

"THE LIBERAL"

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THURSDAY, AUGUST 14th, 1941.

THE FUNCTIONS OF AN EDITOR

As you read this week's paper, the writer hopes to be in the historic city of Quebec attending the annual convention of the Canadian Weekly Newspapers Association. We will combine the opportunity of delightful holiday with the privilege of meeting with and talking to fellow-publishers from all parts of Canada. In addition to the pleasure of going to these conventions we have found that meeting other editors and talking shop has been of great help in the conduct of our newspaper.

Just as 1941 brought new methods in farming land and in every line of commercial enterprise, it has brought change and improvement in the newspaper publishing business. In this changing world there can be no such a thing as getting in a rut, so we are striving to keep abreast of the times and now we are on a hunting trip for new ideas. We are endeavouring at all times to give this fine section of York County the best newspaper possible, and we are going to take advantage of this opportunity to hear some of the finest speakers on newspaper problems. So we'll be away from home for a few days enjoying a holiday with other progressive weekly publishers and at the same time studying how this paper can better serve its readers.

And since we're going to be a few hundred miles away when you read this we take the opportunity of indulging in a little discussion of the functions of an editor. With all its trials and tribulations and worries we dearly love the work of serving a community with a home paper. It is interesting, never boring, and we derive a good deal of satisfaction if not great material gain from it. Although it never happened in the case of The Liberal, we know readers of some weekly papers sometimes complain that there isn't much in them. Perhaps there would be more consideration in such criticism if the position of the editor could be better understood by the readers.

On the subject "The Functions of an Editor", a gifted Canadian writer, familiar with Canadian Weekly Newspapers, recently made the following observations:

"Essentially the editor is a human being, writing and dealing with men, women and children. He may be young or old, lazy or energetic, bold or timid, superficial or deep, querulous or constructive, slovenly or business-like, grasping or generous. He is certain to be human. He reacts to praise and criticism, to good and evil in much the same way as those who share community life with him. The editor, and this is true of 99 per cent of all weekly editors, recognizes the inherent decency of the countryside. He is still sufficiently old-fashioned to believe with his readers that the Ten Commandments and the Golden Rule have neither been repealed, improved upon or modified by modern advances.

"The editor is a student of community affairs. He has at his disposal records of public organizations in the community, and it is from his study of these records that he makes his editorial comment. He is not easily swayed by the hysterias which sway, and excite and mislead city people. Like the people he serves he uses good commonsense in his reasoning. If there wasn't much news in his paper today, perhaps there wasn't much happened in the community this week. Perhaps it could have been a more interesting paper had you told him of some interesting news story or personal item. The editors of Canada's weekly newspapers, serving the rural areas, are a greater power than most people suspect, for it is a political fact that more members of the House of Commons and more members of Provincial Legislature are elected from the rural areas than from the cities.

"It is the editor who decides what is fit and what is not fit to print. It is he who differentiates between news and propaganda. It is he who can, if he will, give the leadership that every energetic community must have. He is not hard to get along with, but he has a code of ethics which often cause him to refuse business rather than accept it against well grounded principles. He is not a super-human. He is a hard-working individual doing an important job in the community to the best of his ability, and if at times he fails in his task, it must be remembered that he is like every other human being in the community, heir to the frailties with which all mankind is endowed."

YONGE STREET SHOULD BE WIDENED

It is nothing short of a calamity that the Yonge Street bottleneck from Richmond Hill to Steele's corners has been allowed to continue all these years. The inquest held Monday evening concerning the death of a gallant soldier of Canada emphasizes the fact that this traffic hazard is costly in life and property. Military traffic makes extensive use of this highway and we think even in war time the widening of this important artery of traffic would be fully justified. Had Yonge Street been a highway properly built to meet the needs of existing traffic Pte. Raymond would not have been killed.

RIDE THE RADIALS AND SAVE GASOLINE

It is a patriotic duty at this critical time to save gasoline. Residents of the North Yonge Street district have an excellent opportunity to conserve fuel and still have modern and safe transportation to the city of Toronto. More frequent use of the North Yonge Radials will not only cut down on gasoline consumption, but will materially help in increasing the dividends of the publicly owned car line.

THEY FLY FOR FREEDOM

The Commonwealth Air Training Plan has been in operation a little over fifteen months. No. 1 Initial Training School, at Toronto, Canada, was opened April 29, 1940. A few months before that, Prime Minister King had announced the plan in the House of Commons. Today flying fields dot the map of Canada, and wings, motors and men are being formed in patterns of victory.

Because they fly for freedom, the men of the Commonwealth Air Training Plan cannot be stopped. They have come from the four corners of the earth, from their homes on veldt, in valley and in apartment blocks. They have come from colleges, factories and farms, to step into the air, to turn oceans into mill ponds, to blot out time and space in their rendezvous with an enemy bent on the destruction of liberty.

