

# The Liberal

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## Historic Highway 11

The official weekly road bulletin of Ontario put out by the Department of Highways should be of more than exceptional interest to the residents of this area since it features an article on Highway No. 11, one of the most important in Ontario and definitely the main north and south arterial road in the province.

Perhaps no other highway in the Province of Ontario possesses a more historic background, the article states than this road which leads north out of Toronto and winds its picturesque way through breath-taking lake and forest country for 868 miles to Nipigon.

Development of Toronto's Yonge street late in the 18th century actually was the forerunner of what is now known as Highway No. 11, a road that has grown from an ox-cart trail to one of the finest roads in the province. But as roads improved a stage coach began to run. Before 1830, as a matter of fact, stage coaches were passing daily between Toronto and

Holland Landing and Newmarket. The roads were appalling. There were three classes of passengers, those who retained their seats all the way, those who got out at hills, and those who got out at hills to help push.

Inns and roadhouses had sprung up every mile or two, and at one time there were sixty taverns on the road between Toronto and Barrie. There were many setbacks in the development of Yonge street, what with the coming of the railway and the abandonment of roads and highways in the second half of the 19th century to those who dwelt beside them.

But with the coming of the automobile and improved roads Ontario experienced a revolution. No greater contrast could be conceived than the Yonge street of 1794 and the holiday motor traffic north and south of the present day.

There are a great many historic sites along Highway No. 11, all of which are clearly indicated along the road. In fact, the building of this

highway is steeped in rich lore.

From Toronto the highway passes through historic Richmond Hill, Holland Landing, and on to Barrie, fifty-seven miles northward. From here it skirts the western shore of Lake Simcoe, northeast to Orillia and north to Gravenhurst. It continues north to Huntsville and then to North Bay, which is 222 miles from Toronto.

At North Bay Highway 11 crosses Highway 17 and heads into the rich mining country, passing through Halleybury, Kirkland Lake, Cochrane, Smooth Rock Falls, Kapuskasing, Hearst, and then directly westward to Geraldton. From Geraldton the highway runs 53 miles west to Beardmore and then takes a southerly dip to skirt the southeast corner of Lake Nipigon, the end of the line, so to speak.

But it isn't really the end of the line, because Highway 11 joins Highway 17. The latter highway runs east to Terrace Bay and west to the Manitoba boundary.

## They Get Results

The Liberal claims, and rightly, that advertising in this newspaper gets results. But it has never made such a claim for its editorial columns.

Tangible evidence that such results can be obtained was provided in a letter that was received by the Richmond Hill Public School Board recently from Robert H. Saunders, chairman of the Hydro Electric Power Commission of Ontario. He said that pursuant to an article which had appeared in the Liberal relative to

Hydro difficulties at school following the conversion to 60-cycle current, the Commission had gone into the matter and he believed everything was now working satisfactorily. Members of the board concurred in this view.

While on the subject of power, the board deserves commendation for the very efficient fluorescent lighting system in the public school which is expected to be completed this week. The system provides uniform visibility in the classrooms no matter what

the situation outdoors and will eliminate a maximum of eyestrain as Johnnie and Mary pursue their studies.

Important too, is the fact that this new system was installed at a fraction of the cost that was estimated by lighting experts. Diligent research by members of the board resulted in Richmond Hill getting the new installation for approximately \$1,200 — which members regard as a highly satisfactory investment.

## Conserving Child Life

While every adult has a natural interest in his prospects for longevity, the survival of children to maturity has more important implications for the progress of civilization. As life goes on, life needs to be replenished with new blood and fresh human motivation. The preservation of child life holds the key to the destiny of human society. Thus it is gratifying that conquest of disease has reduced mortality among children one to 14 years old, by three-fourths since 1930, according to a large insurance company. Shadows of disease are being lifted from childhood. The mortality from the principal communicable diseases—measles, scarlet fever, whooping cough and diphtheria — has fallen more than 95 percent and the downward trend of the death rate

from other diseases has been almost as rapid. Reductions of no less than 75 percent of any of the age periods were recorded for pneumonia, tuberculosis and rheumatic fever, traditionally dread scourges of childhood, although it is noteworthy that cancer incidence among children has made it the leading cause of death.

