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we send a

*New Year's  
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more

A HAPPY NEW YEAR

**The GLOBE  
Clothing House**

"The Store of Quality"  
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### Ten Dollars Reward

Is offered for the recovery or for information leading to the recovery of a Peterboro Canvas-covered Canoe taken from the Portage on Charleston Lake this Fall  
Address—J. H. Harvey, Lyndhurst.

**FLOUR and FEED — PRICES**  
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**FARM WANTED:** I want to hear from party having farm for sale. Give price and description. G. B. Loudon, Champaign, Illinois.

**CAR FOR SALE**—Ford car in excellent condition, completely overhauled. A good bargain.—Apply Reporter Office, Athens.

**PIANO FOR SALE**—Small Size Square Piano in first class condition, its a bargain. Apply Reporter Office, Athens.

**STRAYED**—One Yearling Heifer strayed onto my premises on Nov. 3. Owner may have same by proving property and paying expenses.—S. W. Lawson, R. R. No. 2, Athens.

**WOOD FOR SALE**—First-class Hardwood Soft wood, delivered on short notice.—Apply to H. B. Knapp, Plum Hollow.

See Page 5 for Special Club Rate with Reporter.

### Catarrh

Catarrh is a local disease, greatly influenced by constitutional conditions. HALL'S CATARRH MEDICINE is a Tonic and Blood Purifier. By cleansing the blood and building up the System, HALL'S CATARRH MEDICINE restores normal conditions and allows Nature to do its work. All Druggists. Circulars free. F. J. Cheney & Co., Toledo, Ohio.

## DRAIN THE HILLSIDES

Erosions Mean Considerable Loss to Many Farms.

Tilling, Open Ditching and Terracing Recommended—How to Plan and Do the Work—Why an Orchard Will Pay.

(Contributed by Ontario Department of Agriculture, Toronto.)

The erosion of hillsides and the flooding of the land below by the eroded material has long been a worry and an economical loss to many farmers in hilly and mountainous sections. This can frequently be prevented, and the method employed depends on the conditions existing, such as the nature of the soil; light or heavy, the steepness of the slope, and the type of agriculture practiced; pasture or tilled crops. The Value of "Sheep-Drains."

Wet hillsides used as sheep pastures may be much improved by what are sometimes called "sheep-drains." These are merely shallow open ditches about 30 inches wide on top, 9 inches wide on the bottom, and 15 inches deep for removing the surface water. They are dug slantingly around the slope to intercept the flowing water and carry it in a definite channel to a suitable outlet at the base of the hill. The removed earth should be thrown out on the lower side to form a sort of embankment to the drain. The grade of the ditch should not be so steep as to give the water sufficient force to destroy the drain by either washing away the banks or digging the drain itself deeper, and thus making it dangerous for the sheep and lambs. Sub-drains are sometimes necessary. Terracing and Draining.

A system of terracing is quite universally used to prevent destructive washouts on hillsides. The terraces are made perfectly level, and of any width, and then carefully seeded to grass. At the time of rain the water spreads out evenly over the surface of these and then flows gently over the slope below without sufficient force to wash away any portion of the hill and thus prevents "gullying."

For the drainage of tilled hillsides a system of under-drainage is sometimes used successfully. The amount of erosion of the land largely depends on its condition. If the surface soil can be kept firm the erosion will be lessened. Soft spots on the hillside, though, frequently occur as a result of seepage water from above which has penetrated the surface soil and reached an impervious layer and thus deflected to the surface on the side of the hill. Water flowing over this with considerable force will naturally wash it away more easily than the firmer soil free from this seepage water. Advantage of Tile Draining.

If tile drains are so laid to intercept this seepage water, considerable erosion can be prevented. If the hillside is comparatively steep, drains laid at an angle to the incline will be more satisfactory. They will naturally intercept all of the water flowing through the soil above them. Also the grade will be less and the drains are not so liable to be affected by the water moving slowly through them. If the slope is not very steep the drains may be laid down the incline with satisfactory results. Here the tile drains the land on both sides and no double draining results.

In this underdrainage the general benefits are again obtained. The water level is lowered, thus giving more root capacity to plants and the prevention of surface washing by allowing the water to penetrate through the soil to the drains, thus carrying much plant food to the roots of the plants.—R. C. Moffatt, O. A. College, Guelph.

### Why an Orchard Will Pay.

The planting of commercial apple orchards in the Province of Ontario is highly desirable for several reasons:

1. Ontario is not producing enough good apples for home supply, but imports annually from Nova Scotia, British Columbia, Oregon and California.

2. Production in Ontario is likely to fall off still more because no commercial planting is being done. Very few commercial apple orchards have been set out in this Province since 1911.

3. Of the thousands of young trees set in the boom years of 1905 to 1911 a large proportion have already passed out of existence. Probably not more than 20 per cent. of the trees planted during those years will figure in the commercial production of the future, and certainly not more than 40 per cent. of them are alive and receiving reasonable attention to-day.

4. The home orchard will never again be an important factor in commercial apple production in this Province, because it is not large enough to be worth while. In seasons when scab control is difficult, or when prices are down because of a heavy crop, the return from the small orchard is not large enough to justify the expense and risk involved. When conditions are unfavorable the small orchard passes quickly into a state of neglect; this is why apple growing in Ontario is at such low ebb at present.

5. Fruit is an essential part of diet. While it is true that in case of necessity people can live without it, it is also true that health suffers and nutritional complaints become much more general in the absence from the dietary of fresh fruits and vegetables. The apple is the most important and most useful fruit of the temperate zone, and, from the standpoint of public health, its culture should not be neglected.—J. W. