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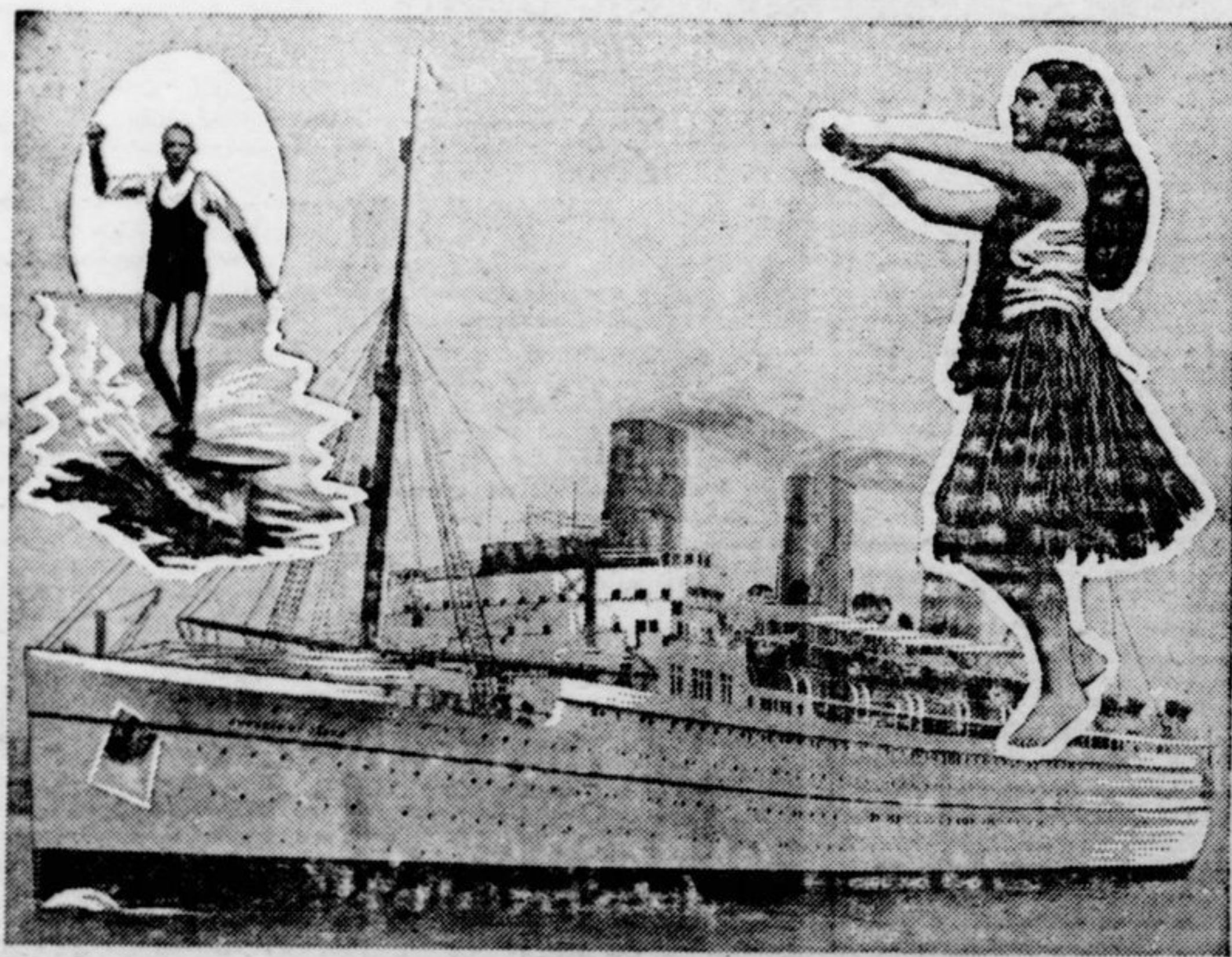
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Honolulu! Here I Come



