

"THE LIBERAL"

Established 1878

Advertising Rates on Application. TELEPHONE 9
 AN INDEPENDENT WEEKLY
 PUBLISHED EVERY THURSDAY AT RICHMOND HILL
 THE LIBERAL PRINTING CO., LTD.
 J. Eachern Smith, Manager
 Member Canadian Weekly Newspaper Association
 Covering Canada's Best Suburban District
 Subscription \$1.50 per year — To the United States \$2.00

THURSDAY, JULY 2nd, 1942.

GENERAL PUBLIC HAS BIG EARS AND EYES

The public is always listening to and looking for news calculated to inform and entertain it. The public does not like silence. It wants to be spoken to. It likes companionable people.

The public's appetite for news is insatiable. It wants news about local happenings, about national happenings, about world happenings; but most people are most attentive to local news.

The public genuinely likes the news communicated to it by storekeepers. This sort of news is related to the money in their purse; therefore it is a kind of news to which it gives very special attention.

The advertisements published by retailers in their local newspaper are scanned by most readers, and those advertisements which give them the kind of information which will help them buy satisfactorily get a focussed attention.

Every retail store has information to communicate which the dwellers in our community want to have. The hardware dealer, the coal dealer, the dry goods store, the bookseller, the grocer, the druggist, the electrical dealer, the dealer in shoes, in men's and women's and children's clothing — all have something to say which would interest large numbers of people resident in our community. The public goes to those stores which give it information. The public's big ears and big eyes are ever wanting news — from our local retailers.

EFFECTIVE WARTIME ADVERTISING

In the absence of official and regular broadcasts emanating directly to the people from the head of our government coupled with the decline in production in consumer goods and the stepped up production of munitions of war, it has been found expedient and highly necessary to keep the public mind informed and stimulated in regard to just what we are doing as a nation and how fast we are doing it to the end that victory be achieved. Government sponsored advertising has been weightily effective in mobilizing the minds of Canadians for many months. This is a means of building and invigorating national morale. All reputable publications have carried these messages and the weekly press has shared to a considerable degree in the releases.

In this issue will be found three departments of government speaking through advertising, directly to the people. The Finance Department tells of the necessity for War Savings Stamps; the Department of Labor tells of the Registration of the Unemployed and finally the Wartime Prices and Trade Board emphasizes the need for restrictions in the use of tea, coffee and sugar. All of this, you will see, is both educative and admonitory. And so have been previous releases dealing with the Victory Loan, Income Tax, Unemployment Insurance, Recruiting and Agricultural Production. Illustrated and worded by experts, these advertisements have formed, really, the People's Encyclopaedia of Canada's War effort.

In most journals, and particularly the weeklies, these official messages have been accorded accompanying editorials and news stories emphasizing their national importance and imploring people to study them with care. That has been, in our opinion, co-operation of the most effective kind and at the same time freely given as to space. It is becoming more and more borne in upon us that we can have but a single purpose and that is, winning this war. Local, or weekly newspapers have carried on a splendid tradition in thus closely contacting that most important element within the nation, the people of rural Canada. Which is a prime reason why every family should be a regular subscriber to a local paper and thus associate themselves directly with the government's aim to inform and build by way of national and educative appeals toward an all-out effort.—Bowmanville Statesman.

Take Good Care of Your Clothes

War-time economy necessitates the best possible care of clothing, and we offer to the people of Richmond Hill and district an unexcelled Cleaning and Pressing service.

Look your best at all times in clothes taken care of by our cleaning service.

Repairs and Alterations a Specialty

DROP IN TODAY AND ORDER THAT NEW SUIT OR TOP COAT YOU HAVE BEEN PROMISING YOURSELF.

RICHMOND TAILORS

J. A. GREENE
 Men's and Ladies' Tailoring
 PHONE 49 RICHMOND HILL

DINNER LUNCHEON
 BANQUETS RECEPTIONS FAMILY GATHERINGS
 SPECIAL PARTIES

MAPLE VILLA

A New Home For Better Meals

MAPLE, ONTARIO PHONE MAPLE 89

The Spinners and Weavers of Thornhill

Definite Revival in Interest in the Ancient Craft—Demonstration at Thornhill Red Cross Show Attracted Widespread Interest

At the recent Red Cross Handcraft Show in Thornhill, a beautiful counterpane woven by early Pennsylvania Dutch settlers, and now in the possession of Mrs. E. J. Jackson, was exhibited. Spreads such as this, which in the early days were the requisite of prosperous farm homes, have now become collectors' prizes.

