

The Liberal

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Business Begets Business

The sweeping changes which are taking place in Richmond Hill's business section — changes which have provided more alteration in the appearance of the village in a year than took place in the preceding thirty — mean quite a bit more than the simple improvement of property.

They provide tangible proof of the fact that the Hill is on its way to becoming the "market place" of its district — a market place which will inevitably attract more business because of the availability and diversity of the goods and services which its merchants offer.

There's no getting away from the fact that the modern shopper likes to have the opportunity of looking around and making a selection. If there is only one grocery store, one drug store, one hardware merchant the tendency is to say — "Oh, let's go to Toronto or Aurora or Newmarket where there's a little competition and a better selection."

In actual fact, that "better selection" may not exist. Nevertheless it's hard to convince the shopper of that. This human nature, we suppose, to believe that because of greater displays greater diversity exists. It is our firm belief — a belief which is backed by incontrovertible research — that "business begets business." The shopper who can come to a town, be met with a good competitive display, and find in that town the fulfilling of all of his needs, is much more likely to leave his dollars in local tills than the buyer who, disgusted because he or she cannot find what they want in the community, goes somewhere where ALL requirements can be met.

In this connection advance information that further stores are planned for Richmond Hill in the near future is interesting. These stores, we understand, will add to the variety of retail business which is operating in the town. Inevitably, because of the fact that they offer wider shopping opportunities, their establishment will react to the benefit of those who are already in business.

We believe that there is little room at the present time for petty local jealousies. The fact that a new store comes in is not going to rob an established merchant of his trade. Everything proves that, properly handled, the two stores together are going to do more than double the business that one did. Trite as it may be the old saying about "competition being the life of trade" still has a lot of punch in it.

Therefore, we repeat, our local "improvers" are doing a whole lot more than just dressing up their own properties. They are giving a "zip" to local commerce which in turn will react not only to their own benefit but, beyond question, to the benefit of all businesses and the town as a whole.

Is It Worth While?

We were interested a few days ago, when in a local merchant's store, in observing the manner in which he dealt with a transient seller of space in a program which had little or nothing to do with local activities.

There was no shilly-shallying. The merchant couldn't see any value in handing out \$5. for space and display which was worthless to him and had no hesitation in saying so. Politely but firmly he refused to be "taken for a ride."

This business of buying space in catalogues and programs is a ticklish one, and one which is a continual headache to business men. We are of the definite opinion that it is up to local business to support local activities. Granted that at times the advertising value of space in a program is questionable. Nevertheless community good-will is a valuable thing. And even more so is the support of local activities which help to make a community a life, progressive place in which to live — and a place in which our young people, especially, can find the amusements and interests which keep them at home.

In some ways, of course, it would be easy to say "No" to everything. But that would be a short-sighted policy, destructive to the best interests of Richmond Hill or any other locality. The merchant who adopted it might save a few dollars — but if all took the same stand there would soon be a dead town, with its citizens going elsewhere to do their business and find their amusements.

The days of the village where everybody lived by taking in everybody else's washing are dead as the dodo. That is as it should be. No town or individual can live into themselves any more in the present state of our civilization.

But on the other hand there is no reason why local business men should let themselves become targets for the men and women who make a steady living by attempting to sell space in outside programs and such projections which cannot by any stretch of the imagination, be classified as having good-will, community-building or business-getting value.

Advertising pays. Of that there is no doubt whatsoever. But to pay it must be beamed at an objective. To gain that objective discrimination must be used. We suggest that analysis of the project presented is a "must." The tests are simple. "Does this benefit my business, my community, the people who are my neighbours, or the country in which I live?" We suggest to be the first and most important.

"Am I sure that the promises made as to this getting distribution can and will be carried out?" is another.

If a projection cannot measure up to those simple tests then the money should be saved for more worth-while endeavours.

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From The Hilltop

A COLUMN OF VIEWS AND OBSERVATIONS
(By F. J. Picking)

It's a matter of pride to the staff of The Liberal that in its columns is to be found very little "canned" material — that is to say, material picked up from other papers or from one of the many sources available to weekly newspapers.

Issue after issue of this district's "home paper" goes to press with hardly a line of editorial or news matter in it that hasn't been dug out, written, edited, proofed and printed by its own staff. Put another way — this paper goes "all out" to fill its columns with home-grown, home-handled news.

But now and again something comes along that's so good it's worth passing on. Such is the case this week so, for the first time in the months which this column has been running, you're being treated to the thoughts of someone else.

