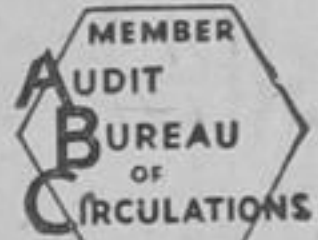




# The Liberal

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## Front End Candidate

With municipal elections still a good two months away, the time is ripe for front-end residents of Vaughan Township to introduce a strong contender for a seat on the 1956 Council. In the recent years of rapid development in the front section of Vaughan, there has been little representation from the large number of small-holders which make up the greater portion of the township population. The present Council represents a single element in the community, the farm interest, and while it cannot be said that the present Council is not cognizant of the problems of the front end, that township legislation has not been for the inclusive benefit of the Yonge Street area, there is, nevertheless, a crying need for representation in the front end.

The advent of municipal water and possibly natural gas service in the Yonge Street area combined with the rapidly expanding population in the subdivided area of the first concession serves to emphasize the needs for and the value of representation which completely understands and lives with the problems of the small householder.

In presenting a candidate, however, residents of the front end of Vaughan

must realize that it is necessary, first to pick a well-known candidate in whom the voting public can place confidence. A split vote is the second item to take into consideration for while it is a good sign to have a healthy number of candidates, a flock of front end candidates each with his own following, presents little possibility for success. In the third place, a successful contender should have proved his capability for public office by being a success in his own work and community. And above all, he should get around to the voters in lots of time and let his intentions be known. Few voters support a person about whom they know little or nothing.

In brief, the front end, its ratepayers organizations and private citizens should start a drive now for one or more strong candidates. They should be well known, successful and capable persons, be well publicized, and particularly they should make themselves and their platforms well known.

In the front end of Vaughan Township is to have the representation it needs and deserves, solid plans will have to be laid now, not on nomination day.

## Small But Big

October 1-8 is National Newspaper Week for Canada's over 700 weekly, twice-weekly, and tri-weekly newspapers.

Their editors and publishers have fostered this week not in the hope of soliciting tributes from citizens of national or local import, but rather as an occasion to explain more fully the role of Canada's non-daily newspapers in the life of this country.

Perhaps because "weekly" sounds like "weakly", many people, especially those in the metropolitan areas, have come to look upon the newspapers which serve the towns, villages, and rural areas of Canada merely as small sisters of the big city dailies — relatively unimportant auxiliaries to the mighty metropolitan press.

The truth, of course, and it is recognized not only by the readers of The Liberal, but by the big city dailies themselves, is that Canada's weekly newspapers perform an entirely different function than do their urban contemporaries.

The daily newspaper, published miles away in a large urban centre, would, for example, court bankruptcy if it attempted to record and interpret as fully as does this newspaper the life of this area. Indeed, even within larger cities, weekly newspapers have found it profitable to offer to a particular district a more comprehensive coverage of news and views than is available to city dwellers through their large circulation dailies.

The truth of the matter is that, the bigger a newspaper becomes, the more difficult it is for its staff to cover all the news, and to discuss editorially all the issues of concern to its readers. And there lies the strength of the weekly press.

Yet the weekly newspaper has an

other vital function. It is the commercial market place of the community. Through its columns both national and local advertisers find the most efficient, fastest, and most economical means of acquainting potential customers with the goods and services they have to sell. And the advertisers are naturally anxious to see the newspaper they use go into the largest possible number of homes in the trading area.

Canada's weekly, twice-weekly, and tri-weekly papers are now read each week by 2,392,400 families, a market three times as big as Toronto and Montreal combined.

And those newspapers in 1954 carried nearly eight and a half million dollars of local retail display advertising, and just under one million dollars of classifieds.

This is not unusual either when one realizes that Canada's weekly newspapers are read regularly and thoroughly by an average of 85% of families in the markets in which they are published. It is questionable if there is any other advertising medium which can even approach such a density of coverage.

