

The Liberal

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Hometown Friendliness

A friend of ours from the city dropped in to see us the other day. On the way to the newspaper office he walked through the town's business section. He was greatly impressed.

"Practically everyone on the streets said 'good morning' to me," he told us. "I like that. People in the city are so busy rushing about their own affairs that they can't be bothered even to smile, let alone give a stranger a friendly 'hello'!"

That started us thinking. We had always rather taken for granted the friendliness of our hometown and it had never occurred to us that it might be something visitors would be surprised about. We realize now that it is an unique feature of our way of life and a significant characteristic of our smaller Canadian communities.

City folks with little knowledge of

day-to-day living in towns and villages sometimes comment on the interest small town people take in each other's affairs. To the uninitiated this might appear to be simply "nosiness." But anyone acquainted with the facts can tell them that it is something else altogether.

In small communities where the tempo of life is a bit more leisurely than in the cities we can afford to take time to get to know our neighbors, to talk with them about their activities and ours, to watch for a chance to lend a hand to the fellow who needs help or to put in a word of encouragement when it will do some good. That's why we say "good morning" to strangers as a matter of course.

It's a good thing, too, this business of friendliness and co-operation and looking out for the other fellow. Good for our neighbors and good for us.

Safety On The Farm

From statistics garnered from the National Safety Council, farmers lead a rather dangerous life. For everyone killed accidentally many more are seriously injured. In contrast to such occupations as mining, construction and transportation, farm injuries are mounting.

While the increasing use of machinery may be the cause of the rise in the accident rate, farm animals are still a major hazard to the rural worker. In one report they are at the top of the list with horses causing the most mishaps. Cows and bulls come next. A third of the farm casualties are among children due to the fact they are allowed to ride or be close to operating machinery, says C-I-L Agricultural News.

One cannot blame farm machinery for being the major cause of the mounting rural accident frequency rate. Axes

and pitchforks take a sizable annual toll and they have been used for centuries.

There is no doubt that when one analyzes the cause of farm accidents, carelessness will be found to be the chief reason behind them. Manufacturers of modern farm machines are careful to place safety guards on them. These are removed when repairs are being made and often are not placed back. Safety instructions and pesticide containers are disregarded and since many pesticides are poisonous, death or painful illness could occur from carelessly handling them.

While industry has developed safety campaigns, the farmer is usually on his own and suffers most when he is laid up from an accident. It is up to the individual farmer; therefore, to organize its own safety program and conscientiously follow it.

Your Weekly Newspaper

I am the voice of your town and your country, the bringer of tidings, the companion of your fireside hours. I am your friend away from home. I am the prophet of tomorrow, your link with the world beyond your doorstep. I am today's link with history. But most of all, I am the conscience of Canada. And I must be heard.

I have never — as in certain countries — been used to blackout the truth. No hidden power has used me to stifle the kindlier instincts of a whole people, rouse barbaric passions and set feet tramping the long red road. No secret voices made me keep silent while a trusting nation died.

I am not infallible. I have your weaknesses, for I am of you and by you, but I also have your steadfast strength. Sometimes I have slumbered, and then wrongs were done. But I have always awakened. I am the Conscience of Canada — your conscience — and I will be heard.

I bid you have faith in Canada. I tell you Democracy is not on trial. It is not outmoded, worn out, finished. It is still the newest thing on earth; too new even to be fully understood. All else is a throwback to medievalism, cynicism, despondency and despair.

I tell you Canada is not on trial. It is rather we who are on trial. It is our faith, our courage that is being put to the test and will be put to the test in the years to

come. Perhaps, caught in the mesh of social and economic change, we shall give ear to the honeyed voices of the demagogues. Perhaps, softened by ease, corrupted by paternalism, we shall forget truth, tolerance, kindness, initiative. Maybe we shall forget that while the burden of responsibility always rests heavy on the shoulders of those willing to bear it, that very willingness makes those shoulders stronger. Perhaps we shall decide that Democracy is not for us, that we are not ready for it.

