

The Liberal
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A Pleasant Way To Shop

What is the easiest and most pleasant way to do your Christmas shopping? It is now too late to shop early, but it still is possible to shop easily, pleasantly and satisfactorily. This can be done by doing your Christmas shopping this year in your home community.

Your home town merchant has his store attractively well stocked with Christmas goods. The merchandise is priced right; the selection is varied and you can shop here free from the hustle and bustle of big city crowds, which are a sure and certain killer of the Christmas spirit.

Before you go far afield to the big city establishments this year make a resolve to visit your local stores. You will be pleasantly surprised at the wide variety of quality merchandise right here at home at very reasonable prices.

Down in Hudson, Quebec, there was some complaint that the town-folk were by-passing their home stores to shop in the large city where they thought prices were better. Co-operating with the local newspaper and the local business men's association, a local consumers' organization invited the merchants to co-operate in a test of the value of buying at home. The local

merchants invited the consumers' association to come into their stores and compare their prices with the large city and big merchandizing organizations. The consumers did just this and the result of their investigation was very interesting and enlightening. Space does not permit a report of all the findings but one typical report was from a lady who made a complete comparison for her week's shopping needs. This consumer reports that out of 29 items purchased, 12 were actually priced lower in her local community store than in the big city chain and departmental stores; four items were the same price and, while a few items were a few cents higher, on the whole transaction she actually bought her week's shopping needs more than \$1.00 cheaper at home than in the big city. She also saved her carfare, or gasoline, and all the inconvenience of travelling several miles and, in addition, shopped in the real comfort and homey atmosphere of her friendly neighborhood merchant.

This experiment could be duplicated with similar results in this and neighboring communities. At all times we urge that it is good business to trade with your home-town merchant.

Christmas Safety

Christmas trees, traditional symbols of cheer and happiness, can become death-dealing instruments if safety precautions are not taken, warns the All Canada Insurance Federation.

Safety experts of the Federation, which represents more than 200 fire, automobile and casualty insurance companies in Canada, pointed out that Christmas trees are exceptionally combustible because of their high content of pitch and resin. Many deaths and fire losses can be traced directly to Christmas trees and allied hazards, insurance officials said.

The Federation recommended the following safety precautions:

1. Small trees, less combustible than big ones, should be chosen.
2. Trees should be kept outdoors until a few days before Christmas.
3. Trees should be set away from radiators, heaters and fireplaces.
4. A container filled with water should be part of the base.
5. Do not place trees near doorways or stairways.
6. Cotton or paper decorations, unless fireproof, should not be used.
7. Be sure electrical decorations do not overload circuits.
8. Sockets and wiring of lighting sets should be carefully inspected before installation.
9. Make sure lights are not drying out Christmas tree needles.
10. Lights should not be left burning when house is unoccupied.
11. Fallen needles should be swept out regularly. When needles start to fall, tree should be discarded.

Dowe Factory Sold By McLean Realty

David McLean Limited, Realtors, with head offices at Thornhill, reported the sale of the extensive factory of Geo. P. Dowe Co. Limited, Spruce Avenue, Richvale, to Mr. Kenneth Noxon.

Mr. Noxon, a well known Toronto architect, is president of Metalsmiths Limited of Toronto, manufacturers of wrought iron furniture and period hardware.

The Spruce Avenue building, the original part of which was an old church, was completely renovated with large additions, some eight years ago, by a Wood Product manufacturer. Shortly after that time it was purchased by the Geo. P. Dowe Co. Limited, manufacturers of electrical equipment.

Mr. Noxon's firm, as new owners, intend conducting extensive manufacturing plans in their newly acquired factory.

Metalsmiths Ltd., already maintain a large factory and show room in Toronto, on Yonge St. near Roxborough Avenue.

The firm plan opening in other cities, and the large Richvale plant is intended to house the greater part of their manufacturing business. The new industry is welcomed to the community of Richvale as another step toward the desirable industrial development of the district and the promotion of increased local employment.

Wm. Bailey New Ruling Master of Vaughan Lodge

Rt. W. Bro. I. B. Musselman officiated at the installation and investiture of the officers of Vaughan Lodge A.F. & A.M., at Maple, Tuesday evening. He was assisted by several Past Masters of the Lodge and there were present many visiting masons from district and city lodges.