The circulations of weekly newspapers in this country have been steadily climbing too. The number of weeklies serving 2,000 homes or more has increased by one-third in the past decade, and there are many weekly, twice-weekly, and tri-weekly papers which serve more homes than the smaller dailies.

Weekly journalism has been a growing factor in both the editorial and advertising life of Canada and the staff of this newspaper is, on the occasion of National Newspaper Week, proud to be listed among the 5,000 Canadians who earn their livelihood writing for and printing weekly newspapers.

## Hay Fever Problem

More and more Canadians are suffering from the effects of hay-fever every year. From this time of year on until the snow flies, many hay-fever sufferers join the handkerchief brigade and experience constant discomfort and because of an apparently harmless weed known as Ragweed.

The Roads Committee of Metropolitan Toronto has announced a plan to give hay-fever sufferers in the Metro area a degree of relief by eliminating Ragweed from along the borders of all main roads. It has been suggested that Boy Scouts may be enlisted in the campaign, scheduled to start next year.

Many residents in the area around Richmond Hill and surrounding districts, also suffer from the effects of this noxious weed. In some cases they have found it necessary to go north during the Ragweed season. In fact,

in this area, the complaint reaches almost epidemic proportions every Fall.

In view of the fact that the effects of ragweed are being so widely felt in this locality, it appears that municipalities will have to follow the Metro lead in exterminating this weed to the best of their ability. Whereas campaigns against such weeds as Yellow Bedstraw and other farm pests have been comparatively successful, it now seems that the area municipalities will have to extend their work to include Ragweed. Easily definable by its large yellow flower head, Ragweed spreads quickly, but can be stamped out if a thorough campaign is started among Road Committees and local residents. However, a campaign must be well organized and publicized and above all must be started early enough in the year to prevent maturing of the flower.

## Fire Prevention Week

National Fire Prevention Week will be observed in this area from October 9 to 15. Residents are urged not to let this nationally recognized week pass without making a definite effort to reduce potential fire hazards in their homes and places of business.

Figures show that more and more lives are lost every year through fires started through carelessness, such as neglected faulty wiring, cigarettes, unattended furnaces and children playing with matches. Officials of the Fire Marshall's Office point out that the only way to reduce hazards of fire is by careful periodic checks at all possible danger points. With this in mind, Fire Prevention Week brings the matter to

the attention of the Canadian Public once a year.

A regular check of furnace pipes, automatic heating systems, appliance cords, house wiring and faulty switches is a good safeguard to be combined with careful attention to outside fires, fireplaces, and cooking areas in protecting your home from fire. The placement of matches deserves particular attention in a home where there are small children.

Every modern home should be equipped with fire extinguishers in such important fire potential areas as the kitchen, the basement near the furnace, the living room for fireplaces and Christmas trees and the garage.

## Dear Mister Editor

Should Have A Woman On Council

Editor: The Liberal

Sir — I was pleased to note by last week's Liberal that Councillor Jones will move to enlarge Richmond Hill Council. A larger village should by all means have a larger council and I would suggest that at the first opportunity the ratepayers elect a woman as a member of council. We are glad to have a woman as a Public School Trustee, and we should have a woman councillor.

CIVIS

Richmond Hill War Memorial

Dear Mr. Editor:

The next time you are passing our War Memorial located in front of the public school on Yonge Street take a second look at it and observe the beautiful landscaping that has been done around it by our Horticultural Society.

What more appropriate draping could there be around such a Memorial than the lovely evergreen spruce and pine trees suggestive of the importance of keeping ever green in our memory the sacrifice that was made in two World Wars in the struggle for freedom. This symbolism is intensified by the red hollyhock planted in the foreground, suggestive of the blood that was spilled by those who made the supreme sacrifice in our behalf and to safeguard the freedom of our children.

When these spruce and pine trees grow to their full maturity and stately grandeur one can easily visualize the effect it would have on our cenotaph if it were etched against a deep background of evergreens and become a focal point of interest and reflection for all who pass by, as indeed it ought to be.