I don't think so. For I am Canada's conscience and I have faith in Canada's destiny. I know that as long as I am free to speak, Canada will listen. I must not be silenced, for when you silence me you silence your own heart. I must not be enslaved, for when you enslave me you are alone, cut off from reality, abandoned by truth, at the bottom of a black pit of horror and fantasy. Gag me and your children will never know the Canada you have known. Keep me free and you will be free and God will "make us mightier yet."

I look insignificant enough in your mail box, yet I am your link of understanding with a changing world. I am a passing ephemeral thing born and dying every week. Yet I am one of the foundations of Democracy. I am the conscience of Canada. I am beholden to no one. I tell you the truth. And you trust me.

Lest We Be Forgotten

There is no sadder blow to the pride of any human being than to be forgotten.

The years we have been away from the old home town are but a day in our memory. When we return, we expect to meet familiar smiles and receive the same familiar greetings.

BUT WE NEVER DO.

People forget easily. Firms change hands. People move away. New businesses are established. Marketing methods and conditions are constantly changing.

This is why — to be successful — every business firm must keep in constant touch with old customers and must constantly strive to gain new ones.

Business goes where it is invited and stays where it is well treated.

To keep in business, you must continually INVITE new business.

To invite new business, you must first create 'good will' — a friendly and favorable interest in you and your firm or your products. . . . usually, all three, for after all — a business is but the lengthened shadow of ONE man. Next, you

must create confidence in the minds of your customers and prospects.

One of the surest ways to build good will and create confidence and in turn, SALES — is through the advertising columns of your weekly newspaper. It is the least expensive form of missionary advertising . . . of paving the way for increased sales . . . of holding the interest of your old customers (who are always some other firm's prospects) . . . of expanding your business and reaching the people you want to reach.

Today . . . selling is more keen than ever before. With business on the "upturn," there will be a steady and hard drive for business by all your competitors as well as those who are competing for your customer's dollar.

To hold your present customers . . . to win your new market . . . it will pay you to plan now to advertise persistently and consistently in your home town weekly newspaper.

Convictions are habits of thought acquired from some one else who has not been too lazy to think.

Can you honestly say each nightfall, "Today I have done at least some little thing to make my hometown a better place in which to live."

There is far too much profanity in ordinary business conversation, says The Financial Post. It's a waste of words, boring and offensive. There are plenty of words in the English language to cope with any occasion. Constant profanity is merely indication that we are not as familiar as we should be with our mother tongue.

U.N. to Issue Own Postage Stamps



The United Nations postage stamps shown above will appear during the fall of 1951 and will be used in all mail sent from U.N. Headquarters. Under a recent agreement between U.N. and the United States, U.N. will issue its own postage stamps and will establish a United Nations Post Office to replace the U.S. Post Office now in operation at Headquarters. Ordinary stamps will be issued in 11 denominations. The airmail series will be issued in 4 denominations.



GETTING RID OF FEAR

Students of the international in our religion — we shall never situation as it is today attribute the acute tension between nations to fear. There is no doubt that fear plays a large part in our lives. Man's earliest fears were of the elements; storms, lightning, thunder, rain, and wind. Even today the Eskimos account for the severity of weather and the scarcity of food to offended deity.

Multitudes of thoughtful and worthy people, even in Christian lands, are actuated by fear. All their thinking, their whole philosophy of life, is dictated by apprehension and misgiving. They endeavour to safeguard themselves against poverty, sickness, untoward accidents, and every conceivable calamity, and their safeguards are not unlike the taboos of the half-savage Indian.

In spite of our progressive thinking and living there appears to be as much fear today as there was a century ago. Medical men are at their wit's end to know what to do with the increasing number of nervous patients. In one generation suicides on this continent have doubled. Once men feared death; today many are afraid to face life.

The Scriptures teach: "There is no fear in love, but perfect love casteth out fear." The strange thing is, however, that deep piety is so often accompanied by a nervous, timid disposition, the very opposite of what one might expect to find. A close student of religious life in the Middle Ages tells of devout persons who would go to confession seven or eight times in a day and still not be satisfied — still fearful and unhappy.

We read of such people and summon all the tolerance we can; but we cannot think that this is a healthy condition, either of body or of soul. Religious faith ought to do something more than that for those who possess it.

