

ELECTRIC WIRING

HOUSES AND FARMS
FURNACES AND OIL BURNERS
Richmond Hill Electrical Shop
12 Yonge St. N. Telephone Turner 4-1761

The Problem Of The RETAIL MERCHANT

THE ONE PROBLEM common to all businessmen is — how to keep sales volume at a satisfactory level. This can be overcome to a great extent by carefully planned advertising. As a control medium advertising can be of considerable value in keeping sales at an economic level. Retail merchants however, especially those in small communities are confronted with the need of a very flexible advertising medium, one that can be used regularly throughout the entire year, yet pliable enough to suit the needs of the moment. Also, it must be one that can be tailored to fit any budget and at the same time give maximum coverage. Due to fluctuating prices it must be advertising that can be planned to reach the buying public within two or three days.

Newspaper Advertising is the advertising vehicle that has proved beyond doubt to be of greatest value to retail merchants. It fills all their requirements and has been the most important, single factor, in the success of so many.

The Liberal is at your service. We publish a well printed weekly paper that will give your advertising very good coverage in this area. A phone call to TURNER 4-1261 will bring a representative to your door.

THE LIBERAL

"Home Paper of the District Since 1878"

IT COSTS YOU LESS TO PRODUCE A DOZEN EGGS

WITH NEW IMPROVED "HIGH EFFICIENCY"

RED HEAD

MASH • KRUMS • PELLETS

IMPROVED 5 WAYS!

- NEW FORMULA
- BETTER PROTEIN
- MORE PALATABLE
- MORE DIGESTIBLE
- MORE FOOD VALUE

MORE EGGS PER BAG!

Now, Red Head is more efficient than ever!

It is the result of the latest scientific research, tested under practical farming conditions, on the Master Feeds farm.

Lower feeding costs per dozen eggs! Start feeding new "High Efficiency" Red Head today and see for yourself how much less it costs to produce a dozen eggs.

Feed **MASTER FEEDS**

It's Results that Count!

SEE YOUR LOCAL MASTER DEALER TODAY

W. R. DEAN

AVenue 5-1344 Thornhill, Ont.
We Deliver

MAPLE NEWS

CORRESPONDENT: MRS. D. ALLEN
Telephone Maple 19J

Attends Diocese Meetings

Jackson Cook attended one of the sessions of the Conference of the Diocese of Toronto of the Church of England in Canada on Monday, September 21, in St. Timothy Church, Toronto. The speaker was the Rev. Calhune of England.

Mr. and Mrs. Edmund Harris spent the weekend at their cottage near Midland.

Mrs. Alfred Jones, Jim Jones and Mr. and Mrs. Harry Linklater were at their cottage in Feneion Falls for the week end.

Women's Institute

The October meeting of Maple W.I. will be held at the home of Mrs. Norman Payne on Wednesday evening, October 14. The roll call will be "A beautiful thought from prose or poetry". The topic for the meeting is "Citizenship and Education". The guest speaker will be David Smith, Co-ordinating principal of Township School Area No. 1 of Markham and Vaughan. A demonstration on leathercraft will be given by Mrs. Andrew Snider. Program and lunch committee is Mrs. Laurence Clarke, Mrs. G. Dahl, Mrs. E. Brice and Mrs. E. Harris.

Women's Institute members and friends are cordially invited to attend "Safe at Home", which is a health service for the home-maker and will be held Wednesday, October 14, in Edgeley Hall from 10 a.m. to 4 p.m. Miss Hamilton of the Home Economics Service will be the speaker and her subject will deal with children. Bring a box lunch, beverage will be provided.

This is a community service. Everyone welcome.

Mr. and Mrs. Floyd Corner and Sally of Aurora were Sunday guests of Mr. and Mrs. Arthur Wells.

Mr. Kenneth Jarrett was guest soloist at the wedding of Miss Ruth Glover and Mr. Donald Sharp at Silverthorne Gospel Church, Toronto, on Saturday, October 3.

Bowling

Teams of Maple ladies bowling are as follows: —

TEAM 1: Rose Walters, Dorothy Jarrett, Betty Rumble, Marg. Crook, Audrey Poulton, Flo Rouse.

TEAM 2: Marilyn Bailey, Marlon Waters, Doris Neufeld, Pat Mabblerley, Dot Moore, Jean Miller.

TEAM 3: Jean LaRiviere, Ethelwynne Gudot, Clara Baker, Eileen Kyle, Cora Magee, Jessie Watson.