Some there be perhaps who want to obliterate memories of this kind, but it is wise, is it kind, is it gracious?

Despite appearances now and then a thaw in the cold war, surely it must be evident to every thinking person that these are only appearances and very superficial. The essential ingredients that make wars possible are still present round about us and throughout the world today — greed, envy, malice, hunger, the lust for power and more serious and more dreadful than all of these, the rejection of the spirit of Almighty God.

We tend to get complacent about these things, lulling and comforting ourselves in the belief that these evil forces lie in some vague way outside of ourselves for which we are not

responsible and about which we can do nothing.

True, as individuals we think we are impotent to do anything about the matter. We think our tiny little voice and our behaviour has no significance at all in settling the world's ills. But reflect for a moment and consider that the world is made up of single individuals like the grains of sand on the sea shore. A tiny match lighted in the vast arena of darkness is a small thing but when another is lighted and another and another these millions of lighted tiny matches produce a flame and a glow of exquisite loveliness, especially if we regard them as individual expressions of love, mercy, truth, justice, forbearance, and understanding. These become the mighty torch that our honoured dead have flung to us to hold aloft that all the world and all generations might see. The light of the thoughts that should be engendered in our minds as we look at our cenotaph. It is not a dead thing — but a living thing — a constant reminder of our duty to ourselves, to our fellowman and to God.

The Horticultural Society has rendered a great service to our community in the work it has done and we are grateful to them. We understand the planting was done by Bob Ender of the Ender Nurseries and they are to be congratulated on a beautiful piece of landscaping.

It is a pity our local council could not have seen its way to implement certain structural changes recommended to it by the Horticultural Society which would have further enhanced the appearance of our cenotaph, for example, the removal of the inharmonious metal standard lamps from the front of the structure to the flanks with reflected light playing on the cenotaph, the removal of the gun and losing it somewhere in a bottomless pit and in its stead placing the stone column at the south end of the structure on the dais whereon the gun now stands. In the panels of this column the Society suggested the insertion of bronze plaques on which the names of those who made the supreme sacrifice in World War II could be engraved, which names do not yet appear anywhere on the cenotaph.

Various other suggestions were made by the Society that would undoubtedly improve the appearance of the cenotaph and it is hoped that some day these improvements may be implemented.

W. Ferguson  
101 Centre St., W.



LEGEND FROM INDIA

There is a legend in India about a traveller who wished to ford a river, but was unable to swim and did not know the river's depth. He said to a mathematician: "What is the average depth of the river?" The man replied: "The average depth is two feet." That made the traveller feel safe; he entered the river and was soon drowned in a deep hole. The simple lesson is that what we have to prepare for is emergencies.

The average experience is not very trying; we may go along for months or years without any great strain, but upon us then suddenly something happens which severely tests us. Jesus once told of two builders; one who built upon the sand, the other upon a rock, and no doubt for some time the houses looked alike. Henry Ward Beecher once said a house built upon the sand is as good as a house built on a rock — as long as the weather is fine. It is the storm which reveals the truth.

Sooner or later testing times come to all of us; they may come slowly or swift as lightning, but they do come and we stand revealed even to ourselves. John Ruskin wrote: "No nation which, in times of peace, has neglected its inner moral resources can suddenly be at its best." That was a wise and profound observation. We cannot suddenly pull ourselves together and be at our best. Religion is not to be an occasional, spasmodic frame of mind, but rather permanent and abiding. Too many of us use religion as sailors used old-fashioned pumps — to be used only in case of emergency.

They tell a story in Scotland of a fierce storm which tested the simple dwellings. When a terrified family gathered together, the father said: "Thank God, I thatched my house in fine weather." His foresight was rewarded.

One of the best loved hymns in our language is "Abide with Me"; it has brought peace to millions. There is a story about this hymn and its message to some lonely men near the South Pole.

"When the time came to make a dash over the mountains to the South Pole, Shackleton divided his men into three parties. By this time carrying provisions and other necessary equipment had become a fine art. Experience had taught him that only what was absolutely necessary could be taken on trips which were exceedingly dangerous and exhausting. He took some hardy Manchurian ponies because they were easier to manage than dogs; besides, in an extremity they could be eaten.