Twelve days of sea and sun on board transpacific luxury liners and twenty-four hours at the mid-Pacific playground of Honolulu are featured in a unique vacation (so different from the average two weeks holiday) offered by the Canadian Pacific and Canadian-Australian Lines in May and June this year. A surprisingly low rate for the

round trip between Vancouver and Victoria and Honolulu has been set for the excursions. First-class on the Pacific Queen, the Empress of Japan and the Empress of Canada, to Honolulu, and on the Aorangi and Niagara back to the Canadian ports will be only \$150, a reduction of more than 30% of the regular round trip rate it is announced. The first excursion leaves on

the Empress of Japan from Vancouver and Victoria on May 5, arrives at Honolulu May 10, leaves the next day in the Aorangi and returns to the Pacific Coast ports on May 15. The second departure will be from Vancouver and Victoria on June 2 in the Empress of Canada, reaching Honolulu on June 7, leaving there the next day in the Niagara and returning to Canada on June 15.

The Durham Review C. RAMAGE & SON, Editors and Proprietors.

AGNES MacPHAIL VS. THE MINISTER OF JUSTICE

The past week in the House of Commons at Ottawa, was in themain devoted to discussion of Canada's penal institutions and the merits or demerits of the system of handling their inmates. This is a subject in which the sitting member for South East Grey is vitally interested and never fails to do all in her power to make it a better place for the inmates during residence there, as well as releasing them more honorably than has been done in the past. However the past week, discussions on the matter, have left many of her followers in some perplexity as to what the lady member means relative to her remarks regarding a certain inmate of Kingston penitentiary, for whom she pleads to be sent to Burwash, Guelph or Mimico, due to his condition of health. She also states before the House, that "he is an ex-service man, with a good record." Also that he is a man "with a fine social outlook."

A GOOD KING PASSES

The little Town of Durham, Ont., though far removed from the knowledge of the Royal family of Belgium, mourns with many other citizens of Canada and the British Empire, the tragic death of King Albert, the late King was an enthusiastic mountain climber and this very fondness has been responsible for his death. As well as popular, King Albert was a much-loved monarch. His war services to the Allied nations in 1914-18 will always be recalled with gratitude by them. No danger was too great for him, if in any manner he relieved the lot of his men. King George V, in a message of sympathy to the stricken family, fittingly adds "Britain can never forget the heroic figure whose courage was an inspiration to the Allies throughout the dark days of the war and mourn the loss of a true friend and loving ally."

PROOFS THAT ADVERTISING LOWERS COST

Some stores, when you ask for an advertised product, try to sell you a substitute at a somewhat lower price on the plea that the standard product "costs more because of the expense of advertising it."

Advertising makes quantity production possible and quantity production makes lower prices possible. This simple, indisputable fact is not universally understood. Quite recently it was proposed at Washington that sellers of advertised gasoline should be compelled to charge the consumer 1/2c a gallon more than for unadvertised gasoline, a most preposterous idea, worthy of only an out-of-out theoretic member of the brain trust. Just how much does it actually cost to advertise various popular lines of merchandise? Extremely interesting figures have been published by Bernard Lichtenberg, vice president of the Alexander Hamilton Institute. One big soap company in 1929 made this statement: "In 1929 output was 500,000 cans for the entire year. Now 18,000,000 cans are produced in one week. In 1929 the expense for salesmen was 7 1/2% and for advertising 14% of the selling price. Now the cost for salesmen is 2 1/2% and for advertising less than 3%, making a totalling selling cost of 5% or 2 1/2% than the cost for salesmen alone in 1929. If a consumer buys a can of soap for 12c, thirty six one-thousandths of 1 cent is spent in advertising."

Other actual figures: On a 10% blaudit package the advertising expenditure is less than 1 mill. On a \$1.95 shirt, sixty-four one-hundredths of a cent goes for advertising. A leading camera concern says: "Savings to the consumer as a result of constant advertising are so many times the amount of the money devoted to advertising that we think any question of wasteful practice is untenable." For advertising a well-known 7c cake of soap, the cost is one-fifth of a cent. To advertise a \$50 suit averages \$1. To create and maintain a national market for a breakfast food costing 15c, calls for spending three-tenths of a cent. When you buy a 5c glass of cocoa cola, 1576-100,000 of a cent goes for advertising.

Mr. Lichtenberg justifiably declares: "These are but a few of the cases which might be cited in which advertising has actually cut down the price to the consumer." Next time a clerk tries to foist on you an unknown product when you ask for an advertised one, refute his unjustified excuse that advertising adds seriously to the cost. As here shown, it doesn't.—Ex.