TEAM 4: Doreen Olfert, Audrey Magee, Sheila Nichols, Eleanor Hamilton, Myrtle Bennett, Det Palmer.

TEAM 5: Marleen Orr, Mrs. Epworth, Bertha Ingram, Joan White, Audrey Oliver, Hilda Quinton.

TEAM 6: Mary Joyce, Virginia Cave, Ann Lawrie, Madeline Brown, Margaret Ball, Pat MacLachlan, Lucy Lloyd.

TEAM 7: Doris Cowper, Flo

Strachan, Hilda Allen, Ella Harris, Elizabeth Petrie, Edna Warner, Lil Bryce.

TEAM 8: Sylvia Hemphill, Dot Snider, Marg King, Hazel Lloyd, Audrey Knight, Vi Horne, Betty Edgell.

Subs.: Almeda Wilson, Bernice Sheiler, Joan White.

If any one whose name is not listed above and who wishes to bowl please contact any member of the executive Hilda Quinton, Jessie Watson, Pat MacLachlan.

Bowling will start Monday, October 19, at 9 p.m. A bus will leave Maple at 8:30 to take the teams to Richmond Hill.

Friends of Mrs. Willis MacLachlan will be sorry to learn she is ill in the General Hospital, Toronto. A speedy recovery is wished for her.

Scout News

SCOUT NEWS

So far this year 15 new Cubs have shown up to start the Fall season. This brings the total to the 100 mark. This means each Akela will have around 33 Cubs.

New Scout Leaders

We welcome two new Scout leaders to our midst, Alex Reid and Dave McKenzie. Both these men formerly had Scout troops in Toronto. Along with Bill Bunker these men will keep the older boys on their toes this winter.

Apple Day Sat. Oct. 17
Apple Day is always a big event in the life of Cubs and Scouts. One of the reasons for this is all the money raised is the property of the local boys even though this is a nation-wide event. So buy your apple from your local Cubs or Scouts.

Annual Meeting Oct. 21
At 8 p.m., Wednesday Oct. 21, the annual meeting of the Richmond Hill Group Committee will be held in the Scout Hall, next door to Ridout real estate office. All interested parties will be welcomed and refreshments will be served by the Mothers' Auxiliary. Election of officers will take place.

Paper Drive Saturday
Don't forget the paper drive this Saturday morning for all residents west of Yonge St. It will be appreciated if the paper is tied in bundles.

SCOUT PAPER COLLECTION
Just a last minute reminder to expect the Scouts on Saturday morning, Oct. 10, to collect paper in the Village west of Yonge Street. Anyone who can help by putting paper outside will greatly assist.

TEMPERANCEVILLE NEWS

CORRESPONDENT: MRS. ED. PAXTON, R. R. 3, KING
Phone King 3R11

October 11 is Thanksgiving Sunday and our church service in the evening will be one of Thankfulness for God's goodness. All those who would like to contribute toward the articles for decoration of the church are asked to please have them at the church Saturday evening. Mrs. Burton Palmer will do the decorating in her usual artistic manner.

The canned goods, vegetables, used clothing or good used toys, will as is customary be sent to the Fred Victor Mission. We know the community of Temperanceville will be generous in contributions for this most worthy purpose — to help our fellow men.

On October 8, the ladies of the W.M.S. are invited to attend the missionary service in King United Church. Mrs. Mallet will be the guest speaker. On October 14, members of the W.A. are invited to attend the semi-annual Presbytery meeting held in Newmarket commencing at 10 a.m.

The Temperanceville ladies will take part in the program by taking up the collection.

On the afternoon of October 14, at 2:30 p.m. the Women's Institute will meet at the home of Mrs. Maurice Beynon. Material

for the topic "A survey of Canadian Industry" will be secured by Mrs. Gordon Baldwin. The roll call is Name a Mineral, where found and a use for it. Current events will be given by Mrs. Doris Davis. There will be an auction sale of plant. The hostesses are Mrs. Roy Bowen, Mrs. Joseph Levison and Mrs. Clayton Beynon.

Socials

Mrs. Howard Clark attended the Pross and Davies wedding on Saturday, September 26, in Wesley United Church, Toronto.

Congratulations to John Macklin, Clayton Beynon and Wilbert Jennings who exhibited their different breeds of dairy cattle at the Markham Fair on Saturday.

Mr. and Mrs. John Smith, Toronto, Miss D. Peacock and Mr. and Mrs. Arthur Clark of Omeo were dinner guests of Mr. and Mrs. Howard Clark on Sunday.

