"THE LIBERAL"

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MORE BUSINESS FOR THE SMALL TOWNS

From all over the country come reports of increased business in the small towns. The home shopping centre is coming into its own. There is increased business in Richmond Hill and merchants throughout the district report that business is good. True there are restrictions, and in some respects business is difficult but after all there's a war on, we have much to be thankful for, and we must make the best of things as they are.

Commenting on the increased business now coming to the small town, The Midland Free Press says:

"Gasoline rationing and the knowledge that no more tires are available to replace the present ones on the family car are putting a crimp in the practice of running to the city to shop. The people of the towns and the surrounding countryside will do their buying in the home market. As loyal citizens, they should do that in any case, but unfortunately people do not always do what they should. Now they will have to, but for one thing.

The big Toronto mail order houses are seeking to make good the losses of the big department stores by sending out more catalogues than ever. This is competition that is hard to meet unless the town merchant makes a steady practice of advertising his wares. He must bring before the public the latest news regarding the contents of his shop if he expects people to go there rather than sit at home and thumb the pages of the catalogue."

Editor Frank Irwin of the Durham Chronicle has this to say:

"Towns with business men who are willing to carry a good stock of goods and advertise it, will do more business than formerly, but we have our doubts of those small towns whose business men spend their time shining their pants on the counters instead of shining up their stores and going at this thing of making a living as if it meant something to them. A town that does only the business that people are forced to give it for the reason that some other trading centre is too far away, cannot hope for much increase in trade."

To those sage words, Editor Sam Curry, of The Tweed

News, adds the following:

"The day of opening up a store, putting stock on the shelves, and then sitting back and waiting for customers, is as outmoded as women's corsets or buttoned shoes. If you want to sell to-day, you must tell your customers what you have to sell. Customers won't stand in front of you while you tell them by word of mouth. They want to sit down and read it and digest it in their own home at their leisure. Most people read the newspapers nowadays, and the store that thinks it can increase business without telling the public regularly what it has to sell, is fooling nobody but itself."

"The town whose business men do not get behind it can expect little improvement. The departmental stores are right on the job, and by newspaper and catalogue advertising will make every attempt to hold their business. They did not get it easily, and they do not intend to re-

linquish it without a struggle."

* * * * * * * * * COMPULSORY RATIONING

More restrictions are coming for Canadians in the near future according to all signs of the times. Rationing by coupon of certain supplies and products undoubtedly is very nearly here. It is bound to come, because while the voluntary or honor method has served as a useful preliminary in the face of human nature being what it is, it

simply couldn't fill the bill. It is not that the individual citizen deliberately intends to be selfish or unpatriotic: he convinces himself easily enough that he really needs the supplies he has been accustomed to get and that, in any case, the amount of saving in his own case will be negligible. He fails to realize or unconsciously closes his eyes to the fact that every other citizen thinks and acts pretty much as he does so that, when he evades rationing regulations, the total amount lost to the war effort is not that involved in his own per onal case but one in reality thousands, if not millions of times as large. Moreover, there is no reason why those who do comply with the regulations should be subjected to sacrifices when others escape them for no valid reason. The amount of the sugar ration has been reduced and who can say that this might not have been necessary if more people had observed the initial restriction loyally?

We hope when coupons are issued for sugar, tea, coffee or whatever may come under compulsory rationing that they will be more equitably distributed than the gas ratings. Altogether too many people are in the wrong category for gas rations. Canadians we believe will welcome compulsory rationing that is fair and equitable to all. It is inevitable as the war progresses that there will be a scarcity of many commodities and compulsory rationing is the one means by which the available supply can be equitably distributed.

SHOOTING "BUTCHER" HEYDRICH

It's a wonder Heydrich wasn't shot long ago. His record in Czechoslovakia was dreadful. He had farmers shot simply because their cows gave less milk than other cows confiscated by the Nazis. Heydrich's legacy of hate arises from his Civil Summary Courts which administer his "civil martial law." These Courts handle about 70 cases daily of price regulation, evasion, sabotage, slander, resistance to occupation. There are few acquitals: 20 per cent of the victims are hung or shot; the rest are handed over to Hitler's Secret State Police, which means immediate death or death from overly "energetic examination" (this is the term the SS Police use in their records). Heydrich's Courts have been operating for eight months. The 200 or so Czechs so far killed in reprisal for the shooting of Heydrich are but a fraction of those whose deaths are already directly attributable to this butcher.

Buy War Savings Stamps Regularly

BIRD CHATTER

We heard a symphony. The audi- | the water and more quickly than we singers-twenty-one kinds of birds. We counted them when we came home. What a delight to stand there quietly and listen to the whitethroat's sweet clear notes, the Maryland yellow-throat's "witchity-witchity-witch", the soft call of the mourning dove, the cat-bird's varied music, the veery's lovely song, the oven er unlucky fish. bird's "Teacher-Teacher" and all the others. It was an hour we shall not forget.

