HOUSES AND FARMS

FURNACES AND OIL BURNERS

Richmond Hill Electrical Shop Telephone TUrner 4-1761 12 Yonge St. N.

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 nowever, 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"

WITH NEW IMPROVED "HIGH EFFICIENCY"



NEW PORMULA

BETTER PROTEIN

MORE PALATABLE

MORE DIGESTIBLE

MORE FOOD VALUE

MASH . KRUMS . PELLETS

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 tarm.

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.

MORE EGGS PER BAG!

H's Results

Feed

SEE YOUR LOCAL MASTER DEALER TODAY

W.R. DEAN

AVenue 5-1344

Thornhill, Ont.

We Deliver

CORRESPONDENT: MRS. D. ALLEN

Attends Diocese Meetings Timothy Church, Toronto. The Edgell. speaker was the Rev. Calhune of

tage near Midland.

and Mr. and Mrs. Harry Linklater | lachlan. were at their cottage in Fenelon Falls for the week end.

Women's Institute day evening, October 14. The roll ill in the General Hospital, Tor-call will be "A beautiful thought onto. A speedy recovery is wish- W.M.S. are invited to attend the 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 homemaker and will be held Wednesday, October 14, in Edgeley Hall from 10 a.m. to 4 p.m. Miss Hamilton of the Home Economics her subject will deal with children. Bring a box lunch, bever-

This is a community service. Everyone welcome. Mr. and Mrs. Floyd Corner and winter.
Sally of Aurora were Sunday Apple Day Sat. Oct. 17 guests of Mr. and Mrs. Arthur

age will be provided.

Ruth Glover and Mr. Donald 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, TEAM 2: Marilyn Bailey, Mar-

ion Waters, Doris Neufeld, Pat Mabberley, Dot Moore, Jean TEAM 3: Jean LaRiviere, Eth-

elwynne Gudot, Clara Baker, Eileen Kyle, Cora Magee, Jessie Watson. TEAM 4: Doreen Olfert, Audrey Magee, Sheila Nichols, Eleanor Hamilton, Myrtle Bennett, Det

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

lachlan, Lucy Lloyd. TEAM 7: Doris Cowper, Flo ly assist.

MAPLE NEWS

- Telephone Maple 19J

Sheiler, Joan White. Mr. and Mrs. Edmund Harris listed above and who wishes to orating in her usual artistic man- non. spent the weekend at their cot- bowl please contact any mem- ner.

ber of the executive Hilda Quin-Mrs. Alfred Jones, Jim Jones ton, Jessie Watson, Pat Mac-

Mrs. Norman Payne on Wednes- lan will be sorry to learn she is men

Scout News

SCOUT NEWS So far this year 15 new Cubs Mrs. Maurice Beynon. Material 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 Service will be the speaker and 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

in the life of Cubs and Scouts. Mr. Kenneth Jarrett was guest | One of the reasons for this is all soloist at the wedding of Miss the money raised is the property of the local boys even though Sharp at Silverthorne Gospel this is a nation-wide event. So say good-bye to Mr. and Mrs. buy your apple from your local Allan Doner. 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 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 Steckley.

Brown, Margaret Ball, Pat Mac- Street. Anyone who can help by in the Canadian West. putting paper outside will great-

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.

the sessions of the Conference of the Diocese of Toronto of the Church of England in Canada on Monday, September 21, in St. Audrey Knight, Vi Horne, Betty

The Section of the Conference of Team of the Church of England in Canada on Monday, September 21, in St. Audrey Knight, Vi Horne, Betty

The Section of the Conference of the Team of the Church of England in Canada on Monday, September 21, in St. Audrey Knight, Vi Horne, Betty

The Section of the Conference of the Team of the Church of the Conference of the C Subs.: Almeda Wilson, Bernice ed to please have them at the tion sale of plant. The hostesses Sheiler, Joan White.

Church Saturday evening. Mrs. are Mrs. Roy Bowen, Mrs. Joseph
Burton Palmer will do the dec- Levison and Mrs. Clayton Bey-

The canned goods, vegetables, used clothing or good used toys, will as is customary be sent to Bowling will start Monday, Oc- the Fred Victor Mission., We tober 19, at 9 p.m. A bus will know the community of Temper-leave Maple at 8.30 to take the anceville will be generous in con-The October meeting of Maple teams to Richmond Hill.

