

"THE LIBERAL"

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THURSDAY, JULY 24th, 1941.

LEADERSHIP THROUGH EXAMPLE

While there are some in Canada who would have preferred some system of rationing gasoline and oil rather than the voluntary plan which has been launched, most Canadians will agree that the Oil Controller's move sets a splendid objective for a democratic people.

If motor car drivers of this country cut down the consumption of motor fuel by 50%, of their own free will, the achievement will stand out as a triumph for our way of living.

Human nature will be a prime factor in the success of the country's undertaking, however. Many of us are prone to sit back and wait for the other man to take the initiative. We require leadership within the ranks, somebody to set the example, before we all commence to do the same thing together.

In this campaign to conserve gasoline and oil for the sake of the bombers overseas, an opportunity is presented to the humblest of our citizens to become a leader. If a man leaves his motor car in his garage for four days a week and proudly announces the fact to his friends in the community, he will be rendering a service to his country of no mean value.

SACRIFICE IS THE PRICE OF VICTORY

To wage war there is more to be done than training men and the production of equipment. The whole population has to make sacrifices and mould their method of life into harmony with the war machine. And this does not mean the war machine of this country alone but of other countries as well, particularly Britain. The British NEED OIL AND GASOLINE. This is the primary reason for the new gasoline regulations in Canada which closes filling stations for twelve hours at night and all day Sundays. The non-essential use of gas and oil has to be drastically reduced. Otherwise a system of rationing will have to be introduced.

Gasoline is only one item. The hand of the nation at war will be stretched out to other materials and services. There is certain to be increasing diversion of goods and services to war needs, entailing voluntary sacrifices from the people. In a cause so great and a crisis so critical that sacrifice must be made.

It is sad but no doubt true that the ones who will not make any effort to save gas are the same ones who won't buy war savings certificates or Victory bonds. They are the people who want an all-out war effort—but by someone else.

WAR SAVINGS CERTIFICATE SALES

Money value of War Savings Certificates sales totalled \$7,028,390 in June from 1,111,727 applications, Hon. J. L. Ilsley, Minister of Finance, announced on July 11th. Total sales of War Savings Certificates now stand at \$70,985,674 from the inception of the movement to June 30, of which \$44,544,566 has been subscribed in the current calendar year.

The total of 1,111,727 applications received in June set a new high monthly record, and compares with 1,067,333 applications in May. In the first six months of this year, 5,056,498 individual applications were received at the National Headquarters. The largest day's total of individual applications yet received was 110,818, recorded on the last day of June.

"With the successful completion of the Victory Loan, plans are now being formulated for a renewed intensification of the War Savings activities throughout the Dominion during the Fall months," Mr. Ilsley announced. "War Savings Certificates and Victory Loans are the two principal means available to the Government of borrowing the savings of Canadians for war purposes. While tax revenues are moving upward, due in part to higher tax rates, the expanding volume of expenditures for war purposes makes just as necessary as ever the faithful support by the Canadian people of our loan campaigns. We must not relax our efforts in any quarter until Victory is achieved."

TREAT CHILDREN TO A VACATION

An eleven year old boy war-guest; a little five year old girl whose daddy is in the Army; two small youngsters whose mother is ill; these and many more are entered on the "urgent" list at the Country Homes Department of the Neighborhood Workers Association, Toronto.

Sending more than 1,000 children to private homes within a radius of 150 miles from Toronto for a two weeks' vacation is an annual project of the Neighborhood Workers Association. This year, according to F. N. Stapleford, Neighborhood Workers Association, General Secretary, the need is just as urgent as ever. Summer camps cannot possibly accommodate all the children from congested city areas and there are always many cases where special conditions make it impossible for certain children to go to camp. The only way these youngsters can be assured a holiday away from the city streets is for a generous person in the country to open his home to one or two of them for a short period. The Neighborhood Workers Association provides transportation, has the children medically examined before they leave town, and makes all arrangements for the trip. The hostess must be responsible for a bed, good plain meals — with perhaps a little extra milk for the youngsters who require fattening up — and opportunities for plenty of fresh air and sunshine.