Progress in the conservation of child life well may be heartening to parents and to all whose hearts ever are open to childhood. However, the statistical mortality picture is darkened by the fact that accidents constitute the foremost cause of death in every age group for both boys and girls and at one to four years account for about one death in every three among boys, and nearly one in five among girls.

Thus the contribution of medical science in the conservation of child

life may be offset in part by irresponsibility toward children, whether on the part of operators of motor vehicles, or of parents or other authorities and trustees of child life. Motorists are under moral obligation specially to remember: "A simple child, that lightly draws its breath, and feels its life in every limb, what should it know of death?" No one pays more dearly than parents for their irresponsibility in failing to exercise proper supervision of the activities of little ones, and it is a serious indictment of any community if the involvement of children in fatal traffic accidents does not show annual improvement.

Children rate the best of care as chief contributors of sunshine to the world wherein failure of human enlightenment makes for much darkness.

## Learning By Experience

Back in 1945 the Socialists took office in Britain as the result of a long campaign of explaining to the public that profits were the real trouble with our system of society; that, if profits were reduced and wages increased, then all would be well. In fact, at the time, the Socialists did not seem to have any understanding of the value of profits to anyone except capitalists.

Now, the British Labor Party has published a little pamphlet called "This Cost of Living Business", in which there is quite a different attitude. It turns out that profits are necessary. Corporations get out of

their profits the money which they need to expand and re-equip their business.

If there were no profits, then the money for this purpose would be found from some other source. The pamphlet does not mention it, but the only other source would be taxation.

In addition, what profits are left after this process, to be distributed to shareholders, are too small a part of the cost of any item to make much difference in prices. "Even if profits were eliminated altogether, there would still be a cost of living problem."

This is the voice of experience.

## Guest Editorial

(Lindsay Watchman-Warder)

Of late there have been far too many "fly by night," get-rich-quick promoters operating in Ontario, including the villages of Omeme, Sunderland, Little Britain and Woodville.

Recently, according to several business men, they were "taken for a ride" in handing over to an attractive feminine saleswoman many dollars for advertising in a sporting magazine, from which they, or the Town of Lindsay, or any organization in Lindsay failed to receive any benefit.

Merchants and business men on Kent Street, have supported the surrounding rural areas in many ways through the years, by donating money and goods to Women's Institutes, Church organizations, Fall Fairs, Recreation Centres, rinks and libraries. Many of these merchants have turned down local promoters and newspaper men offering more legitimate ideas.

The climax took place during the last two weeks when a Miss Harriette Lewis, of the High School Press, of Kansas City, Missouri, arrived in town, accompanied by young ladies

from Omeme, Sunderland, Little Britain and Woodville, soliciting advertising from Lindsay merchants at a ridiculously high price.

The matter was finally brought to the attention of members of the newly-formed Chamber of Commerce and the glib-tongued saleswoman from the United States admitted some facts, but not all the facts. The books are printed in Kansas, Missouri, the covers are all similar, except for changing the name of the School, only 75 copies are printed for each school, and Miss Lewis would not reveal how much of the money spent by the advertisers goes to the Company and how much to the local schools. For reference she referred to the Royal Bank of Canada. The price some merchants paid was as follows Page \$50., half page \$25., quarter page \$15., eighth page \$7.50., and a booster for \$3.00.