A tragedy in the bird world - A pair of chipping sparrows had a nest in a Chinese Elm hedge on Centre St. West. One morning when they were away, in went what was believed to be a shrike, and flew away with a small blue egg in its mouth.

Two lovely cedar waxwings were feeding in a hawthorn tree on Gamble sideroad. They were particularly well marked, the rec wax-like tips of the wings showing so plainly. What a picture they were, there in the blossoms.

he was disturbed he flew over the chorus. field and then back again right on to the rail, where he continued for by paddling carefully it is possible some distance.

He paid not the slightest attention for some unwary fish. to us, bu soon proved that he was At times the Rails will give their really very wide awake. His whole "Tap Tap" call, and by knocking a interest at that time was in secur- pipe against the boxt, they answer ing his breakfast.

long neck, down went his head into a pleasant morning hour.

ence-just four of us one evening can tell it, he had swallowed that last week. The place-the roadside fish whole; then back went his head on the second of Markham. The into his shoulders and again he assumed that half asleep appearance.

We waited for a few minutes and he caught a second fish the same way. He did not seem to notice us at all. We left quietly so as not to disturb him, and when we looked back he was standing in the same position patiently waiting for anoth-

At the mouth of the Scugog River, just where it enters Sturgeon Lake, is a large expanse of marsh, which has become interspersed with narrow channels, so narrow that only a cartridge wad. small boat can be paddled through. On either side, bulrushes and other box for rifle cartridges. aquatic plants rise in a dense mass to a height of thirty inches or so These shallow pools abound in water | shoes off' lilies and the whole area is alive with bird life. Here the red-winged blackbirds are to be seen and heard in great numbers, the long-billed marsh wren scolds as we paddle along, the Florida Gallinule clucks at A spotted sandpiper was seen us from within a few feet, while running along the rail of the rail- carefully keeping out of sight, and way track north of the village much the northern yellow-throat adds his in the manner of a small boy. When "witchity-witchity-witch" to the

There are also countiess frogs, and to approach very near a large bullfrog who may be sitting on a lily One morning last summer we not- pad. We sometimes come very close iced on the boathcuse wharf a half to an American Bittern standing grown American Bittern, standing still at the edge of the water patientmotionless, his head drawn down in ly waiting for his meal to swim his shoulders, and apparently not along, while around the next corner half awake. We tiptoed down the may be a Great Blue Heron standsteps and sat down within a few ing on one leg on a partly submergfeet of him to observe him better. ed log, and also patiently waiting

with almost the same sound. Through Suddenly a minnow swam along this whole area very few boats naviand quick as a flash out went his gate, and in it we have spent many

True Patriotism

Jonah: Chap. 1:1-;3 3:1-5; and Chap. 4

(PAPER GIVEN AT TORONTO PRESBYTERIAL W.M.S. EXECU-TIVE MEETING BY MINA G. SOMMERVILLE, UNIONVILLE)

When national holidays come, they God. Only in this way can peace remind us of our loyalty to King come to this upset world. and Country and give us an oppor- True patriotism today in Canada tunity to show our allegiance as cit- must seek the good in Canada but izens, but sometimes flag waving also all nations in the world, since and singing our national songs is as all we, who claim to be Christians far as our patriotism goes.

Jonah's narrow exclusiveness led to God's children. his distrust and dislike of the for- True patriotism is truly a missionriotism.

city of Nineveth reminds us of His shall be righteous as well as strong. care for all nations of today and His "Thus may our country, good and will that all should live in peace and love and mutual regard, and a les- Be God's delight, man's best estate." son of the broader and higher patriotism that should grow out of the love of God.

take heed of this thought. The story, fail to realize how little they acof God's love for this heathen city complish themselves. - St. Thomas reminds that He still has under his Times-Journal. care all nations of the world today, our enemies as well as our allies, and it is His will that all shoud live in peace and love.

God hates sin-but loves sinners. The wickedness of other nations is no reason for us hating them and desiring their destruction. We Canadians call ourselves Christians and in these war times propagandists would try to make us believe that ! our way of life is pretty nearly perfect. They say "It is not our fault that a war is on." This is a war of Christianity vs. Paganism. Do we accept this as a challenge to individually do our part in bringing about the end of this terrible conflict? Is our land really Christian and do we find our citizens' chief concern the spreading abroad of the gospel of Jesus Christ and do we each pray steadfastly for the turning of all faces in all nations to honor and obey the only just ruler of all the earth, the true and living

should lead the way by showing, not The story of the mission and ex- only by preaching, the spirit of perience of Jonah teaches us that christian love in dealing with oththere is a higher patriotism that ers. The more wicked and undeservdoes not restrict its love and ser- ing we think people are, the more vice to one's own land and nation. they need the love and witness of

eign city to which God had sent him ary spirit. Jonah lacked that. The to preach forgiveness and repent- positive command of Jesus Christ, ance, rather Jonah wanted to see "Go ye into all the world" is in comthem punished for their sins. But plete accord with the lesson taught the lesson God taught him carries to his prophet Jonah. He, too has with it the principal of human bro- a lesson for each of us, if we but therhood and tolerance that are the liston. True patriots we must be better and saving parts of true pat- in these trying times, not only in waving flags and singing songs, but God's care for the great heathen always striving that our country

great.