The grinding noise you hear is caused by some municipalities trying to shift their tax rate into reverse gear. A woman who had given her husband a worrying time during his lifetime, was very concerned at his death and had a tombstone erected, on which were the words, "At rest, Until we meet again."

Officials of the Land Settlement Board report that only 15% of the women who go on farms up North know how to sew, knit or make bread. Probably the 85% know all about grand slams and the like. If Adam and Eve were to return to this old world, they would find many things to surprise them, says the Trenton Courier-Advocate. For instance, Cain is playing hockey with Montreal Maroons, while Abel is with Chicago Black-Hawks.

Mrs Mabel Duncan, Wiarnton, who recently accompanied her husband, E. A. Duncan, of the 'Echo' to Delray Beach, Florida, in an interesting letter to her paper, says that the N.R.A. is not particularly popular in the alligator state, and has been described as standing for "Nuts Ruining America."

A patch is often the sign of poverty, but not when it is a strawberry patch. There's nothing bolshérous about the love for whiskey—it's a still affliction. A boil in the pot is worth two on the neck. After a man has had occasion to employ a first class lawyer, it is useless to tell him that talk is cheap. A woman's shoe that is "a mile too big," is never a foot in length. A doctor's report would properly come under the head of the news of the weak. When a farmer puts a porcelain egg under the hen, is he setting a good egg sample? The Worst Thing Out—Out of Cash. The economical baby puts its toes in its mouth to make both ends meet. Spices are not as arduous noisy but you have all heard of the ginger snaps.

The innocent little porker of the farmyard is just as innocent as he was last fall, but he has risen much in the estimation of the family since the market is asking \$10 for him. "CALLUSES SO BAD used cane." Cream Corn Salve only remedy that could banish them forever. At Calder's Drug Store.

AMONG THE CHURCHES

QUEEN ST. Y. W. AUXILIARY On Wednesday evening, February 14th, Mrs. C. M. Steinhaver was hostess to the young ladies of the Queen St. United Church Auxiliary. The programme arranged by Mrs. Giles and Miss Margaret Lawrence was interesting and helpful. Following the devotional service, Miss Twamley and Miss Yiirs introduced and gave the first chapter of the new study book. Watch Tower was answered by several members. Full plans were made for the St. Patrick's supper to be held March 16th in the church basement, Mrs. F. W. Thomas having full charge of the programme. It was decided that the monthly meeting for the ensuing year will be held the third Tuesday of each month. Miss Storey, president, closed the meeting with prayer and lunch was later served. There was an attendance of 21 members.

QUEEN ST. W. M. S. An interesting and inspiring meeting of the W.M.S. of Queen St. United Church, was held Thursday last at home of Mrs. Thomas. Mrs. H. McCrae was in charge of devotional and study period and opened with hymn, "Servants of Christ Arise" and a reading call to worship. The devotional leaflet "Jesus among the multitudes", was read by Mrs. McClocklin, which stressed what the attitude of His followers should be toward the teeming millions of the world. "O Master let me walk with Thee" was sung and Mrs. Sparling led in prayer. Mrs. McCrae introduced Chap. 5, "Raising the physical standard" from our study book, "Living Issues in China." Discussion followed by Mrs. Knechtel, Mrs. Winters and Mrs. McLean, all illustrating how China is handicapped in the task of bringing bodily well-being to her people by the opium curse, superstitions, ignorance of sanitation, infectious diseases, the use of antiseptics for wounds and many sily life, which are quite unknown to the people. Another drawback is the lack of medical aid and people nursing, the latest statistics giving a total of one Western trained doctor for every 60,000 Chinese scattered over wide areas. This is one way Missions help in service and training Chinese as doctors. Together we read as a prayer: "O Master from the mountain side, Make haste to heal these hearts of pain: Amid these restless throngs abide, O tread the city's streets again. Mrs. Gagnon conducted a short period on Christian Stewardship, emphasizing gifts of personality, talent and kindness, as well as money. Miss Charlton contributed a fine piano solo with left hand only. The Pres., Mrs. Almack, then took charge receiving and approving minutes of last meeting by Mrs. Glass. The meeting closed with prayer.