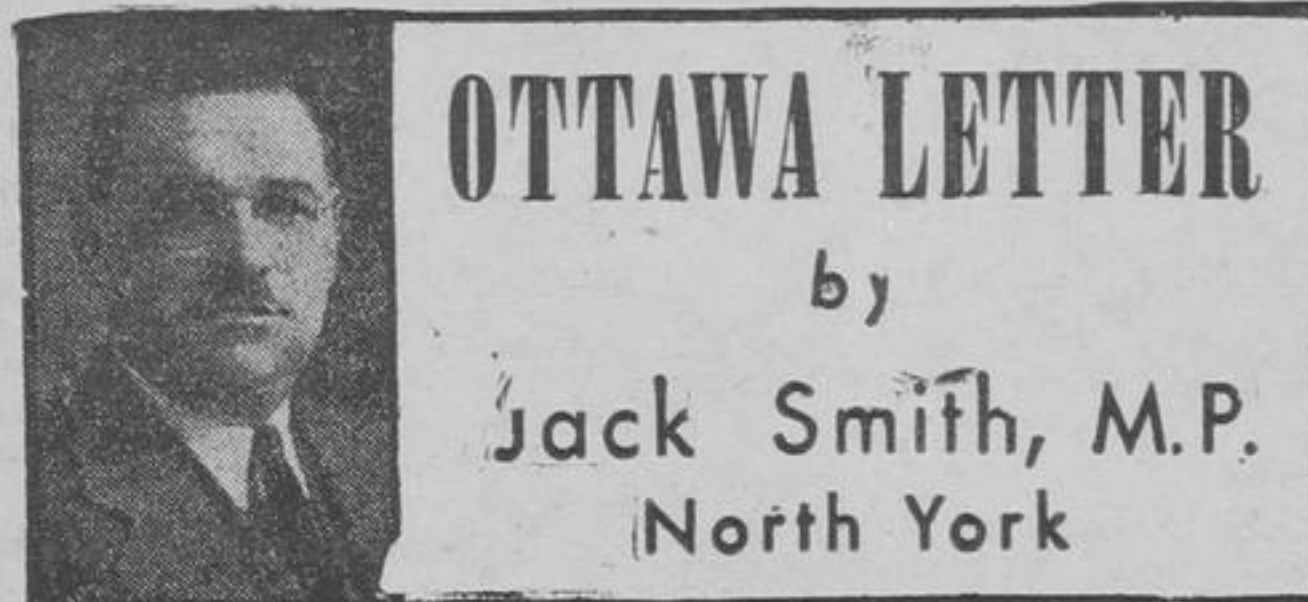
Fortunately the new Chamber of Commerce nipped the promotion, but not before many merchants committed themselves to one or two of these school books. We do not say that

some merchants are gullible, but rather that they are inclined to be generous and charitable and sometimes bend over backwards to be of service to many organizations in outside municipalities in the trading area. It is very fortunate, indeed, that business men have now the backing of a C. of C. and business men who are not members, should link up at once. They can save dollars by becoming members of this important body.

## Editorial Opinions

Every careless person who starts a forest fire robs you of what is yours by birth or citizenship. Is understanding and common sense caution not only in Forest Conservation Week but throughout the year, too high a price to pay to retain your most beautiful and profitable asset? — (From the Sault Star).

Toronto reports cut-up chicken in demand. There are other kinds of cut-ups that burg, some in demand and some not.



## OTTAWA LETTER

by  
 Jack Smith, M.P.  
 North York

For many years Britain has had its No. 10 Downing Street, and our American neighbours have had the White House. Both have been closely associated with the history and tradition of these countries and occupied a centre-of-the-stage place in their national life.

Now for the first time Canada has a comparable institution in No. 24 Sussex Street, Ottawa, the official residence of the Prime Minister.

A beautiful residence located on the high banks of the Ottawa River and surrounded by beautifully landscaped grounds, has been purchased by the people of Canada and remodelled and furnished as an official residence for the country's Prime Minister.

Prime Minister and Mrs. St. Laurent recently moved in as the first occupants of No. 24 Sussex Street.

Last week the Prime Minister and his charming wife held their first reception in the official residence and had as guests members of the Senate and the House of Commons and their wives.

The new official residence is an imposing looking large stone structure with spacious lawns and a very beautiful view overlooking the picturesque Ottawa River.

The reception was quite informal and featured by the warm hospitality for which the Prime Minister and his wife are noted. The home is spacious and well furnished, but while the furnishings are good they could not be termed loud or lavish and everything seemed in excellent taste. It is a fitting home for Canada's first minister and will fill a long-felt need in our national life.

