



The Bank of Montreal has Never Wavered in Its Course . . .

In times of expansion or depression, in the best and the worst of economic conditions, Canadians have learned to rely upon the unwavering safety and helpful service of the Bank of Montreal.

Older than the Dominion itself, yet young as the latest sound business enterprise of Canada, this bank keeps strong and efficient by pursuing its traditional policy of banking practice consistent with safety for depositors, and by adjustment of its services to the demands of modern business.

When dealing with this institution, you have the assurance of safety and good banking service, whether your account be large or small.



BANK OF MONTREAL

Established 1817

TOTAL ASSETS IN EXCESS OF \$750,000,000

Holstein (Sub-Agency): Open Monday, Wednesday and Friday.

The Review is well equipped for all kinds of Job Printing

DOES ADVERTISING RAISE PRICES ?

When you hear of a manufacturer who spends \$100,000 or more each year on advertising, you may feel like saying—"Terrible! What waste! and it is we—the public—who have to pay for it all!"

But stop! Before you make judgments, look at the facts.

Manufacturers who advertise spend from 2 to 5 per cent of their sales on advertising. Let us put it at 3 per cent of the price which you pay for their article on sale. So if you pay 25c for an advertised article, you are paying three-fourths of one cent to pay for making it known to and wanted by you. The price would not be less—indeed, it might easily be more—if the article had no money spent on it to make it known to and wanted by you.

It is economy, so far as you are concerned, to have manufacturers develop a huge demand for their product, by the agency of press advertising. YOU pay for the advertising, of course, but you pay a smaller price for the advertised article than would be necessary if the manufacturer's output were smaller!

Advertised articles have to be better than non-advertised articles, and since they are made in larger quantities, they can be made and sold at least as cheaply as imitative non-advertised articles.

If you are a thrifty and wise buyer, you will buy the article made known to you by faithfully maintained press advertising. The stranger product should be shunned.

Be very friendly, therefore, to nationally-advertised products—foods, toilet aids, motor cars, radio sets, and all else—which are locally advertised—in this newspaper.

This advert. is sponsored by the Canadian Weekly Newspapers

HOLSTEIN LEADER

LOCAL AND PERSONAL

The W.M.S. met in the church on Tuesday, April 11, when quite a number were present. Mrs. Bruce, Pres., took charge. Mrs. Rev. Aitken gave an interesting history of the life of the famous missionary, Rev. Jonathan Goforth.

The W. I. will hold their April meeting on Tuesday, April 25. Particulars later.

Mrs. Hastie and Miss Isabel will spend the Easter holidays with Mr. and Mrs. Mistry, Toronto.

Mr. Ed. Patton, Durham, visited in Holstein with his friend, B. Arnill over the week end.

Mr. Bert Eccles is in Brantford this week, attending a convention of the Confederation Life Assurance Co.

Messrs Arthur and Lorne Blair of Grand Valley, spent a day with Mr. Bert Eccles the first of week on insurance business.

Miss Ada Morrison left for Toronto Tuesday, where she expects to spend some time.

Mr. and Mrs. Clark, Durham, were guests of Mr. and Mrs. Wm Brown the first of week.

Miss Clara Arnill entertained a number of young friends at her home Friday evening last.

Mrs. John Leith will spend the week end and holiday with her daughter Miss Isabel, in Toronto and also other friends.

The young people of the village met at the home of Mr. and Mrs. J. Pinkerton, Tuesday, and tendered a shower of useful and pretty articles to Mrs. Picken (nee Alice Pinkerton).

They wished Mr. and Mrs. Picken happiness and prosperity in their new home, near Durham. A pleasant evening was spent.

A sacred cantata entitled "The Easter Message" will be presented in Holstein United Church by the choir next Sunday evening, April 16th, at 7.30. Welcome to all.

At a meeting held in the Presbyterian basement on Thursday evening March 30, of the Women's Missionary Society, and the girls of the Sauguen Branch of the C.G.I.T., the girls affiliated with the W.M.S. Mrs. (Rev.) Aitken, leader of the group, read the affiliation, and Mrs. Bruce, president of the W.M.S., welcomed the girls.

Miss J. Christie gave a splendid talk on the bible story "The daughter of Jairus". The meeting closed in the usual way.

Sauguen Branch of the C.G.I.T. in the basement of the Presbyterian Church on Thursday, April 6, when plans were made for a banquet to be held in May. The girls decided to go for a star hike during the activity period next meeting. The editors of the Branch newspaper were asked to have their material ready for publication on April 27th.

Mrs. Margaret Elyer, who has made her home lately with her daughter, Mrs. J. Lane, Swinton Park, has been ill, but was improving at last reports.

Jack-in-the-pulpit's sermon. All of an Easter morning, Jack-in-the-pulpit cried, "Gather, oh gather and listen. From all of the countryside! Hither, my congregation! Hither, ye flowerets gay! Hither, ye bouncing bunnies! Listen to what I say!"

Over the hills they hurried, Out of the field and wood, Bunnies and blossoms of April, Whither the preacher stood. There were the yellow jonquils, There were the pansies blue; There were the stately lillies, There were the tulips too.

