

# The Liberal

WANT ADS COVER  
AND DISCOVER A  
MULTITUDE  
OF NEEDS

VOL. LXIII. RICHMOND HILL, ONTARIO THURSDAY, FEBRUARY 19th, 1942. No. 34.

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## King City District News

Last week the Kettleby Unit of the Township Red Cross Branch delivered a large consignment of finished supplies to the local Branch Headquarters at Schomberg. This consisted of 12 quilts, 4 women's blouses, 1 khaki sweater, 1 pr. seamen's socks, 2 khaki scarves, 9 prs. socks, 3 prs. mitts, 1 pr. gloves, 2 wash cloths. Of particular mention is the number of quilts turned in by this unit. We are informed that the cost to the local Branch for material is about \$1.00 per quilt. This low cost is possible because the material is purchased in quantity through the Ontario Headquarters of the Society at Toronto.

The president of the King Township Branch has often told us that our Red Cross dollar goes further in providing comforts for the Bomb Victims of Britain than by any other means. When we consider the value of the finished quilt we are of the opinion there is much truth in this statement.

The Busy Bees Club of Schomberg, a war time club of 15 ladies, disclose an interesting year's work of 5 quilts, 7 crib quilts, 4 blankets, 8 prs. gloves, 5 baby's dresses, 3 baby's jackets, 1 wrap gown, 3 pr. pyjamas, 2 baby slippers, 13 wool jumpers, 10 sweaters, 5 waists, 17 pairs boys' pants, 2 boys' blouses, 26 women's nighties, 7 ladies' skirts, 2 filled sailors' ditty bags; \$12.00 to Red Cross.

Officers of the club for its second term are: Mrs. E. G. Lloyd, president; Mrs. Ewart Atchison, vice-president; Mrs. Shoults, secretary-treasurer.

On Friday, February 13, a group of eight ladies entertained at a progressive euchre in McDonald & Wells Hall. Total proceeds of 25c. per guest went to Overseas Box Fund of Women's Institute, King. On Monday, February 16, more than \$42 has been realized. The boxes must be packed for the 'duration' for victory. Though the 12th hero fell, 11 are left. Again we say, "God Bless Them, Everyone!"

Nobleton W.I. sponsored a very successful annual St. Valentine dance proceeds of which went to W.I. general interests.

Several from King attended the thrilling Victory Rally at Aurora last week. The Victory Chorus was excellent.

Schomberg W. I. discussed economy of sugar at the regular February meeting. Housewives are sincere in their efforts generally, to conserve sugar, members felt, and while the odd housekeeper has a tendency to be unfair the great majority are anxious to lend attention and careful supervision to the use of sugar. Hints and recipes were offered which reduce the quantity of sugar listed in average recipes for household use.

Mr. and Mrs. Leslie Hotchen, formerly of Scanlon's Bakery, Aurora, have taken over Stone's bakery in King. "Les", as he is known at King was formerly employed at Stone's and his reputation as a good baker is not to be disputed. Unfortunately

his first week-end as our baker was badly spoiled by the terrific recent snow storm. However, his patrons understood the situation and join in wishing him success and "good baking".

Mrs. Geo. Stone Jr. has moved to the north end cottage, prettily built against the western sky.

Jack Stone and Erma Watts of Bolton were married on February 7 at Stouffville. A charming romance and plenty of happiness ahead.

Mr. Morrison Archibald has returned to his home at Red Deer after spending several months visiting his brother, Charles Archibald, and other relatives.

New Victory Loan entertainments are scheduled at two centres; at Schomberg February 25th, and Oak Ridges February 20th. Schools in each area will take part respectively and parents are asked to attend concerts along with scholars.

The recent marriage of Jean McClure of Toronto and Elwood Patton, at Toronto was an event of much interest in this district. The bride was tendered showers on five different occasions before her marriage. One of these was given by Miss Tilda Patton at King.

World's Day of Prayer will be held on Friday afternoon, February 20th at St. Andrew's, Strange; All Saints King and Trinity United at Schomberg.

## Advertise The Name To Succeed, Is Advice

Firms Failing To Do So "May Easily Fail," R. C. Smith Says

R. C. Smith, a white-haired gentleman who wears a morning coat and a broad-brimmed hat and is dean of Canada's advertising men, recently celebrated another birthday.

His age he kept a secret, as he always has, but he marked the occasion by expressing the conviction that after the war there's going to be a terrific scramble to get goods which can't be obtained now.

"Any business that has the foresight to keep its name before the public will probably do well," he said. "Any firm that is over-confident that the public will remember it, and fails to advertise may easily fail."

"You don't think," asked the interviewer, "that the public remembers very long?"  
"Young man," said Mr. Smith, with his characteristic twinkle, "when you put your finger in the sea, and pull it out again, did you ever observe the size of the hole it leaves?"

"The goods that are well known, that is to say, consistently advertised during these trying years, will crowd the forgotten merchandise off the shelves. If goods can't be bought now, that is all the more reason for keeping their name remembered. You don't realize why you buy many things. Who taught your wife to use a vacuum cleaner? Why do you use fountain pens, tinned soup, vitamin pills, refrigerators, automobiles, electric ranges? Believe it or not, the advertisements taught you to do these things.

"I can recall when we used few or none of these things, and we didn't want them.

