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With The Veterans

The regular monthly meeting of York County Veterans Association will be held on Tuesday next, Dec. 2nd at 8.15 p.m. in the Municipal Hall, Richmond Hill. All members and those wishing to join are requested to attend.

Thornhill District News

Thornhill-Langstaff District Goes Over Top For War Savings

It was announced this week that the Thornhill-Langstaff district War Savings Committee has completed a canvas of the district and the results show that the people have exceeded the original objective. The first goal set was \$700 per month and subscriptions tabulated by canvassers brought the total up to almost \$1200 monthly. This is a splendid showing and we congratulate the committee and people of the district on the fine response in this phase of Canada's war effort.

The Liberal has been the Home Paper of this district since 1878. A local weekly serving this section of York County it has a wide news and advertising coverage. If you are not now a subscriber we invite you to join our ever growing family of readers. Subscribe today and receive the paper every week by mail, \$1.50 per year. If thinking of a Christmas present for a friend, or some member of your household, what could be more acceptable than a year's subscription to the Home Paper.

Thornhill Women's Institute held their annual bazaar at the home of Mrs. J. Pearson on Tuesday, November 18th at which about \$25 was realized. At the meeting which preceded the bazaar it was decided to send Christmas baskets to the sick and needy. Mrs. McCaughey was chosen as convener and Mrs. O. Brillinger and Mrs. R. H. Neil as her committee. It was announced that \$5.00 had been donated toward the Christmas boxes for the boys overseas.

Miss L. Trimble visited with friends in Thornhill on Sunday. The regular meeting of the Women's Missionary Society will be held in the United Church Sunday School room, Tuesday, December 2 at 3.30 p.m.

The ladies in charge of packing the Christmas boxes for the boys of Thornhill and vicinity on active service overseas wish to report that 23 boxes were packed at the home of Mrs. Talbert Findlay and forwarded early this month. The boxes each contained about 15 articles including food, socks, and toilet articles. 300 cigarettes were also forwarded separately to each of them.

The ladies wish to thank all those

in Thornhill and community for their very generous donations to these boxes, also to local Branch of Red Cross for socks and Women's Institute for their assistance.

The gifts for those serving in Canada will be packed in near future.

D.D.G.M. Visited Patterson Lodge

R. W. Bro. Geo. W. Varty, District Deputy Grand Master, Toronto District "C", accompanied by the District Secretary W. Bro. Arthur Green, inspected Patterson Lodge Thursday, November 20th. A large attendance of visiting brethren were received and welcomed by W. Bro. John Kerr the Worshipful Master of the lodge, from the four Toronto Districts. After the business had been disposed of the ceremony of the E.A. degree was exemplified with full musical ritual accompaniment. W. Bro. Kerr and his staff of officers, assisted by the Past Masters were highly complimented on the efficient manner in which the degree was conferred, also on the healthy condition of the lodge. At the conclusion of the ceremony the brethren and visitors adjourned to the banquet hall where a pleasant social hour was spent. After toasting the King and His Majesty's Forces, the following toasts were proposed: The Grand Master and the Grand Lodge and was ably responded by his representative, R. W. Bro. Geo. Varty; visiting brethren by W. Bro. S. A. Allsopp, responses by W. Bro. Frank C. Green, W.M. of Northgate Lodge, Toronto, R.W. Bro. F. C. Irwin, V. W. Bro. E. S. Brown and W. Bro. A. Mills, Tuscan Lodge, Newmarket. The toast to the candidate was proposed by R. W. Bro. J. E. Francis. The musical part of the program was under the supervision of W. Bro. H. S. Sparks with Bro. W. R. Howard at the piano.

After choir practice on Friday evening last the choir of Trinity church met in a body at the home of Mrs. W. C. L. Ball to honour one of their number, Miss Janet Little, who was married on Saturday. During the evening Miss Little was presented with several pieces of pyrex. A social hour was spent, climaxed with coffee, cake and sandwiches.

Rev. Canon J. W. McDonald of Toronto, a former rector of Trinity church, will preach on Sunday morning. Former members as well as present members are specially invited to this St. Andrew's Day service.

WOODBRIDGE

Five Toronto bond houses bid over par for \$7,000 of fifteen-year debentures being issued by the Village of Woodbridge at 3 1/2 per cent interest. Council at a special meeting Saturday night accepted the tender of \$7,330.54 submitted by J. L. Graham & Company of Toronto. The other four bids ranged upward from \$7,251.12.

Reeve A. B. Cousins and other members of council expressed pleasure at the good prices offered, but they were no surprise to Ed. Brown, village clerk since 1903 and village treasurer for the past twenty years. "We always have sold our bonds at par or better," the veteran official reminded Council.

Woodbridge, with a population of 1,050, a total assessment of \$408,000 and a tax rate of thirty mills, has a total debenture debt, including the new issue, of about \$50,000. The new coupon issue sold yesterday is for the construction of an addition and improvements to the public school.

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We've got to fight to defend our homes.
 —That's why I've enlisted.



Advertising

(A Message to Local Merchants)

It is difficult for us to conceive of any single force which wields so great an influence in our life as advertising . . . yet, how many people stop to consider what advertising really is.

Advertising is any means or method of communication of essential information as to where, when and how a commodity or service may be obtained . . . and WHY IT IS DESIRABLE.

Before people will buy, they must be 'sold'. They must make up their mind that they want your goods or service more than any other product that their money will buy . . . more than they want to keep the money.

But how can a person find this magic formula of convincing prospects "WHY IT IS DESIRABLE"?

The answer lies in the product or service itself . . .

Why do people buy your product now?

How do they use it?

What does it do for them?

Where do they use it?

When do they use it?

How often do they use it?

Take a pencil and write down the answers to these questions. Study your answers and you'll have the basis on which to build your advertising message.

Then, your next job is to tell them "Why it is desirable" from their point of view. Remember, they are interested in their own wants and needs — not in a lot of adjectives making boastful claims. The public doesn't care how big your firm is or how old it is or where it is . . . they are interested in themselves, their health, their happiness, their family and their own beliefs.

Fix this thought in your mind: "WHY IT IS DESIRABLE FROM THEIR POINT OF VIEW" . . . and you will achieve success in your advertising.

Your local newspaper has proven that it is the most desirable medium for many sales messages — what about yours?



ONTARIO

1942 MOTOR VEHICLE PERMITS AND DRIVERS' LICENSES

will be available

DECEMBER 1st, 1941

THE TERM of 1941 permits and licenses has been extended to January 31st, 1942, after which date they will be invalid and those operating with them subject to the penalties provided. There will be no further extension of their term.

Secure yours early and avoid the usual rush of the last few weeks.

For your convenience, permits and licenses are issued through the offices of 191 agents located throughout the Province.

Preserve your 1941 plates. Do not destroy or throw them away. During the first two weeks of February they will be collected through Gasoline Service Stations by The Canadian Red Cross Society.

November 26th, 1941

T. B. McQUESTEN
 Minister of Highways

When driving along our highways give our Soldier boys a ride.