**Old Age Pensions**  
 Revision of Canada's old age pension legislation is now almost a certainty for this year. Provincial representatives conferred with federal cabinet ministers and officials last week ironing out the

details of the new plan.

The universal pension for all at age 70 will be on a contributory basis. Just how the contributions will be collected is a matter which is receiving intensive study at the moment and it will take some time to work out the details.

The pensions for those in the age group 65-70 will still be based on the need of individuals.

**World Situation**  
 The international situation continues to occupy the centre of real concern here, and there is no use kidding ourselves that it is not serious. Speaking in Ottawa on Citizenship Day the Prime Minister said "I am still hopeful we will have peace". In the same address to some 150 visiting High School students he told them that if we could just maintain peace they would see even greater and more wonderful development in Canada than he had seen in his lifetime.

Foreign Minister Pearson told us this week that undoubtedly Iran ranked next to Korea as the trouble spot of the world, and that it would be too bad if Iranian oil was lost to the western democracies and worse if it went to "other countries."

**Turnover Tax**  
 There has been much said and written about the suggested provincial sales or turnover tax. It has been suggested that the Dominion government might seek a constitutional amendment to provide for such a tax. I see no need for alarm regarding such a possibility and any such action seems highly improbable. Request for such an amendment would first require the unanimous consent of the provinces, and no such unanimous consent would appear likely. To the many who write me regarding this matter I suggest that the prospects for such objectionable tax ever being imposed are at the moment very slight.

## The Gardener's Column

(By Al Rice)

### GARDEN PESTS

The following are some of the pests and insects that will be invading your garden and attacking your plants from now on.

These sprays and insecticides may be purchased from your local hardware dealer:

**Cabbage Maggot:**  
 Small white legless maggots which tunnel or burrow in roots, causing young plants to wither and die. Adult flies lay eggs on ground at base of young plants in spring. Use 40% Chlordane Emulsion as directions to control.

**Onion Thrip**  
 Tiny yellowish or brownish insects which tear the tissue of the leaves and suck out the juices leaving plants to turn white and fall over. Garden Spray or DDT flower spray will kill these.

**Aphids:**  
 Tiny, soft-bodied sucking insects which feed in clusters generally on undersides of leaves causing them to curl. They can be controlled by Garden Spray or DDT Flower Spray.

**Leaf Spot:**  
 Small round spots with purple

borders scattered over leaves. Bordeaux mixture for this.

**Blister or Aster Beetles:**  
 Slender soft bodied cylindrical beetles, black, gray or ash gray in color and about half inch in size. Devour foliage and attack buds. Often quite destructive. Arsenate of lead for these pests.

**Leaf Hopper:**  
 Greenish colored insects, small in size, suck juice from underside of leaves, causing them to turn yellow and finally brown. DDT flower spray gives effective control.

Just a reminder that shrubs such as Lilacs, Spirea, Forsythia, Japanese Quince and Flowering Almonds should be trimmed now or as soon as the bloom is over. Otherwise if left until late summer or fall you cut off the bloom for next year.

If you have a gardening or plant problem and would like expert advice write to "The Gardener's Column, The Liberal, Richmond Hill." The reply will be published in this column, which is written by Al. Rice, Rice's Flower Shop, Richmond Hill.

## "Dear Mister Editor"

Dear Mr. Editor:

Although I am not desirous of taking up valuable space in your paper for matters which concern a comparatively small number of you readers, I would appreciate it if you could publish this explanation. It appears necessary following Mr. J. Teetzel's remarks in last week's Liberal. First I would like to point out that "supreme gall" or not, I spoke for an association. While some of the views expressed were personal, the question of location of the sewage disposal plant was not my own opinion alone. Further it was merely a suggestion because of the possible economy to Richmond Hill, Elmwood Park and Harding Park. Secondly, Mr. Teetzel is wrong when he says we did not have the benefit of engineering information. We did — and if he had read, carefully the report in the Liberal of a few weeks ago, he would realize we did not insist that the plant be located anywhere — we, since we are quite cognizant of the rights of private owners, certainly would not put it "anywhere" — we just can't anyway.