On the rapidly growing lists at the Country Homes Department are many children of soldiers now serving in the active forces. A soldier's pay and allowances (the maximum is for two children) does not allow for a summer vacation for his family — especially if he left five or six little ones at home. Mothers are tired and worried after long weeks of weary managing alone. What a relief it would be to them to be able to send Johnnie and Mary off to the country for at least two weeks!

You can do your bit by writing immediately to the Country Homes Department, Neighborhood Workers Association, 22 Wellesley Street, Toronto, stating how many children, what age and sex you prefer, when you want them to arrive, where they will be met, etc., enclosing with your invitation a letter from your local clergyman.

The children are ready to leave now. Do not delay!

Canada's Postal Department Making A Vital Contribution To the National War Effort

Department Headed By North York Member Is One Of Canada's Big Businesses — "Canadian Veteran" Pays Tribute To Col. Mulock's Administration

Biggest of one of Canada's "big businesses" is that department of the Government headed by a veteran of the Great War—the Postoffice, over which Colonel the Honorable William Pate Mulock, K.C., holds sway.

Intimately bound up with the life of every Canadian citizen at all times, in a period of war it assumes, if possible, an importance even greater. Without it the wheels of Canada's war industries would be braked—without it the tenuous link between loved ones would be severed completely. Less spectacular, perhaps, than the raising of hundreds of millions of dollars for Canada's war chest, the marshalling of land, sea and air forces, or the production of planes, tanks, guns, corvettes nonetheless in numerous ways the Canadian Postoffice Department is making a whole-hearted and vital contribution to the Empire's ultimate victory.

Day in and day out it is maintaining the even flow of that life-stream of the nation — the mails — and under Colonel Mulock is facing up to the challenge and giving widespread co-operation in many phases of wartime endeavor.

It seems a happy augury that the department has at its helm today a Minister bearing a name so intimately linked with its progress. Colonel Mulock is the grandson of Sir William Mulock, who, when Postmaster-General over two-score years ago, fathered Imperial penny postage, and through his enterprise converted an apparently chronic departmental deficit into a surplus which, with ten exceptions, has been maintained ever since.

It is a source of pride to ex-service men that one of their own number has demonstrated outstanding success in furthering the progress of the department. Accepting the portfolio in July, 1940, Colonel Mulock had the satisfaction of informing the House of Commons recently that for the first nine months of the fiscal year 1940-1941 the gross revenue of the department had increased by \$2,739,313 over the corresponding period of the previous year. When it is understood that the gross revenue of the Postoffice exceeded the forty-four million dollar mark in 1939-1940, some conception of the magnitude of its operations may be formed.

Many Wartime Activities

The department has naturally many special wartime activities. Military mails, postal censorship, co-operation in war work with other Government departments, throw an additional heavy load on the shoulders of its big staff—among which are included many thousands of ex-service men.

To veterans, the handling of the mails for the Canadian forces must be of particular interest. This is ably carried out by the Canadian Postal Corps — which was recruited voluntarily among the executives of the Department and skilled personnel of the Postal Services. The Corps is operating the Base Postoffice, Ottawa, through which the mail for our soldiers and airmen overseas is handled; in Great Britain it provides these troops with full postal service, while it also operates military postoffices in Canada.

Last year over 5,600,000 letters, 3,260,000 pounds of parcels and 596,000 pounds of newspapers and other periodicals were despatched overseas by the Base Postoffice. The volume of military mails whose smooth flow is of such consequence in maintaining the morale of our fighting men, is increasing monthly, and in April over 733,000 letters, 115,000 parcels and 94,697 pounds of periodicals were sent across the Atlantic to our troops.