William Bailey, whose father and grandfather preceded him in the same office was installed as Worshipful Master. Other officers duly installed and invested were: immediate past master Norman Lund; senior warden, H. C. H. Miller; junior warden, C. Reeds; chaplain Rev. C. H. Bowman; treasurer, H. Bryan; secretary, W. H. Noble; director of ceremonies, W. Halliwell; senior deacon, James Witherspoon; junior deacon, George Old; inner guard, N. Payne; senior steward, George Bailey; junior steward, K. Cambden; assistant secretary, George Miller; tyler, C. McCloskey.

The Red Cross film program regularly shows latest movies in 60 DVA hospitals across Canada. Since the war 441,000 Canadians have received free transfusions of whole blood or plasma from the Red Cross Blood Transfusion Service.



MRS. KATHLEEN JAMES

Who gained a signal honour in Monday's voting when she became the first woman to be elected to Markham township council. A Highland Park housewife she first entered municipal politics in 1952. Mrs. James and Mr. A. Little, a 9th Concession farmer will join Mr. A. Lennie re-elected for a third term on the 1954 Council.



NOT FOR SALE
 One of the best selling books of modern times is "A King's Story," the autobiography of the Duke of Windsor. I began to read the book prejudiced against it but found it thrilling, often sad, but never dull. The Duke tells of his mental agony at the time of his abdication.

The night before he announced his decision to abdicate he went to see a friend. An old pensioned sailor with a wooden leg, opened the gate for him. The Duke looked at the crippled veteran and freely confessed that he would gladly have changed places with him; wooden leg and all.

There is drama and pathos in that confession. The King of one of the greatest empires the world has ever known wishing he could change places with a pensioned cripple. One is reminded that Li Hung Chang, reputed to have been the wealthiest man in the world, in spite of his five hundred million dollars, said: "I envy the humblest peasant who lies beside his dromedary and peacefully sleeps."

Here is one of the strangest facts of human history. The best things in life are not for sale. A popular song has its theme: "The Best things in life are free."

The keenest minds have known that, for thousands of years, in ancient Greece and Rome, Egypt and Babylon, sages sensed this truth, and in more modern times men understood that, education, health and love itself are unpurchaseable.

If no one resents me doing it may I mention this fact; twenty years ago I wrote a book for teenage youngsters with this title "Poor men who made us rich."

It was made up of fifteen sketches of very poor men whose lives had enriched the human race. Among them were Socrates, Spinoza, Rembrandt, Mozart, Burns, Hood, Goldsmith, Shakespeare, Sam Johnson and others. It may not have been a wonderful book

but I still think it had a corking good title.

I think another good title would be: "Poor Men Who Were Supremely Happy." For one of life's staggering truths is the happiness of so many hard-up people and the utter misery of millionaires.

A wagfish friend of mine, who enjoys nothing better than pulling my leg, said: "Here's a good title for you, Archer: 'Rich Men Who Made Us Poor.' He gave me a laugh, if not a new idea.

One of the pronounced religious sceptics living today is the English philosopher, Bertrand Russell. His attacks on the church have been persistent and sometimes vicious. He has made many angry and others discouraged.

But he wrote a book a few years ago entitled, "The Quest of Happiness" in which he acknowledged the complete failure of materialism to satisfy people. "The Happy Life," he wrote, "is much the same as the good life. People must be interested in affairs outside of themselves. Doing something for others can be quite useful as the Boy Scout's daily action.

This method of finding happiness by loving and serving others was exactly John Wesley's experience. When crossing the Atlantic Wesley was utterly miserable so, he writes, "I began to instruct the cabin boy and my depression left me."

This teaching is fundamentally Christian. Happiness is a by-product; it comes over one's shoulder. He who loses his life finds it because he has forgotten self. It is a divine spiritual law. All through life I see a cross. Where sons of God yield up their breath:

There is no gain, except by loss. There is no life, except by death. Our quotation today is by the poet Byron: "All who want to retain happiness must share it with others."

BARGAINS



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WHERE AN "AUDIENCE" DOESN'T HELP
 In case of an emergency, panic and excitement make things very much more difficult not only for those who are in trouble but also for the person who is trying to help. In the event of an accident, it is the trained first-aiders who are best qualified to take charge of the situation until the arrival of a doctor. He is trained to act to the best advantage of the injured.

People who crowd around out of curiosity only hamper the efforts of the first-aiders and often cause distress to the victim. If there is a genuine desire to help on the part of the "audience", they might offer their services to the man who is taking charge, since he can often use an assistant who is co-operative, even though untrained.

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