Harding Park may not have drainage problem as far as sewage is concerned — yet. If it builds up, such a situation could develop. I personally did not want this situation to be on a personal level. Naturally I dislike Mr. Teetzel's use of the term "supreme gall", but even more I dislike his suggestion that there are "suitable spots for the plant in their own area where it would be more in keeping

with the surroundings." We realize that Elmwood Park needs improvement — that's what we're working for as individuals and as an association. So why try to infer something to the detriment of the area?

Furthermore Elmwood Park has not, and it has been made quite clear to Mr. Teetzel and others, decided to change its name to include Harding Park. It has been suggested that the property owners there might like to join with us for the benefit of the whole area. To that end, a notice of motion was given at our last meeting so that our constitution could be changed IF Harding Park property owners desired to join with us.

We all know that Harding Park is still "private." Perhaps Mr. Teetzel would like to tell us why — whether by preference or necessity?

However, Harding Park is not always likely to be independent. Sometime it will become a part of the Township or other body and will find it much more beneficial to co-operate. After all, if it hadn't been for some property owners on Church St. (before I owned property there) there wouldn't have been a water main running south on Church St. for our independent friend to use to supply water to his development.

Mr. Teetzel is to be congratulated on his enterprise and development. We do hope that he will see fit to assess the facts as presented and not to jump to hasty and wrong conclusions. We do hope he will (Continued on page 3)

**The Richmond Theatre**  
 Richmond Hill, Ontario  
 Telephone Richmond Hill 500  
 Shows Daily at 7 and 9 p.m.  
 Saturdays & holidays continuous from 6 p.m.  
 FREE PARKING AT REAR OF THEATRE  
 Entrance from Church Street. Walkway on north side of Theatre Building  
 Saturday: Matinee at 2 p.m. Doors open at 1.30 p.m.

Friday & Saturday — June 1 & 2

**JIMMY and JUNE**  
 achieve new glory in  
 M-G-M's true love-story  
 "The Stratton Story!"

M-G-M presents  
**JAMES STEWART-ALLYSON**  
 The Stratton Story  
 FRANK MORGAN - AGNES MOOREHEAD  
 BILL WILLIAMS

"PICTURE OF THE MONTH"  
 —Library Mag  
 —Cineplex Mag

A METRO-GOLDWYN-MAYER SILVER ANNIVERSARY PICTURE

News Cartoon

Monday & Tuesday — June 4 & 5

YOU'LL SEE MORE OF ESTHER WILLIAMS  
 THAN YOU EVER SAW BEFORE!

The pleasure's all yours in M-G-M's singing-dancing fun-in-Sun Valley MUSICAL  
 in color by  
**TECHNICOLOR**

**THE DUCHESS of IDAHO**  
 starring  
**ESTHER WILLIAMS · VAN JOHNSON**  
**JOHN LUND**

Van's kisses melt the snow in Sun Valley!

with **PAULA RAYMOND · CONNIE HAINES · CLINTON SUNDBERG**

AND GUEST STARS **LENA HORNE · ELEANOR POWELL**

News Cartoon

**HOLIDAY MATINEE**  
 Monday, June 4th, 2 p.m.

Wednesday & Thursday — June 6 & 7

**HEDY AND HODIAK**  
 IN A HAVANA  
 HOTSPOT!

That Delilah girl, who could betray any man, does it again

How long can she remain

**HEDY JOHN LAMARR-HODIAK**  
**A LADY WITHOUT PASSPORT**  
 M-G-M THRILLS

**JAMES CRAIG GEORGE MACREADY**  
 Screen Play by Howard Dimsdale  
 Adaptation by Cyril Hume—Suggested by a Story by Lawrence Sanders  
 Directed by JOSEPH H. LEWIS  
 Produced by SAMUEL MARX  
 A METRO-GOLDWYN-MAYER PICTURE

Cartoon Technicolor Featurette