sir, we can't see this "free" stuff. Advertising is a newspaper's bread and butter, and so far as we can find out, the newspaper is about the only business in the country that is asked to contribute its wares without pay. But don't blame the public. You can't blame the public if a pleasant smile and a "line" about the "public interest" will result in a publisher throwing away that which should buy him his bread and butter. We may be wrong, but we cannot see why the newspaper should be expected to insert "free" advertising for the reason that some person or organization wants to make a good fellow of himself—at least possible cost to himself.

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