Tips For Motorists On Gasoline Economy

Automotive Experts offer hints to aid Government campaign

For the Canadian motorist who sincerely desires to save gasoline and oil in the operation of his car or truck, thus co-operating in the Dominion Government fuel economy campaign, certain simple rules are available.

The following list of driving tips has been compiled by C. E. McTavish, Director of Parts and Service, General Motors Products of Canada Limited, after consultation with General Motors engineers and service experts. These hints are offered by Mr. McTavish to the Canadian motoring public, with Mr. McTavish's comment that a maximum of economy is built into the modern automobile but that there are certain things that the motorist himself must do to eliminate avoidable waste of gasoline and oil. Here is Mr. McTavish's list:

1. Accelerate gently. A fast get-away may be spectacular, but it wastes gasoline.
 2. Do not stay in second gear beyond 20 m.p.h. Roaring second gear speeds use large quantities of fuel.
 3. Start to decelerate a sufficient distance from your stopping point to allow the momentum of the car to carry you along with a minimum use of gasoline.
 4. Drive at moderate speeds. Remember the best economy is obtained at speeds 25 to 35 m.p.h. The faster you drive above this speed the greater the requirements of fuel and oil per mile.
 5. Keep your engine tuned up for the best efficiency. Dirty spark plugs can waste one gallon of gas for every ten used. Tightly adjusted valves not only cause burned valves, but result in poor fuel economy. Ignition points properly adjusted, and ignition properly timed, will give you the best performance and greater fuel economy.
 6. Keep your car well lubricated. Keep the tires inflated to the proper pressure. Make sure the parking brake is in the completely released position. In other words, let your car roll freely.
 7. Don't let your engine idle more than is necessary. Even an idling engine consumes gasoline.
 8. Do not postpone a necessary engine overhaul. Worn rings drastically reduce engine power, and result in more oil and gasoline being consumed.
 9. Watch the choke, especially if it is manually operated. Don't forget to push it to the "off" position as quickly as possible after starting a cold engine.
 10. Avoid pumping the accelerator up and down. This pumps a slug of gasoline out of the carburetor every time you make a downward motion.
- In conclusion, Mr. McTavish draws attention to another fuel waster. Don't overfill the gasoline tank. The gas station attendant naturally wants to put all the gasoline he possibly can in your tank, but quite often he will spill some (for which you pay) in trying to get that last quart in. And remember that gasoline expands with heat, and if you park your car in the sun with the tank full, that expanding gasoline has got to go somewhere and that will be out of the gas tank vent.

Urge Roadside Weeds Be Cut

John MacLeod suggests land owners aid municipalities where help is scarce — Loss to crops through weeds totals millions of dollars every year.

Farmers who make special efforts to keep their land clean of weeds become discouraged when municipal and road authorities allow noxious weeds to mature seed on roadsides adjoining their farms, states John D. MacLeod, Crops, Seeds and Weeds Branch, Ont. Dept. of Agriculture. The Weed Control Act clearly states all weeds on roadsides must be destroyed often enough to prevent the ripening of their seed.

However, many municipal councils find it difficult to get help for this work at the proper time. This is particularly true this year. They quite realize their responsibility under the Weed Control Act, but are unable to obtain adequate labor. Several municipalities have made special appeals to ratepayers asking them to cut down roadside weeds in front of their property, so that no weed seeds will mature to blow over farm lands.

"We have paid dearly for neglect of weeds on roadsides and on farms during the last war," said Mr. MacLeod, "and a similar situation must not be allowed to develop now. Loss to farm crops through weeds runs into millions of dollars every year. This enormous loss could be prevented if everyone co-operated in a war of their own on weeds."

HARVEST STARTS IN THE WEST

Cutting operations in the Milestone district were halted last week due to heavy rains. While early-sown grains are ready to cut, farmers are unable to get on the land. If dry weather continues some will cut toward the end of this week. Later-sown wheat will not be ready to cut for at least another week. The crop outlook is still good, although a few complain of slight damage by sawfly and cutworm. Recent rains have helped fill headed grains and should offset any damage from insects. Some farmers report having six-rowed wheat. Last year most of wheat was four-rowed. The wheat for the district should average about 20 bushels to the acre. Output should be a trifle higher than last year's crop, despite the reduction in wheat acreage, providing fair weather prevails during harvest.—Milestone Mail, August 6, 1941.

FACTS

Making the modern bombing airplane calls for three tons of aluminum.

Substitutes for butter and rubber have been manufactured from coal by Germany's chemists.

In a recent week Britain spent \$424,444,743, or just about \$45,000 a minute.

Eire (Southern Ireland) has only twenty cargo ships, mostly of the small coasting type.

An expert American G-man can draw and fire his revolver in just one second.

Rabbits multiply quickly; one pair can produce up to 200 rabbits in a year.

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