Check Artists-Some people are so busy checking up on the amount We would do well at this time to of work other people do, that they



. POST OFFICES BANKS DEPARTMENT STORES . DRUGGISTS GROCERS . TOBACCONISTS BOOK STORES and other RETAIL STORES DEFEAT HITLERISM! SAVE EVERY SCRAP OF PAPER NOW!

1 Newspaper would make three 26-pound shell cups.

1 Popular Magazine would make interior components of two mines. 6 Old Books would make one mortar shell carrier.

1 Soap Powder Canister would make 4 aero engine gaskets.

5 Medium Sized Cartons would make one shell fuse assembly. 60 Large Cigarette Cartons would

make one outer shell container. 20 Breakfast Cereal Cartons would make one case for 3-pounder shells. 6 Old Bills would make one washer for a shell.

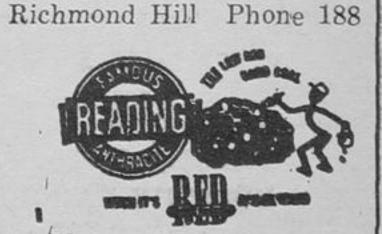
4 Assorted Food Cartons would make one box for aero-canon shells. 1 Old Envelope would make one

12 Old Letters would make one

You can tell when a man is comabove the water, and the passages fortably seated at home. He has lead from one open space to another. his feet propped in a chair with his

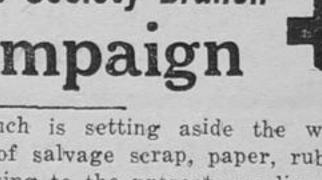
Have you tried

Famous Reading Anthracite, the RED trade marked coal? You'll be surprised how much extra heat you get in every ton.





Markham Twp Red Cross Society Branch Salvage Campaign



The Markham Township Branch is setting aside the whole month of June for the collection of salvage scrap, paper, rubber, iron and steel, aluminum, etc. Owing to the present gasoline and tire restrictions, we are unable now to use trucks to pick up this salvage through the Township, and as this is EVERYONE'S WAR, EVERYONE must do their own duty and transport, in some way, their scrap for themselves. No excuses should be made but each one of us should make our own arrangements with neighbours, if we cannot bring in our own scrap, to have it brought in for us. Do not wait for someone else to do your own war work for you. Scrap can be taken to the rear of the Township Hall in Unionville -- papers must be tied up in bundles or placed in cardboard boxes, and put into the shed behind the Hall. Wet paper is of no use to us. The following points should also be carefully noted:

PAPERS should be firmly tied in bundles or placed in cardboard boxes, of about 50 lbs.. weight. No corrugated cardboard should be sent in, nor waxed or oiled paper. Magazines and books should be kept separate from newspapers. No wet paper should be included.

RAGS should be packed in jute bags or cardboard cartons. RUBBER TIRES, TUBES, BOOTS, GOLOSHES, AND OTHER RUBBER ARTICLES. All metal and leather should be removed from all rubber articles.

MIXED SCRAP, IRON, STEEL, ALUMINUM, ETC. Please keep this segregated. We get better prices if zinc, brass, copper, lead and aluminum are separated from iron and steel. Each type of material is used for a different purpose, and when segregated is an additional contribution to speedy delivery to where it is needed, and aids the War Work immeasurably.

TIN CANS, WIRE FENCING, OLD LEATHER, OLD EAVE TROUGHING, AND GLASSWARE (BOTTLES, ETC.). These are not required by us, and sending them in hampers our war effort.

We want to urge every single citizen of Markham Township to realize their own responsibility in this salvage campaign. Hitherto it has been possible to arrange collections, but we must now do our own work, and it is up to each one of us to take over this duty for ourselves, and to add our own individual effort to this war work. Remember, this is your war as well as ours - the scrap material is in your hands and must be put into ours to dispose of to the best advantage, and it is by our own endeavours that the country will obtain the benefit of this salvage and the Axis Powers thus brought closer to defeat.

Citizens of Markham Township - do your duty now. Get your scrap material gathered up now - DO NOT PUT IT OFF and have it brought to Unionville. Delay is dangerous. REALIZE YOUR OWN RESPONSIBILITIES.

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