WORLD'S DAY OF PRAYER WELL ATTENDED A goodly representation of the gentler sex were in Knox Church on Friday afternoon last, where the services in connection with the World's Day of Prayer was held this year. Mrs. Jas. Mather, the President of Knox W. M. S. presided and the program was followed to the letter. To show the cosmopolitan nature of the event and the wide interest in it, the program was prepared by Mrs. J. W. Hoffmeyer of Cape Town, South Africa, and in some form was used by Christian women throughout the world on this day. There were prayers offered for the spirit of unity in the Christian church, for the Christian home in every land, for all legislators, for all branches of Social Service work, Temperance, for missionaries everywhere, for fellow Christians in other lands and for the coming of God's kingdom. These prayers were offered by Mrs. B. D. Armstrong, Mrs. Almack, Misses E. Chadwick, Margaret McGirr, Eva Redford, Mrs. J. T. Priest, Mrs. Glass, Mrs. S. Patterson. A quartette of ladies, Mrs. Bert Stenevise, Mrs. C. McGirr, Misses A. M. Ramage and Winnie Blyth rendered "Come to our Hearts and abide"

MULOCK The Feb. meeting of the Ladies' Aid was held at the Baptist Parsonage, Thursday last. There was a good attendance considering the severity of the weather. All present were amply repaid for braving the extreme cold by the splendid program presented. The hostess, assisted by Misses Lenora Reay, Lolita M'Ghion and Elva McDonald, served a delicious lunch at the close and a social time spent. The regular monthly meeting of the Busy Workers' Mission Band was held in the church Tuesday of last week. The meeting opened with the scripture reading and prayer, followed by minutes of previous meeting, and roll call answered by a verse of scripture by all present. A number of interesting readings and recitations were given and solos and a missionary talk by the pastor. The next meeting is March 6.

GREEN GROVE Mr and Mrs Jos. McCaslin attended the funeral of the late Mrs Henry McCaslin, in Durham, on Thursday. Mr. and Mrs John Styles, Durham, spent over the week end with her parents, Mr and Mrs Wm Jacques. Miss Eva Gadd spent a few days with her mother in Holstein this week. Mrs John Peart, Zion, spent a few days last week with her son, Robert Peart. On Thursday last, Mr and Mrs Albert Keller and family, Varnay, and Mr and Mrs Sam Patterson Durham, visited at home of Mr Wm Patterson. Mr. and Mrs W. Ellison, Waudby, visited Sunday with Mr and Mrs. Clark Watson. Mrs. Watson returned to spend a few days with them.

HAMPDEN Mrs Clarence Selim of Hanover visited with Miss Nellie Anderson a few days the past week. Mr and Mrs Andrew Fulton visited with Mrs. A. Corbett of South Bentinck recently. The young people held a very successful and enjoyable Valentine social last Friday evening at No. 8. Those who anticipated attending the Short Course held in Neustadt, are not finding the weather and roads very favorable. Only a few are attending from this part. Miss Evelyn Henderson of Durham vicinity, visited at her home the beginning of the week. Colds are quite prevalent in this community.

EDGE HILL The young people of Zion entertained the young people from Edge Hill, at a Valentine social in their church, on Feb. 14. We are pleased to know that Mr. Melville Anderson is recovering nicely from his operation and was able to leave the hospital last Friday. Sorry to hear Mrs Wm. Ritchie, Sr is ill at her home in Durham. We hope she is soon restored to usual health. Little Miss Dorothy Peart visited a couple of days last week with her grand parents, Mr and Mrs Thos. Glencross.

ZION Grandmothers' Day was observed in our Institute last Thursday, held at the home of Mrs W J Cook, with 25 ladies present. The meeting opened in usual way and after the business part, Mrs A. Anderson, leader of the grandmother program, presided. The program consisted of four choruses by the grandmothers: readings by Mesdames H. Williams, George Ritchie, J. S. McNally; Mrs W J Cook read a paper on how clothing was made in pioneer days. Mrs Anderson recited the poem "Grandma", from the old school reader. Mrs M. Davis, told how the pioneers baked bread in the open fire place which was very interesting. Little Dorothy Peart then presented Mrs Davis with a cup and saucer. In roll call they had an exhibition of antique china. A Biblical contest was much enjoyed. The meeting closed with the National Anthem. Lunch was then served by the hostess and assistants. Sorry to report that Mrs R. T. Edwards is confined to bed at present. Little Dorothy Peart spent the week end with her grand parents, Mr and Mrs Thos. Glencross. Messrs Chas. and Cameron Robson spent the first of week with Mr. and Mrs Arch. Greenwood, Bentinck. Miss Olive Allen is at present with Mrs Jos. Crutchley, near Durham. Messrs Graham and Charlie Timmins spent Sunday with their cousin Carman Baker, Waudby. Doctors' Car Numbers Lettered Alke Dr. C. F. Neal of Peterborough, president of the Ontario Medical Association has announced that the Ontario department of highways had men for the same serial number in 1934 the Ontario doctors' license number will start with the letter "D". The markers are made at the Ontario reformatory.