Before he left England Shackleton's friends had presented him with a small phonograph, so small that it took up very little space. Also they had provided specially-constructed records so that he might have, amid his hardships and oneness, the inspiration of music.

On that last dash he decided to take his phonograph and one record — he hadn't room for more. The record was that of a well-known hymn which tells of the companionship of God: "Abide with Me." We can think of that brave man — thousands of miles from home and friends and within 97 miles of the South Pole, listening to these words:

Abide with me, fast falls the evening,  
The darkness deepens; Lord word with me abide;  
When other helpers fail and comforts flee,  
Help of the helpless, O abide with me.

Our quotation today is by Oliver Cromwell: "Trust in God and keep your powder dry."

## Editorial Comment

Modern educationists tell us that education, its methods and approaches have changed greatly in recent years. However one member of the rising generation feels that even the basic facts of education are undergoing a rapid change.

A story related to the Liberal recently went as follows — Six-year-old Mary was quite impressed by her ten-year-old friend and commented to her grandmother one day, "Grandma, Liza is five years older than me." "Oh no," corrected grandma. "She is only four years older." But the six-year-old persisted. Finally in exasperation the youngster asserted, "Look Grandma, I've just completed first grade and I should know." "I went to school, too, you know," replied the somewhat disconcerted grandmother. "Oh yes, but that was a long time ago and things have changed," concluded the youngster, quite confident that she had won her point — exit one slightly confused grandmother.

## Way Back When

Excerpts from the files of The Liberal Home paper of the Richmond Hill district since 1878

SEPTEMBER 28, 1926

At the annual fall tournament held at the local bowling green, J. Pears of North Toronto, won the W. D. Scott cup and the accompanying prize of four motor rugs.

Gid Moodie proudly boasts sweet pea vines in his garden measuring 7 ft. 7" and Wm. McKay, Unionville, reported dahlias 7 ft. 3 3/4 inches in height. Both cases are certified by Reeve Lunan.

On September 7, the Salvation Army will commence operations in Richmond Hill.

The Council of Markham has awarded the contract for the Harper Bridge on concession 2 near Morgan Ave., to E.C. Lewis of Toronto.

Miss Marguerite Boyle, educationist, has resumed teaching at Homewood Hall, Thornhill.

Building permits in the Township of North York are on the increase. From the first of September to the 15th, permits totalling \$66,300 were issued, an increase of \$43,050 over the first two weeks of 1926.

SEPTEMBER 30, 1926

The annual field day of the Richmond Hill High School was held in the town park, on Wednesday last and the winners were: Jr. Boys Champion, Nelson Graham 35 pts., Laverne Wright 24 pts., runner up, Sr. Champion A. White, 26 pts., S. Battersby, 22 pts., runner up.

Election of officers of the Richmond Hill W.I. resulted as follows: President Mrs. A. A. Eden; 1st vice president, Mrs. Wm. Cook; 2nd vice president, Mrs. Osmond Wright; secretary Mrs. Phipps; treasurer, Miss Ender; directors, Mrs. Morton, Mrs. Plewman, Dr. Lillian Langstaff.

The rink skipped by Geo. Gee won the J. A. Greene cup at the annual tournament at the local bowling green last Thursday.

## Randy Howell

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## Alpine Bread Making Follows Century - Old Traditions

(By Cicely Thomson)

A life that might have been a thousand years removed from our time was dramatically presented to the Curtain Club on Monday evening when John Stocks showed a new documentary film "Alpine Bread".

Crawley Films' treatment of their subject was eminently suited to their theme of the stark life of Les Hautes Alpes. They did not ask to pity the hardy people who endured the most incredible hardships to wrest a living from the mountainous terrain. Scene after scene, vividly presented against the towering grandeur of pitiless peaks, brought home to this western audience the agony of the ploughing, the painstaking conservation, the everlasting husbandry of these people. Monks, wages, were not mentioned once, because dollars do not contribute to the richness of their way of living.

