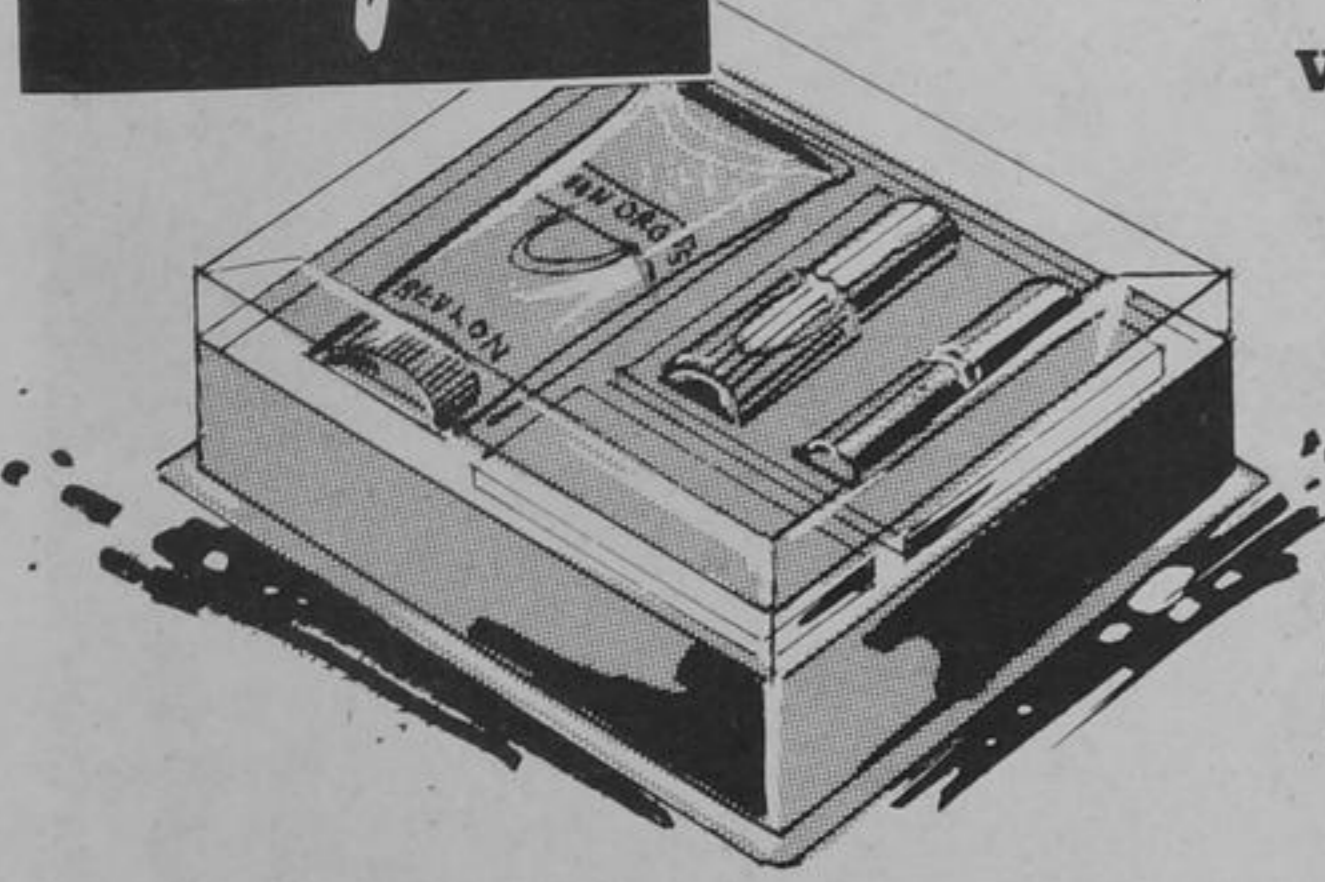




a bonus offer
'REVLON'
welcomes customers
to **Simpsons**
Hillcrest Mall
in **Richmond Hill**



With a minimum purchase of \$5. of Revlon Products you will receive a bonus set containing: Moisturizing Honey Masquem, a 'Moon Drops' Lipstick and 'Moon Drops' Cologne.