I suppose that I might as well tell the truth and admit that I have a lazy streak. Someone's going to accuse me of it anyway, so I had better beat them to the punch. Jokes to one side, the article which I am reprinting, and which I pinched from the Noranda Press, gives a slant on weekly newspapering which I believe is worth reading and which, it is my hope, will convey to the readers of this paper something of the principles which govern us in serving them and also some of the problems which have to be faced. So here it is.

"Oh for the life of a weekly editor." How many times have newspapermen plugging away each day on the big dailies uttered this phrase. How many times have they wished that they could change the hustle and bustle of their daily life for what they believe is lackadaisical, soft life of a weekly editor who has only one paper a week to worry about.

Only one paper a week to worry about. Yes that is all but a daily newspaperman would soon find out that a week is hardly enough time to put out a weekly, that is a good weekly. For with weeklies, editorial staffs are at a minimum, budgets do not allow an excess number of reporters, and what is more to the point, weeklies do not possess wire services and therefore all that appears in the paper, with the exception of a few items from other sources which are of local interest, must be written by the staff.

A daily newspaperman writes about persons and people whom he does not know, or at least, in whom he is little interested, while

the weekly editor is writing all the time about people he does know, about many who are his personal friends. How many times in his writings does he stop and wonder what effect they will have on his friends, or how his friends will take them. And yet, if he is a good newspaperman, he must put all this aside and think only of the service he must render to his community.

For in a community the weekly newspaper can render a great service. It stands as the protector of the weak and oppressed. It speaks out for justice for all in the community, it prods local authorities into action. Yes, it even makes mistakes but a good weekly editor will admit his mistakes although he will refuse to back down from a position which he has taken and which he knows to be right.

A weekly editor must run stories which he knows will hurt his friends. But he knows too, that if the truth is written it will not hurt people half as much as will garbled rumors making the rounds of persons throughout the town. His decisions must be made regardless of the effect they might have on local advertisers or on the paper's circulation. He must make them fearlessly knowing that the daily newspapers which have nothing to lose in the way of advertising or circulation will use them anyway.

Even when the newspaper has finally gone to press the weekly editor's worries are not over. His headaches have commenced. A number of persons lose no time in bringing to his attention the fact that they disagree with some item that has appeared in the latest edition. Most of those who complain unfortunately, have not the courage to put their opinions in writing so that they may be used in "Letters to the Editor" columns. Although it is well understood that newspapers run these columns so that the general public may freely express their views the majority of dissenters prefer to carry their complaint direct to the editor and leave it go at that, despite the fact that, although they demand that a letter be signed before they will print it, newspapers will gladly withhold a person's name on request.

It is surprising how many people run a newspaper down claiming they are not furnishing the reading public with enough news and yet at the same time will go to any length to keep a story about themselves out of the papers.

Yes, you daily newspapermen think well before you say, "Oh for the life of a weekly editor."

SUNDAY AFTERNOON
DR. ARCHER WALLACE

ON SHOWING APPRECIATION

I was invited to speak at a returned soldiers' banquet recently. The place next to me was vacant when the meal began but eventually the latecomer arrived. He soon made up for lost time. Most men eat too fast; he was no exception. After ten minutes he had caught up with the rest of us. I didn't attempt any conversation until he had slowed up a little. I said he seemed to enjoy his food. He agreed.

Then he told me a lovely story. Two weeks previously his father and mother had celebrated the fiftieth anniversary of their wedding. At the party the guests wanted his mother to make a speech. She demurred. They insisted: "You've lived with Dad for fifty years; tell us something about it."

She consented to make a very brief speech. It was brief — but good. She said: "I have lived with John for fifty years and he has never once found fault with my cooking." Now, the old lady's memory may have been a little at fault. However, her husband must have been strong on appreciation; that is what she remembered most.

In my own home I recall that at the close of nearly every meal; Dad would push back his chair and say: "I never enjoyed a meal more in my life!" Mother would pretend to disagree, but I could see she enjoyed it. I liked to hear Dad talk like that too.

There isn't enough appreciation with us; we take too much for granted. One of the loveliest passages of history is that which tells of the tenderness of Charles Lamb for his ailing sister, Mary. More than once he led her to the mental hospital when both felt that another break was coming. But Charles knew what pleased Mary and he dedicated his book of

poems to her. In a letter to his friend Coleridge, he said: "It will be unexpected and it will give her pleasure for there is a monotony of the affections, which people together are apt to give in to; a sort of indifference in the expression of kindness for each other." There you have it in a sentence. We take too much for granted.