Swifter methods of machine manufacture proved disparaging to the art, patience and time involved in setting up and weaving the intricate patterns by hand, and so the old wide looms had to give up their floor space and retire to attic or barn. Without doubt a few must remain in this district but we do not hear of them being used.

In the past few years, however, there has been a definite revival of interest in the ancient craft. This is due partly to the appearance of Thackeray looms — small, easy to operate, and convenient to carry, and partly to the war which has brought to women a keener appreciation of the useful homely arts.

The Thackeray loom was invented by an English couple—Mr. and Mrs. Thackeray—the former a cousin of the famous author of that name. They inherited a loom and becoming interested in weaving, began to explore the possibilities of building something smaller and more easy to handle which would appeal to the average person. They made experiments which were continued by Mrs. Thackeray after her husband's death. The Guild of All Arts at Scarborough heard of the work and co-operated in obtaining patents and putting Thackeray looms on the Canadian market. Since then they have been shipped to all parts of the world. Luncheon sets, bags, purses, belts, towels, scarves and a great variety of articles may be woven on small looms. Larger ones operated by treadles require permanent floor space and are more difficult to warp, but once that is accomplished a number of yards of material may be woven at one time. Anyone with an appreciation of color and texture, and a desire to create something distinctive and lasting will find in weaving a most fascinating hobby, and also a stimulant for jaded nerves.

Since the demonstration by the Thornhill spinners and weavers at the Red Cross Handcraft Show elicited many favourable comments, you might be interested to hear a little more about their work.

Miss Marjorie Nazer received instructions in spinning several summers ago from an eighty-year-old woman in Quebec who was a good and exacting teacher though she could not understand a word of English, and Miss Nazer's French left much to the imagination. Incidentally the province of Quebec endeavours to foster this art among the habitants both for its usefulness and because it has a distinct appeal to tourists. The Department of Agriculture there has issued and distributed a very complete, illustrated book of instructions for spinning and weaving.

Miss Nazer can now wash, dye, card and spin wool and has made many attractive articles on both large and small looms, as well as some lovely hooked wool rugs. The beautiful blocked fabrics hanging behind her spinning wheel at the show were designed and printed by her from linoleum block cuts. She also paints and does lovely lettering.

Mrs. George McLaren, president of the Thornhill branch of the Red Cross has always had a hobby of some kind. Before the war she made luxurious mules of rabbit fur which were sold in exclusive gift shops throughout Canada. She also has mastered the art of dyeing, carding and spinning wool. When she decided to get a large loom she took the measurements of one belonging to a friend, and making ingenious use of odds and ends, had one constructed by a handyman. The only major part which had to be bought was the comb or reed, but it is possible to manufacture even these from bicycle spokes, cut in lengths. It is said that when Mrs. Thackeray was experimenting with small looms, she used a strong steel hair comb.

On her home made loom Mrs. McLaren has woven coverings for her chairs and sofas, rag carpets, a deep pile stair runner and many other things. The large and effective hooked rug so much admired at the show was designed by her and she also spun and dyed the wool which she used in its making.

Mrs. Owen Classey has been weaving for only about a year and a half

but has already produced beautiful sports coat lengths (a finished one which she had tailored herself was on exhibit), baby blankets and luncheon sets as well as many other articles, all of which are noted for their good design and workmanship. A small loom, the gift of her daughter-in-law started her off upon this engaging hobby. Soon she purchased an extension for it which allowed the making of greater lengths. At Christmas time her husband surprised her with a "Guild of All Arts" loom which will weave material up to thirty inches wide and (with an extension) three yards in length. There are no treadles on this loom. The four heddles are automatically raised and lowered by pressing a button, and for its size this model requires very little floor space.

Inevitably, learning to weave breeds a desire to spin as well. It is cheaper for one thing, the wool is more interesting in texture than the bought variety and if you dye your own you have a wider range of colors to choose from. And so Mrs. Classey has now begun to do some wishful thinking about a spinning wheel.