So high is this little village set that shortage of wood for fuel makes it necessary to bake a year's supply of bread at one baking (and how proud they are that their bread keeps so well) in the communal oven. The ceremony that decides the order of each family for the oven, the special roles fulfilled by the children, the fancy baking of the women that "only lasts a month", the ritual of the men in making leaven and forming the four-leaf clover in the six-foot long dough — all these things showed the remarkable attention to work patterns in each culture are woven into social pat-

terns. These people lived in their strong family ties, in their awareness of the continuity of living. Steep slopes must be kept fertile. "We have not very good soil, but it is not very good soil, but it has served us for hundreds of years"; and the weary man loads once more the little cart with the earth from the bottom furrow of the field, and the protesting horse makes many many trips up to the top of the field, and once more the precious earth is not permitted to run off down the valleys.

The showing of "Alpine Bread" followed a business meeting at which the President, Mrs. Malcolm Thomson announced an arrangement with the Lion's Club, whereby the Curtain Club would hold two meetings a month in the Lions' Hall and would present two plays a year there for three nights each.

The first play, which is already in rehearsal and will be shown to the public November 10, 11, and 12 is what the author Jerome K. Jerome, calls an "idle fancy." The Passing of the Third Floor Back. Rex Sevenoaks of Toronto who is directing the cast of twelve, has set the date in the eighteen sixties, while Mrs. Ruth Rabinowitch is giving the play an imaginative set design where stairways will enhance the flow of the period crinolines and add interest to the first floor front of 13 Blenheim Place. Bob Little is Production Manager, Gordon Lewis, Stage Manager and Trav Hutchinson Director's Assistant.

# The Richmond Theatre

Richmond Hill, Ontario  
Telephone Turner 4-1212  
FREE PARKING REAR OF THEATRE  
Show Times 7 and 9 p.m.  
Continuous from 6 p.m. Saturdays and Holidays

Friday, Saturday — Sept. 30, Oct. 1

M-G-M's  
**YOUNG IDEAS MUSICAL!**  
All about a rich bachelor, a handsome crooner—and seven gorgeous sisters with such unconventional ideas about love.  
**ATHENA**  
IT'S THE NAME OF THE GIRL WITH THE BODY BEAUTIFUL!  
JANE POWELL • EDMUND PURDOM  
DEBBIE REYNOLDS • VIC DAMONE  
LOUIS CALHERN

ONLY Sat. Matinee, Oct. 1, 2 p.m. ONLY

## GENE AUTRY in "PACK TRAIN"

Monday, Tuesday — October 3, 4

IN THE FOOTSTEPS OF "A MAN CALLED PETER"!  
A MIGHTY STORY OF OVER-POWERING FAITH...  
A million pictures as sublime... as majestic... as enthralling... as the memory will endure as long as the human heart has the power to feel... to love... to suffer... with faith!  
**NEARER TO HEAVEN**  
in EASTMAN COLOR  
ROBERT DONAT  
KAY WALSH  
DENHOLM ELLIOTT  
ADRIENNE CORRI  
Directed by CHARLES BRONNIE  
Associate Producer: JACK BIRD  
Screen play by ERIC AXELER  
Presented by THE J. ARTHUR RANK ORGANIZATION

Wednesday, Thursday — October 5, 6

A GAY, GLORIOUS ROMANCE OF SONG AND DANCE!  
The Wonderful Story of  
**THREE SAILORS ON LEAVE**  
... **THREE GIRLS IN LOVE**  
... and Five little Orphans  
in Trouble!  
**SO THIS IS PARIS**  
9 Hit-Tunes  
including  
So This is Paris  
Looking For Someone  
To Love  
The Two Of Us  
TECHNICOLOR  
TONY CURTIS  
GLORIA DE HAVEN  
GENE NELSON  
CORINNE CALVET  
PAUL GILBERT