Improves Handling of "Fags"

One of Colonel Mulock's first official actions was to improve the system of handling parcels of cigarettes from tobacco companies. From personal experience gained while on active service in the Canadian Expeditionary Force during the Great War of 1914-18 the Postmaster-General has a personal knowledge of the value that the troops attach to all mail from home—and in particular to parcels of "smokes".

When complaints reached him of non-delivery and delay he ordered a survey of the entire system of handling military parcels, and had every complaint thoroughly investi-

gated. This probe completely exonerated the postal service from suspicion of trafficking or neglect, but it revealed the urgent need that the public should address mails to the soldiers correctly, and pack their parcels strongly enough to withstand the handling involved in a voyage across the Atlantic.

Colonel Mulock, to ensure the safe delivery of these tobacco and cigarette parcels ordered through tobacco firms, instituted identically the same postal treatment for them that registered mail received. Such parcels are bagged under supervision of postal officials, and are cleared through the customs, then given unit sortation at the Base Postoffice, where they are relisted and despatched overseas in sealed bags, and are checked again on arrival.

Mail, Parcel, Rates Reduced

In ever-increasing scope the Postmaster General has succeeded (following negotiations with other Postal administrations concerned) in extending reduced rates on parcels sent to our service-men and our allies — until finally he was able to announce that he had succeeded in having the reduced rate of 12 cents a pound, limit 11 pounds, made applicable on parcels mailed from Canada to Canadian, British and Dominion soldiers, sailors and airmen, and those of Allied Forces serving overseas either within or without the United Kingdom. Parcels to Canada's forces in Newfoundland became acceptable at 10 cents a pound, limit 20 pounds, and the rate of 12 cents a pound, limit of 20 pounds, was made applicable on those mailed Canadian troops in the West Indies.

Free postage (allowed on soldiers' letters mailed at Army Post Offices in the United Kingdom) was extended to Canadian units in Iceland, arrangements are now under way to grant free transmission on military mail from Newfoundland. Domestic postage rates were made applicable on mail to the Canadian garrison in Iceland.

A further concession is free redirection on parcels sent soldiers in Canada.

To reduce the volume of incorrectly addressed mail, Mr. Mulock sent a personalized letter to some 125,000 dependents of the members of the forces advising them of the correct procedure in addressing military mail, and through widespread publicity emphasized correct addressing and the proper packing of parcels, with encouraging results.

In April, too, special arrangements were made for the sending of brief Postal messages between persons in Canada and relations in enemy-occupied countries.

Postal Censorship

Today the censorship of the mails conducted in twenty-one Postal Censorship bureaux is a primary war-activity of the Department by which it performs a work of national protection. Several hundred subversive periodicals have been barred the mails as result of its activities, and thousands of dollars are being saved the country through the Department's co-operation with the Foreign Exchange Control Board. At one Postal Censorship Bureau items of mail examined as having been despatched, contrary to the Foreign Exchange regulations, on one day alone, were found to contain around \$2,000,000 in cash and securities.

Co-operation in War Work

The Post Office through its 12,557 post offices has become a leading agency in promoting the sale of War Savings Stamps and Certificates; aid was given the Department of National War Services in National Registration, Postmasters (having been appointed Deputy Registrars. Colonel Mulock announced recently that the department would co-operate with the Unemployment Insurance Commission in the sale of Unemployment Insurance stamps. In the 1941 Victory Loan campaign the Post Office Department again co-operated and enlisted the support of the postal employees throughout the Dominion.

Big Profits

Financially, the Post Office means much to the Dominion's revenues. Brief paragraphs in the Financial Times of Montreal recently tell the story. Here they are:

"Postmaster General William Mulock is still showing good profits with his mailing house. He has got

results by cutting out deadwood eliminating a lot of useless routine, and making certain services attractive to the general public. His profits were more than a million for the first quarter of 1941.

"The only places where he is down in 1941 are where war absolutely has stopped such business. For instance, there is not much money order business to foreign countries these days, and one would not expect an upswing in that. But elsewhere, everything is to the good. If the present gain of \$1,208,000 per quarter is maintained, Mr. Mulock will be able to present Hon. J. L. Ilsley, Minister of Finance, with approximately \$5,000,000 at the end of the year. The figures, however, speak for themselves."—From Canadian Veteran.