Linoleum block cutting is an interesting hobby which can be indulged in at very little expense. A piece of linoleum, a few simple tools (fashioned at a pinch from sharpened umbrella spokes), an old letter press or vise, some printers ink, a photographer's roller and a piece of glass and some paper will suffice a beginner. Though not many could hope to attain to the same perfection as Miss Hahn, they would have fun making simple Christmas cards, tally cards, signs, etc.

Miss Hahn who so kindly demonstrated the making of colored linoleum prints at the show is a sister of Mrs. Hal. Hook, a talented artist resident in Thornhill. She is also an artist and excels in pottery and metal work too.

Smile: As busy as a junk-dealer in an old dump pile.

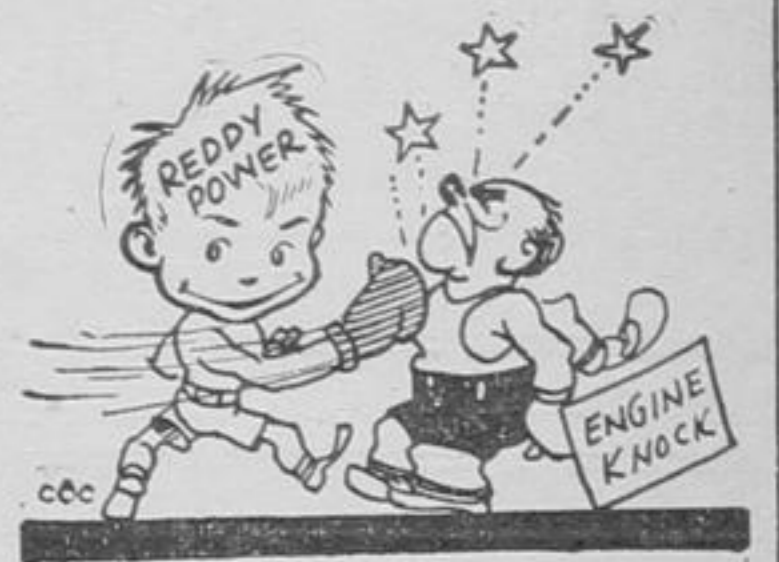
1924 **INSURANCE** 1942
 Policies issued through this office covering Farm Property — Private Dwellings and their contents—Automobile — Plate Glass—Residence Burglary, etc. Claims Settled Promptly
J. R. HERRINGTON
 General Insurance
 Richmond Hill Telephone 87

General News & Views

As it comes to all men: Of course few people believe in signs but a Hartford (Conn.) hearse has a license plate bearing the designation "U-2".

It is a well-known fact that men live longer now than some time ago. There is a story that in the very early days man's span of life was a mere forty years. The animals friendly to man held a convention and the horse offered to give up ten years of his life, the dog ten and the monkey ten. This may be the reason that man "works like a horse" between 40 and 50; "has a dog's life between 50 and 60, and after that just "monkeys around."

The Chief Constable for York County has issued a very interesting and complete report of York County police activities for the year 1941. The York County police force numbers fourteen and the cost for the year including salaries, expenses and office expense amounted to \$33,759.58. A summary of cases shows 1145 for breach of the Highway Traffic Act, 277 criminal cases, 48 under the Liquor Control Act and 77 which are listed as general.



You should depend upon Hall's Service Station gas for a peppy pickup and power showing. Hall's gas vaporizes fast and gives a fullness of energy and power to your engine and helps "knock out" many an engine knock.

"Be Ready With Reddy Power"

HALL'S SERVICE STATION
 OPPOSITE ORANGE HOME

FROST STEEL & WIRE PRODUCTS

Farm and Poultry Fence, Chain Link and Farm Gates, Steel and Cedar Posts, Brace Wires, soft wire for fencing and electric fence, Bright Galvanized Staples.

WALTER BONE

Telephone 28r2 Maple, Ont. We Will Gladly Quote Prices

SAVE YOUR Tires and Gasoline

BY PURCHASING A SET OF WHEEL LOCKS

— AND —

GASOLINE TANK LOCK

— AT —

Cities Service Garage

29 Yonge Street Richmond Hill

Too High a Price for a Second Cup



Cartoon—Courtesy Knight, Windsor Star