Wm. J. Vollett's CASH SPECIALS

- "TEA BISK" 1 pkg 35c
- 1 scoop Free
- Gold Medal Peanut Butter, 26 oz. jar 25c
- FIGS, 3 lbs for 25c
- Pride of the Valley TOMATOES, large size 10c
- ORANGE PEKOE TEA, 1b pkg. -60c
- 5-STRING BROOM, Special 50c
- PALMOLIVE SOAP, 3 cakes for. 21c with 1 pkg Princess Soap Flake free
- SILVER POLISH, large jar.....25c
- LEMONS, 1 dozen..... 27c
- ORANGES, 1 dozen..... 29c (Sunkist, good size)

MAPLE WOOD and POTATOES Bought on Trade. Highest Prices Paid PHONE 70 WE DELIVER — PROMPTLY

W. J. VOLLETT

WELBECK

The price of potatoes ought to increase, considering the feed Jack Frost has taken. The Presbyterian and United W.M.S. met at the home of Mrs. Colin McIntyre, Dornoch, for the World's Day of Prayer service on Friday. Miss Freda Eagles had a Valentine party for her pupils on Friday afternoon which was much enjoyed by all. Master George Hodgson is under the Dr.'s care with an attack of bronchitis. We hope to hear of a speedy recovery. Mrs Peter Mountain was the hostess of a delightful little supper party on Friday. Mr and Mrs Percy Ledingham and family were dinner guests of Mr and Mrs James Ledingham, Glenelg, on Sunday. Mr and Mrs John Corlett, Lamulash, spent Sunday with his mother. Mr and Mrs John Heift, Durham, enjoyed a day with his brother the first of the week. We are glad to report a slight improvement in Mr Stafford's condition.

VICKERS

February still continues cold with its zero weather. Miss Jean Coutts has gone to Toronto for the winter months. Mr Ben Coutts received word last week of the death of his uncle, Mr. James Coutts, Toronto. He leaves one sister in Toronto, who is the only surviving member of this well-known Bentinck family. Mr and Mrs. George Hubbard of Clifford spent the week end with her mother, Mrs. Bartman. Mr and Mrs. Wm. McCulloch and family, also Mr and Mrs Geo. Reay and daughter Grace, spent Thursday evening last with Mr and Mrs George Turnbull.

ROCKY SAUGEEN

The weather still keeps cold, the thermometer registering nearly every night colder than 20 below zero. Rev. Mr. Gowdy, a student from Toronto, very acceptably filled the pulpit the past two Sundays. The U.F.W.O. held their monthly meeting at the home of Mrs Malcolm McKechnie with a fair attendance, considering the cold and roads. Several interesting papers were given, and as this was the day of prayer, the program was carried out along that line. The next meeting will be at Mrs Jack Heift's on 2nd Friday in March. Mrs Duncan McArthur and sister, Miss Sarah, were visitors recently with Mr. D. and Miss Helen Watson. How. Reay met with a painful accident while working in the bush on Saturday. While cutting down some trees he was unfortunate enough to have one hit him on the knee, bruising it very badly. Dr Jamieson was called. We hope Howard will soon be able to be out again. Mrs Eliza Tiffany who is spending the winter with her sister, Mrs. Jerry Allord, was taken suddenly ill on Sunday with a bad heart attack. We are pleased to report she is doing nicely under Dr Burnett's care. Mr Bob Peart, assessor for Glenelg, is busy at his job those days. Mrs Jan Crutchley has returned, after spending some days with Markdale friends.