Notice to Creditors

In the Estate of Marianne Drew, deceased.

All creditors and claimants of the estate of Marianne Drew, Spinster, Elgin Mills, who died on March 27, 1941, are required to file their claims with the undersigned on or before August 11, 1941, after which date the estate will be distributed.

HARRY LORIMER STARK, Executor, By his Solicitor, ALEXANDER STARK, 80 King St. W., Toronto.

The Lions Club offers \$10.00 in prizes for ticket selling in connection with the Monster Street Dance and Carnival to be held Wednesday, August 13th.

MONEY SAVING NEWS FOR TIRE BUYERS

CANADA'S ECONOMY TIRE IS HERE

There's a thrill in store for you when you see how much tire your money can buy here.

The Goodyear Pathfinder has every quality for long,

honest wear at the lowest possible first cost.

We have a complete stock of Goodyear tires!

COME IN AND SEE THIS BIG EXTRA-VALUE TIRE TODAY WE'LL SAVE YOU MONEY

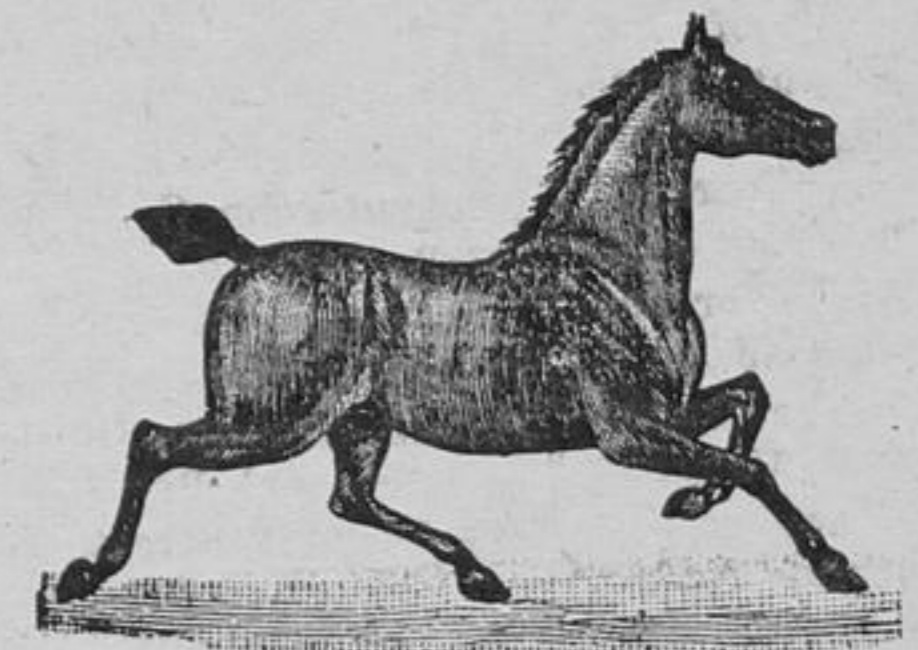
IT'S THE SENSATIONAL NEW GOOD YEAR PATHFINDER A BIG MILEAGE TIRE AT A ROCK BOTTOM PRICE



Hall's Service Station
 YONGE STREET OPPOSITE ORANGE HOME

Win 'VICTORY'

The \$500.00 Lion Horse



Donated to the Lions British Child WAR VICTIMS' FUND by Mr. George McNair of Vaughan Township.

Lucky Number Tickets now on sale by members of the Lions Club, volunteer workers, Richmond Hill business places.

"Victory" is a fine four-year-old Bay gelding, which would be a useful addition to any farm.

Tickets may be had by mail by writing to The Liberal Office, Richmond Hill.

LUCKY NUMBER TICKETS 25c.