When Mary anointed Jesus, some onlookers criticized her, but he said: "She hath come aforehand, to anoint my body to the burying." Mary's gift was timely. It was no accident that Jesus used the word aforehand when eulogizing Mary. There is a time when loving service can be rendered, when it will be appreciated. There comes a day when the memory of our indifference brings only vain regrets. Margaret E. Sangster has voiced what many must have felt:

If I had known in the morning How wearily all the day The words unkind would trouble my mind I said when you went away, I had been more careful, darling, Nor given to you needless pain; But we "vex" our own We might never take back again.

We have careful thought for the stranger And smiles for the sometime guest But oft for "our own" The bitter tone, Though we love "our own" the best. Ah! lips with the curve impatient, Ah! brow with that look of scorn, 'Twere a cruel fate Were the night too late To undo the work of morn.

Our quotation to-day is by Thomas Carlyle: "Do not try to see what lies dimly in the future, but do what lies clearly at hand."

A. O. THORNE
Announces that he has been appointed representative of the NORWICH UNION INSURANCE ASSOCIATION, specializing in Fire, Accident, Auto and Liability Insurance.
Brooke Street, phone Thornhill 119J

Plebiscite Administrator Meets U.N. Internes



A group of forty young men and women from 28 countries is this year training for an eight-week period at U.N. Headquarters where they are assigned to different departments in the Secretariat to learn the work of the Organization. Here, Admiral Chester Nimitz of the United States, U.N. Plebiscite Administrator for Jammu and Kashmir, explains his contemplated mission to interested "internes" Kaniz Ataulah (right) of Pakistan, and Surgit Singh, of India.

News Of Our Neighbours

Building permits in North York in August more than doubled those issued in the same month last year. July 1948, figures were \$1,764,380. This year permits amounted to \$3,961,362.

481 dwelling permits were issued; 36 additions and alterations; 60 garages; 2 stores without apartments; 2 service stations; 2 stores with apartments; one community hall; one stable.

More than forty Orillia youngsters have been taught to swim during the past summer through the efforts of the Orillia branch of the Red Cross, the Y.M.C.A. and the Ladies' Auxiliary of the Orillia Lions Club.

Some 4,000 personal invitations are being sent out by Mayor Grant K. Mayor of Barrie to farmers in the Barrie district who are being invited to attend the annual Farmers' Day in that town.

Remains of a British soldier discovered in July on Nancy Island in the Nottawasaga River were reinterred there recently, with Canadian Legion representatives from many points taking part in the service. He died in the war of 1812.

Seventy Orillia teen-age boys, all members of the baseball league sponsored by Orillia police, were guests of the Maple Leaf baseball club at a recent double-header in Toronto.

Established two years ago, the Lindsay branch of the Victorian Order of Nurses has just announced the arrival of a nurse to look after Lipsday people. Her services are available to all citizens.

375 students were present, fifty of them being new pupils, when Aurora public school opened for the fall term.

Registration at Lindsay Collegiate Institute at the beginning of the new school season was 575. Overcrowding of the school was admitted by the principal, who said, however, that problems would iron themselves out. Lindsay public schools also faced a problem when over 40 pupils registered in the first grade at each of the four public schools.

Nearly 3,300 pupils returned to school in the First Township School Area, North York, on re-opening. Three new schools were ready and were rapidly filled. The area is at present operating ten schools, with ninety-nine classrooms and one hundred and thirteen teachers.

Operating six playgrounds during the summer months, Lindsay Recreational Committee reported a record total of 21,219 attendances. Organized sports, with community nights for adults, featured the season's program.

Sponsored by the Newmarket Trumpet Band a recent tattoo held in that town saw 3,000 spectators present at the afternoon-performance and 5,000 in the evening.

The new hall of the Woodbridge branch of the Canadian Legion is to be opened on September 17. A parade, softball game, dance carnival and midway, plus the presence of Vampire jet fighters, will make the day a big one for the town.

Indications are that the "old oaken bucket" will soon become a thing of the past in Thistle town. A drilling crew is working on a new well and tenders have been awarded for the installation of water services in the village.

The largest local real estate transaction in some years has been completed in Stoffville, with the Silvester Block on Main Street there changing hands. For the first time in fifty years the Silvester name is no longer part of the ownership name plate.