Then to his congregation, Jack-in-the-pulpit said, "Lo, it is Easter morning, Lift up every head! Tell to the world your gladness! Show it while ye sing, Songs of the vanquished winter, Victory songs of Spring!"

"Lo, it is Easter morning, Go to the world, I pray, Bearing the glorious message Born of our Easter Day! Tell how ye lay imprisoned Deep in the mould and the night! Tell how ye burst in beauty Into the warmth and the light!"

So on an Easter morning, Over the hills and afar, All of the flowers of April Carry wherever they are Messages fair and fragrant— Do you not get them, pray? Telling the world the meaning Flooding our Easter Day.

Whispers the yellow jonquil, Whispers the pansy blue, Whispers the stately lily, Whispers the tulip, too; "Long did we lie imprisoned Deep in the mould and the night; Then we burst into beauty Into the warmth and the light!"

To Get Real Enjoyment "The review is one thing I never could understand," said Mrs. Cumsoe between the numbers of a concert program. "What is that?" asked her husband. "That you always have to endure a

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Bartering is now Prevalent at Ottawa

Miss Macphail's Weekly Letter

Ottawa in a small way is experimenting with barter exchange. People without money, or short of money, are exchanging goods for services or services for services; for instance a Rideau street merchant wants painting and paper-hanging done and in exchange he will give groceries. A chauffeur registers at the exchange and he will drive part time for a meals and a mechanic will work on a farm in exchange for a cow for hardwood flooring and so on. Typists, carpenters, painters, nurses and others have registered. The office space, telephone service, etc. are being donated. Such plans have been tried on a rather large scale in California and Minneapolis and it surely emphasizes our shortage of the exchange medium—money.

NORTH EGREMONT

Making maple syrup and buzz-sawing wood is the order of the day around here. Dr. Mountain came around on horse back last week to visit some of his patients in this vicinity. As the roads were in bad shape for a car last week, Wm H. Wells took the wagon to John Campbell's dance on 2nd con. Where there's a will, there's a way.

Mr. Thos Daly lost a horse last week. It dropped dead on the road. We listened in on the radio to Findlay's dairy hour, at 5.30 on Sunday evening over CFCA, and enjoyed it very much.

We are still pulling for the Toronto Leafs to down the Rangers. We think the Leafs can win in the next two games, so bring on your Rangers

YEOVIL

Before writing another budget, we shall be celebrating the resurrection of our Saviour, who trod the costly way for us. Easter tells again the joyful news to mankind that we worship a Risen Lord. May we all be in the Spirit on Easter Day.

Mud of which there has been no lack, is drying up. Birds are singing, plants are pushing their way out of the earth. We have some daisies in bloom in the garden, so this must be Spring.

The sap is dripping steadily these days, and some are engaged in the sweet, sticky work of syrup making. People feel the need of making syrup this year, with a two cents a lb tax on sugar, especially as the advance information did not come to the common people, who perhaps would not be able to buy even two sacks in advance.

We are glad to report Florence Eccles back to school again after her recent illness. Mrs. Wilcox, Meaford, spent several days last week with her daughter, Mrs. John Alles.

Mrs. Reid Sr., who has made her home lately with her daughter, Mrs. J. Lane, Swinton Park, has been ill, but was improving at last reports.

England is to be congratulated on her ministers and their wisdom. During the week, Mr P. G. Davies, Conservative member for Athabasca, Alta., made a strong speech against the gold standard. He argued that gold was too scarce to be a safe base for currency and that it was not equitably distributed. He suggested that if currency cannot be increased without an increase in the gold base, the logical thing would be to put the unemployed to mining gold. I have often said the same thing, so am comforted to hear Mr Davies agreed with me. The solution really lies in a hand-doling gold as a basis of currency. It is noteworthy too that the Hon. Chas. Stewart in his speech on the budget came out in support of controlled inflation.

Usually the budget debate once begun is carried on without interruption until it has been disposed of, but this year estimates, government resolutions, etc., have broken the budget debate into many parts which I think makes it less interesting. The debate on penitentiaries was one such interruption. The recent riots, the appointment of many new officials and the government resolution seeking to take the chief penitentiary appointment away from the jurisdiction of the Civil Service Commission have aroused a much-needed interest on the part of the public in the penal system.

Many years ago when C. J. Deberry was Minister of Justice, a Royal Commission was appointed which studied carefully penal systems in English speaking countries and on the basis of their study made recommendations. Had these recommendations been carried out the riots I believe, would not have occurred and certainly the two moving stories told in the House this week by General Ross, the member for Kingston, and the Hon. Hugh Guthrie, Minister of Justice, would never have had foundation in fact. General Ross said:

"There is something at the bottom of all this trouble and I have repeatedly pointed out what I think it is. Let me illustrate. On one occasion a boy 15 years of age and wearing knee breeches was brought into the penitentiary accompanied by a six-footer. What was the trouble? This man had arrived at the boy's home on the Bay of Quinte; the boy knew no crime, no wrong. It is true that his father was not all he should have been, but the boy had never seen

and the man coaxed him one day to hitch the dog to the sleigh and come along with him. The boy escorted the man across the Bay to a summer camp and something was stolen from it. Along with this man that 15 year old boy was sent to Portsmouth Penitentiary for two or three years.