And 'Revlon' can help you with your seasonal makeup problems! 'Moon Drops' All Weather Creme Makeup and Blush are made to last beautifully in all kinds of weather. They're a whole new kind of care-free beauty to keep you looking fresh all day. Perspiration won't streak them. The sun can't fade them. Even your skin oils won't melt them. All Weather Creme Makeup for a look of natural perfection. 2 3/8 oz. In Beige, Ivory, Light Bronze, Peach, Rachel, Tan, and Tawny Beige.

each **\$4.00**

All Weather Creme Blush to put a healthy looking glow on your cheeks. 1-1/8 oz. In Copper, Peach, Pink, Plumrose and Red.

each **\$3.50**



EVYAN
welcomes
SIMPSONS Hillcrest Mall
a new neighbour
in **Evyan's**
Canadian home
of **Richmond Hill**

...and we welcome our new customers with a lovely bonus offer. With any purchase of 'Evyan' products, you will receive a classic glass bottle of 'Most Precious' perfume (1/8 oz.), in its own gold-colored case.

When you're visiting the 'Evyan' counter at Simpsons Hillcrest Mall, choose from a full selection of 'White Shoulders' fragrant accessories, including:

Perfume	1 dram	\$6.00
Cologne	2 oz.	\$4.50
	4 oz.	\$7.50
	8 oz.	\$12.00
Dusting Powder	10 oz.	\$7.50
Beauty Drops Bath Oil	2 oz.	\$5.75

Bonus available at Simpsons Hillcrest Mall in Richmond Hill only.



Elizabeth Arden Salon
opens in **Simpsons Hillcrest Mall** in
Richmond Hill with a host of savings

A. **Salon Permanent Wave** gives a soft but firm bounce. This little bit of help plus the expertise of our styling talents and you can wear any of the lively new natural hair styles you like. Including style cut and set.
Simpsons Regular Price, \$20. Now, **\$15**

B. **Shampoo and set** (basic short hair).
Simpsons Regular Price, \$5. Now, **\$4**

C. **Shampoo and blow-dry** with irons.
Simpsons Regular Price, \$6. Now, **\$5**

D. **Face treatment** (one hour) includes face massage, eyebrow arch, daytime make-up.
Simpsons Regular Price \$12. Now, **\$10**

E. **Manicure** (1/2-hour) includes a choice of the latest fashion colors in nail lacquer, plus hand and arm massage.
Simpsons Regular Price, \$4. Now, **\$3.50**

For appointment phone
Simpsons Hillcrest Mall in Richmond Hill 7487

MR. BUSINESSMAN

Here Are Ten Solid Facts You
Should Consider In Planning

Your Advertising

1. "The Liberal" is an advertising medium that is WANTED — it is sought after and paid for — and advertising in it is not an intruder in the home. It is welcome and accepted.
2. 90% of "The Liberal" circulation is INSIDE its market area without over-extending into less promising and far away markets.
3. "The Liberal" provides penetration in the new Regional Town of Richmond Hill and the nearby Towns of Vaughan and Markham markets by reaching virtually every family and customer.
4. People read "The Liberal" ads when they are ready to make a decision and act — WHEN THEY ARE READY TO BUY.
5. "The Liberal" is convenient; it may be consulted at a time MOST CONVENIENT to every member of the family.
6. People like to read "The Liberal" ads. Newspaper surveys have shown that 85% of people want their newspapers to contain advertising because advertising in itself IS NEWS — informative news of great economic value.
7. Every issue of "The Liberal" contains localized INFORMATION and FEATURES of interest to Richmond Hill - Thornhill area and surrounding district residents and EVERY MEMBER of their families.
8. Reading "The Liberal" is a long established habit with local residents and is a part of their everyday living.
9. The newspaper is ideal for comparison — advertised items in "The Liberal" may be easily compared with items in other newspaper ads.
10. THE PRINTED WORD as it appears in "The Liberal" is MORE RELIABLE than the spoken word and it cannot be refuted because it's more easily available for re-checking. More accurate information is obtained BY READING than by listening. The spoken word lasts but a second — THE PRINTED WORD IS ETERNAL.

THE MOST EFFECTIVE AND MOST ECONOMICAL WAY TO PROMOTE
BUSINESS IS THROUGH NEWSPAPER ADVERTISING

which naturally means

The Liberal

"In Essentials Unity; in Non-Essentials Liberty; in all things Charity"

"Home Paper Of The District Since 1878"

FULLY PAID CIRCULATION (ABC)

63 YONGE ST. S. RICHMOND HILL 884-1105 - 6 - 884-8177