On Saturday, October 3, Miss Betty Davis became the bride of Mr. "Wilkie" Fleury of Aurora. May the future bring much happiness to you both.

GORMLEY

Correspondent:
Mrs. Chas. Milsted
Phone Stouffville 67104

Misses Myrtle and Ruth Steckley of Toronto spent a few days with their parents, Mr. and Mrs. Henry Steckley.

Miss Anita Beaumont of Hamilton spent the week-end with Mr. and Mrs. Harry Thompson.

Thirty-five friends and relatives gathered at Union Station, Toronto, on Wednesday night to say good-bye to Mr. and Mrs. Allan Doner.

Miss Miriam Heise farewelled at a meeting in Pennsylvania on Sunday and left on the Queen Mary on October 7 for Rhodesia, South Africa.

Mr. Joseph Cober has gone to Fordwich for an extended visit with his son-in-law and daughter, Mr. and Mrs. Ellis Klinck.

Members of the Unionville Gospel Church held a weiner roast at the home of Mr. and Mrs. Geo. Barrett. During the evening Mr. and Mrs. Robt. Miller were presented with a lovely floor lamp.

Miss Alma Steckley, nurse-in-training at the General Hospital, Toronto, spent the week-end with her parents, Mr. and Mrs. Levi Steckley.

Mr. and Mrs. R. Wilcox and family visited Mr. and Mrs. Hal Noble at Lake Simcoe Saturday.

Mrs. Ida Leary returned on Friday after a pleasant holiday in the Canadian West.

Mr. Ab. Harmon of Mariposa visited Mr. and Mrs. Garnet Francy.

Mr. and Mrs. Chas. Milsted were guests at the Duncan-Potter wedding in Orangeville on Saturday.

Mr. and Mrs. Robt. Millen had supper on Sunday with Mr. and Mrs. Don Pickering.

Congratulations to Mr. and Mrs. Melvin Baker on the birth of their son.

Let us, at this Thanksgiving season, remember to count our many blessings and thank God for them.

All residents in the district are cordially invited to attend the next meeting of Thornlea Home and School Association on Wednesday, October 14, at 8:30 p.m. at Thornlea School.

A panel consisting of representatives of the School Area Board No. 1, the District High School Board, the High School Principal A. S. Elson, and Vocational Guidance teacher, William Ellis, will discuss the subject, "What Comes After Grade 8."

Rita Martin invites you to attend the Robin Hood Cooking School



"Expert cooks... or brand-new brides... everyone will enjoy Robin Hood's modern Cooking School."

Up-to-the-minute cooking methods, exciting short cuts, previews of everything that's new in the kitchen!

It's a wonderful school... don't miss it!

—says Rita Martin,
Director, Home Service Dept.,
Robin Hood Flour Mills Limited



under the auspices of the St. Mary's Anglican Church EVENING GUILD

of Richmond Hill to be held at the Masonic Hall

Tuesday, Wednesday and Thursday
OCTOBER 13, 14 AND 15
at 8:00 p.m. each day

FREE PRIZES AND SHOPPING BAGS OF GROCERIES GIVEN AWAY!

Tickets 35c each or 3 for \$1.00 at the door
This school will be conducted by Mrs. L. Ballantyne and Mrs. Richardson

Robin Hood Flour

Robin Hood Flour Mills Limited

FAO Helps to Improve Jamaica's Agriculture



Straddling the ditch to speed his job, this worker clears an irrigation canal at an agricultural experiment station in Jamaica. The station was set up at the suggestion of advisers from the U.N. Food and Agricultural Organization (FAO). At the station, formerly a wasteland, new techniques are being tested to expand and improve the country's rice production. In the background, an expert on an FAO team discusses joint projects with Jamaican officials.

ART SEWING

TO MEASURE, MATCHED, FITTED DRAPES
Straight, Curved tracks installed
Bed Spreads, Slip Covers, etc.

For Fine Work call
RUTH DELBROCCO
BA. 1-2444

SELLING OUT SALE

Our entire stock of Clothing, Dry Goods, Footwear, Rubbers, has been drastically reduced in price. We need the space to enlarge our Groceteria.

AURORA'S GREATEST SELLING OUT SALE
(Money refunded goods exchanged)

Starts Friday Morning 9 o'clock Oct 9

THE AURORA GENERAL STORE

WELLINGTON STREET EAST
Adjoining Aurora I.G.A. Super Market

COME TO