When he arrived at the institution, in those knee breeches, he burst into tears. What was the reason? I am afraid he said, "that nobody will feed my dog." That boy knew no crime until he got into penitentiary; now he is there on his fourth commitment and he stands to-day as one of the ring-leaders of this riot. Who is responsible for such a situation? In the first place a boy of 15 should not be sent to the penitentiary and in the second place a penitentiary should be run in a way to develop citizens, not "repeaters." It is said that every conviction costs the state \$1200; if that is so, the four commitments of this boy have cost the state much more than his education and development would have.

In August of 1931 a plot was uncovered in Kingston Penitentiary and as a consequence seven or eight prisoners were seized and placed in isolated cells. This means solitary confinement and usually very poor food. They were allowed to remain in these cells until General Ormond arrived twelve months later. Can we wonder that men act as brutes if they are treated as brutes?

The Co-operative Commonwealth moved an amendment to the budget which in a rather lengthy preamble, outlined conditions and as remedies moved: "That in the opinion of this House the gov't should give immediate consideration to the introduction of such measures as may

(a) Make available the real credit of the nation through the instrumentality of a national central bank and render possible the utilization and control of this credit for the legitimate needs of the people of this country;

(b) Bring about such a degree of controlled inflation as would stabilize the price level of our chief commodities at a point where it would bear reasonable relation to the cost of production and to incurred obligations;

(c) Provide employment and purchasing power of our people through above mentioned means and where necessary, by the direct use of our national credit in the construction of public works of various kinds and in other ways which might be suggested including the construction of houses, etc.;

(d) Insure more equitable distribution of the national income through well considered methods of taxation, and the legislative control of interest, profits and investment;

(e) Nationalize our insurance systems, including the establishment of such systems of social insurance as may be necessary for the protection and well-being of our people."

I am sorry to have missed writing last week, but the flu kept me a prisoner in a Toronto hotel and there was just not anything I could do about it.

House of Commons, Ottawa, April 8, 1933

Get a big bundle of old papers at the Review Office. Only 5c. Two bundles or more at the same rate. Suitable for several purposes.

We have received some NEW LINES of NEW Ladies' Footwear

These are now ready for your inspection in Ties, Pumps and Straps at very moderate prices

Also MISSES' & CHILDREN'S Men's WORK BOOTS from \$2.00 up

REPAIRING AS USUAL J. S. McILRAITH

MOTORING TO TORONTO HOTEL WAVERLEY HAS ALWAYS BEEN POPULAR WITH MOTORISTS BECAUSE OF ITS ROOMS—LATEST INEXPENSIVE FOOD AND PARKING FACILITIES

THE GARAGE IS ONLY ONE MINUTE WALK. ATTENDANTS TAKE CARS TO GARAGE AND RETURN THEM WHEN REQUIRED. PLenty OF CURB PARKING SPACE.

Rates Single \$1.50 to \$3.00 Double \$3.00 to \$5.00

Hotel Waverley Spadina Avenue and College Street

VOL. LVI.

BOY OF

Miss Isabel Jamieson and Bowman Jamieson arrive at the parental home late season.

OATS: I have a cleaned Oats for sale. J. W. D.

Phone 114. The Toronto Globe York Rangers hockey proudly the old hatter back to New York who cup was no more. The players were after grid.

Communion table at St. Mark's Church, Easter Sunday, by E. in memory of his son, Ian, killed in action at Vimy.

On Sunday afternoon Hospital, Miss Mary underwent an operation, performed by Owen Sound. The patient is suffering from the past six weeks, serious operation is hoped she has left hand her.

On April 13, 14 at Checker Association, Toronto, took place at Toronto. We would but on the other hand selfish and anti money from players, otherwise get it.

A Successful Dance The annual Easter Canadian Dances' Monday evening was very way. The Don't were present from gave much satisfaction hamlets home for it were present. \$700 receipts.

Hillsburg Station C For over 60 years paying stations on burg C.P.R. test closed on April 1st, agent appointed. The bags of potatoes were in the busy season many years. Since burned last fall but carried on in a day.

The Baseball Club with a large attendance to the number of 10,000. Mr. and Mrs. con. Bettinck, who wishes verbally at son of the house, his bride, on their beautiful and useful ning was spent in

Light Snowfall in winter of 1932-33 is to the meteorology, the lightest in the Bruce and Grey, referred to as being all winter on the exception of a ports from Manitoba was go to show heavy snowfall in and it has been very much as providing moisture.

There's a Reason Why banks should close at 3 p. Mothers their cust Durham, has recently explained. A bank of England mathematical error were at a minimum of the day but part of a fatigue test time was in the there was no money to errors at that ter of economy, a hidden to work at which we desire

Service men receive The Carill Fund have still \$1100 on hand from foot little is being leaving it in the that arises from Several thought at Walkerton had mount, but on a balance of this fund among the Carill. The surly young men who forces of Canada War are widely whereabouts of known and they of those who got ence, will be gone there is no question an unexpected about \$25 being