W.I. will be held at the home of Friends of Mrs. Wills Maclach- purpose — to help our fellow tributions for this most worthy

> missionary service in King Un-ited Church. Mrs. Mullet 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 Instiute will meet at the home of

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 Ham-Apple Day is always a big event liton spent the week-end with Mr. and Mrs. Harry Thompson. Thirty-five friends and relatives gathered at Union Station.

Toronto, on Wednesday night to 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-intraining at the General Hospital. Toronto ,spent the week-end with her parents, Mr. and Mrs. Levi

Mr. and Mrs. R. Wilcox and Just a last minute reminder to family visited Mr. and Mrs. Hal expect the Scouts on Saturday Noble at Lake Simcoe Saturday. TEAM 6: Mary Joyce, Virginia morning, Oct. 10, to collect pa- Mrs. Ida Leary returned on Cave, Ann Lawrie, Madeline per in the Village west of Yonge Friday after a pleasant holiday Mr. Ab. Harmon of Mariposa visited Mr. and Mrs. Garnet

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

urday. 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 Wed-

nesday, October 14, at 8.30 p.m. at Thornlea School. A panel consisting of repre-sentatives of the School Area Board No. 1, the District High School Board, the High School Principal A. S. Elson, and Voca-tional Guidance teacher, William Ellis, will discuss the subject, "What Comes After Grade 8."

TO MEASURE, MATCHED, FITTED DRAPES Straight, Curved tracks in-

stalled Bed Spreads, Slip Covers, etc.

For Fine Work call RUTH DELBROCCO BA. 1-2444

TEMPERANCEVILLE NEWS

CORRESPONDENT: MRS. ED. PAXTON, R. R. 3, KING

Phone King 3R11 Attends Diocese Meetings | Strachan, Hilda Allen, Ella Har-Jackson Cook attended one of ris, Elizabeth Petrie, Edna War-Sunday and our church service dian Industry" will be secured by decoration of the church are ask- is Davis. There will be an auc- TU. 4-1764

Mrs. Howard Clark attended

the Pross and Davies wedding on Saturday, September 26, in Wesley United Church, Toronto. Congratulations to John Mack-

lin, 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 Omemee were dinner guests of Mr. and Mrs. Howard Clark on Sun-

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.

Sand — Loam — Gravel Top Soil — Fill or Fertilizer prompt delivery

DALTON HICKS 61 CROSBY AVE., RICHMOND HILL

BA. 1-4144



SEE MADELEINE - - - SAVE \$1.00 This Coupon is good on any one hat in October

1000 LOVELY HATS TO CHOOSE FROM CASUAL and MODEL HATS \$3.95 up Smart HANDBAGS and GLOVES We also carry GIRLS HATS

MADELEINE Millinery & Accessories

"Exclusive but not Expensive"

HU. 8-5406

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Open Till 7 p.m. Friday Till 9 p.m.

Rita Martin invites you to attend the

3319 YONGE ST. (at Fairlawn)

Robin Hood Cooking School

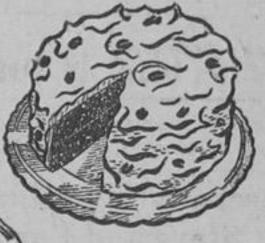


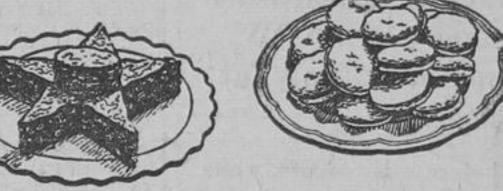
"Expert cooks ass or brand-new brides ass everyone will enjoy Robin Hood's modern Cooking School.

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

It's a wonderful school and 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

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 donducted by Mrs. L. Ballantyne and Mrs. Richardson

Robin Hood Flour

Robin Hood Flour Mills Limited

SHAMA OUT SAIF

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

(Money refunded goods exchanged)



WELLINGTON STREET EAST