An apparently well organized gang has been rustling cattle and chickens on the borders of Dufferin, Peel and Simcoe counties. Provincial police cars, bolstered by armed bands of farmers, have been attempting to catch them. The rustlers operate by truck, either hauling live animals away or slaughtering them on their home pastures and taking the carcasses away.

W. J. SMITH & SON

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IT'S GOING TO PRESS!



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The new telephone directory is now being given its final touches before going to press. Should you wish to make any last-minute changes in your listings, please call your Telephone Business Office without delay.

S. R. VanDUSEN, Manager
THE BELL TELEPHONE COMPANY OF CANADA



To the Property Owners of Richmond Hill: —

The Council of this village has deemed it advisable to submit the following question to you: "Are you in favour of a proposed by-law to authorize an agreement between the corporations of the Townships of North York, Markham and Vaughan, the Village of Richmond Hill and the Toronto Transportation Commission to operate buses on Yonge Street?"

The vote on the question will be taken on Monday, September 26th, 1949, as nearly as possible at the same places as for the annual municipal election, and the polls will be open from 12 noon to 9 p.m. D.S.T., on that date.

The persons entitled to vote on this question are those persons shown as property owners on the last revised voters list.

In order that each property owner may have the facts with regard to the whole matter of transportation on Yonge Street, the following summary has been prepared for your information.

The Municipalities of North York Township, Markham, Vaughan and Richmond Hill purchased from the City of Toronto in 1930 the portion of the Metropolitan Radials on Yonge Street between the north City Limits of Toronto and the north limits of the Village of Richmond Hill. Under an agreement dated 17th July, 1930, and expiring 17th July, 1945, the four municipalities entrusted the Toronto Transportation Commission with the operation and management of the Railway. This agreement was renewed for a period of three years expiring 17th July, 1948, and was further renewed for a one year period, expiring 17th July, 1949.

To co-operate in the conservation of power, the street car operation was replaced by bus operation on the 10th October, 1948, and this bus operation is still in force. With the relaxing of power conservation measures, street car operation is now possible, and a decision must be made whether to return to street car operation or retain the present bus service.

Only the most essential maintenance was carried out on the tracks and the cars during the past three or four years, pending a decision on the future operation of the Railway. Therefore, should it be decided to return to rail operation, it would be necessary to carry out a number of improvements to the Railway, involving heavy capital expenditures of some \$200,000.00. But even with this expenditure, there would only be a single track railway, quite incapable of providing a satisfactory and convenient service to the rapidly developing areas adjacent to the Railway. It is apparent, therefore, that if it is decided to carry on rail operation, then the Railway must be double-tracked, at a cost, including additional right-of-way, of possibly a million and a half dollars.

When the Rapid Transit System is constructed by the T.T.C. on Yonge Street from Front Street to Eglinton Avenue, and work on this project will be started in September this year, then it is the intention of the T.T.C. to abandon rail operation on Yonge Street between Eglinton Avenue and the North City Limits. Should it be decided to retain rail operation of the North Yonge Railways, then on the completion of the Rapid Transit Project, the North Yonge Railways will have no connection with the City rail system and would be forced to provide car house, shop and other terminal facilities, involving heavy expenditures. It should also be understood that the expenses referred to above could result in an increase of fares becoming necessary.

What then is the solution to our problem of public transportation on Yonge Street? The alternatives are trolley, bus, or gas or diesel bus operation.

From estimates prepared for us, trolley bus operation would require a capital expenditure for poles and overhead construction, of over quarter of a million dollars, with resultant heavy annual fixed charges, and very possibly operating losses, with same fares maintaining. Moreover, trolley bus operation would still be affected by power restrictions, and the four wire overhead over Yonge Street would be far from sightly.

Neither gas nor diesel bus operation will involve the municipalities in capital expenditure. Experience of many transportation agencies has demonstrated that diesel bus operation is cheaper than gas bus operation.

Diesel buses have been operated since the 10th October, 1948, and have given convenient, satisfactory and attractive service. Passengers carried in the first six full months of bus operation this year have increased 22% over the corresponding previous six months, and the operating profit for the first six months of 1949 is more than double the profit for the first six months of 1948, when the street cars were in service. No difficulty was experienced in the past winter's operation, and when the highway is widened north of Steele's there should be little, if any, interference to the service by the summer traffic.

The municipalities would still own and control the bus operation. Your Council after careful consideration of all the factors involved, recommends the continuation of the bus line.

RUSSELL LYNETT Clerk
P. C. HILL Reeve