"Now we may have to do without some of these comforts again. It won't hurt us, who are still so close to pioneer stock, to face life in a more rugged way for a while. But to lose the desire for better living would be a stupid blundering set-back to our generation."

**Massey-Harris**  
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**Harold W. Mortson**  
11 Centre St. W., Richmond Hill  
Telephone 98

## GENERAL NEWS AND VIEWS

Buy Victory Bonds.

If we lose the war, nothing matters. To win demands the all-out effort of every citizen.

Don't throw me away! I am just a piece of printed paper, but still can serve my country by being converted into other materials. When you have read me, save me.

When the Victory Loan canvasser calls on you subscribe to the very limit of your ability.

Capt. the Rev. Norman Rawson was the speaker at a Victory Loan Rally at Newmarket Tuesday evening. Numbers by the Aurora Victory Chorus delighted and inspired the large gathering.

Stouffville Fire Brigade received only one call in 1941.

So live that you won't be ashamed to sell the family parrot to the town gossip.—The Villager.

He tried to cross the railroad track, before the rushing train. They put the pieces in a sack, But couldn't find a brain.

Rare Volume: a borrowed book that comes back.

Teacher: "You don't know the first thing about syntax."  
Pupils: "Goodness! Is there a tax on that too?"

New comfortable spring-filled cushion seats have recently been installed at the Royal Theatre, Aurora.

We have heard a good many reasons why this Daylight Saving idea won't work, but perhaps the best, and not too illogical at that, was that the new hours would make one Durham citizen miss the Jack Benny program when his wife takes him by the ear and marches him off to church Sunday evening, and the preacher is so long getting through with his "thirdly" and "finally" that he misses Charlie McCarthy, too. This war is getting more "turbid" every day.—Durham Chronicle.

Violations of the sugar rationing law are punishable by court action, according to officials of the Wartime Prices and Trade Board. The rationing of sugar has been adopted not because there is any scarcity of sugar in Canada, but, as a safeguard against any scarcity in future. There is, therefore, no reason why hoarding of this commodity should be practised.—Stirling News-Argus.

York county reforestation committee reported to county council that 20,000,000 trees are available for 1942 spring planting in York county. The problem of securing labor for planting will be partially solved by delivering bundles of trees to rural school children with the purpose of teaching them the value of conservation, the committee reported.

"It was conscription that caused it," said a mother the other day speaking about her boy back in 1917. "My son was wounded back in November of that year. You see he went up into the woods to avoid conscription, and a hunter mistook him for a deer."

Farmers who employed pupil help last year will be glad to learn that the Department of Education has revised its regulations so that this class of employee must remain at least 13 weeks and even then cannot leave without consent of the employer if their services are still needed.

This is an old one. But perhaps you may be interested in the solution. A sheik had three sons. In his will he left one half of his camels to the eldest, one third to the second and one ninth to the third. At his death he had only 17 camels. How was the provision of the will carried out? . . . An old neighbour gave

the estate another camel. Then the eldest received one half, or nine camels, the second got his third, or six camels, while the youngest boy had his ninth or two camels. This made 17 camels in all and the neighbour took back the one he had given.

Last Sunday was bright, sunny and springlike. Our friends told us it was a weather-breeder and they proved to be right.

## WAY BACK IN THE LIBERAL FILES

FIFTEEN YEARS AGO

From our Issue of Feb. 17th, 1927  
It was with startling suddenness that York County learned of the passing of one of her foremost sons in the person of Edgar A. James who died at his home, 107 Alexandra Boulevard, Toronto, on Saturday, February 12th. His death cut short a career which was crowded with activity and which was singularly marked by useful service to his country and to his fellow-men.

Dr. Robert Miller Coulter, C.M.G., an old Richmond Hill boy and former deputy postmaster general of Canada passed away at the home of his son-in-law, Mr. H. Carleton Monk, Ottawa, on Monday last. He held the important office of deputy postmaster-general for twenty-five years and during that time had been responsible for many reforms established in the postal service.

The Presbyterian W.M.S. met at the home of Mrs. Geo. Kidd Thursday afternoon. Mrs. Sneddon, newly elected district vice-president, gave the address and Mrs. Milton Savage accompanied by Mrs. Yerex, sang a solo.

THIRTY YEARS AGO

From our Issue of Feb. 15th, 1912  
The Board of Education met on the 7th instant. The following officers were elected for the current year: Chairman, Geo. Redditt; Sec-Treas., Geo. McDonald; Managing Committee, J. Innes, C. Mason, H. A. Nicholls, G. Cowie.

Following the very low temperature of Saturday, it was encouraging to hear on Sunday morning, Feb. 11 the whistle of the robin, that welcome harbinger of spring.

Vaughan council met on Tuesday, February 13 when a petition was presented requesting them to obtain from the Hydro Electric Commission an estimate of the cost to supply light and power to the residents of Maple.

FORTY YEARS AGO

From our Issue of Feb. 20th, 1902  
Mr. R. Moodie won the silver medal donated by Mr. Rowland, president of the Curling Club, for the championship of Richmond Hill.

The hockey club are more than satisfied with the result of their racing, skating and hockey carnival held in the rink Monday evening. There was a large attendance, the door receipts being \$51. A large number came to the carnival by electric cars, both from the north and south.

## BUSINESS

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