Craven fear has its origin chiefly in a crude idea of God and a wrong conception of religion. There have always been those who thought of God as a far-off deity — too remote to be interested in human affairs. All Christian teaching is opposed to that view. Others have regarded God, Dr. W. B. Sibbie says, as "an exacting busybody who can only be satisfied by the most minute and detailed observance of the rules he has laid down." That conception is just as far removed from New Testament teaching as the other. We shall never find peace and joy

Our quotation today is by Montaigne: "That which I fear most is fear itself."

Village Council Regular Session

Last Monday evening's meeting of the Richmond Hill Council was rather quiet with a small volume of business to be transacted. Reeve William Neal was in the chair with deputy reeve W. J. Taylor and councillor Wes. Middleton in attendance.

Clerk Russell Lynett read a letter from the Orange Home requesting permission of the council to hold a Tag Day in the village on September 22. Permission for holding the Tag Day was granted.

Constable Robbins reported to council that over the period of the past month there had been 65 traffic violations in the village including 31 apprehensions for speeding last Saturday.

Deputy reeve Taylor brought up the matter of children riding bicycles on the sidewalks of the village and said that in doing so they were endangering the safety of those people walking on the sidewalk. Mr. Taylor felt that the by-law covering this matter of bicycles on sidewalks should either be enforced or repealed. Police Constable Robbins when questioned on the subject stated that he felt that actually a busy thoroughfare like Yonge Street was involved it would be safer to allow the children to ride on the sidewalks.

Council after some discussion decided to publish a notice in the press to the effect that anyone riding their bicycles on the sidewalk will be liable to a penalty. It was suggested that youngsters who must use Yonge Street could walk with their bikes on the sidewalk.

In order to assist south bound motorists obey the traffic lights at the corner of Centre and Yonge Streets council decided to erect a white reflector roughly 3 feet square behind the lights. It was brought out that in numerous instances motorists new to the district have inadvertently gone through the lights due, they claimed, to the large electric sign in the neighborhood.

Members of the council heard reports that on occasion trucks have been obstructing the sidewalks while unloading. It was the consensus of opinion that this constituted a serious traffic hazard what with children returning to school shortly. After some discussion council decided to have the solicitor draw up a by-law prohibiting the obstructing of sidewalks by trucks.

The final item of business for the evening was the calling of tenders to be in the hands of the clerk no later than September 4 for painting the Municipal Hall.

PARKING SPACE

Although it's small
Too close a fit,
You set your jaw
And try for it,
You wriggle forth,
You wriggle back,
Again you shift,
Again attack.
At last, fatigued,
You win the bout,
And then the car
Behind moves out.
— William W. Pratt.

New Crest For Richmond Hill District High School

Richmond Hill District High School Board is offering a \$15 prize for a new crest, to incorporate symbolically all or part of the crests or seals of the four Municipalities composing the area, plus the present High School crest.

The competition is open to all the present students of Richmond Hill District High School and to all former students of R.H.H.S., who are not professional artists or engaged professionally in work based on artistry and design.

The contest is to close on September 14th and all entries must be submitted by that date. Completed designs may be left at the secretary's office in the new wing until 4 p.m. of September 14, 1951. Entries from a distance, post-marked September 14, will be admitted.

Entrants are asked not to write or print their names (or other identifying marks) on the front of their entries. Simplicity and clarity of design will be taken into consideration at the time of judging. School colours are green and white.

Copies of the four municipal crests and of the school crest may be secured from the Secretary of the Board — Mrs. J. R. McAllister, Richmond Hill Post Office by submitting a self-addressed, stamped envelope.

The award to the designer of the selected crest will be made on the night of the official opening.

The Richmond Theatre

Richmond Hill, Ontario
Telephone Richmond Hill 500

Come & enjoy a good picture in air conditioned atmosphere

NEW TIME SCHEDULE
Monday to Friday Shows — 7 and 9 p.m.
Saturdays and Holidays, continuous from 6.30.
Last complete show approximately 9.45 p.m.
Saturday Matinee 2 p.m.
Matinee Wednesday 2 p.m. During July, August

Friday & Saturday — August 24 & 25

News Cartoon Featurette

Monday & Tuesday — August 27 & 28

News Cartoon

MATINEE WEDNESDAY 2 P.M.

Wednesday & Thursday — August 29 & 30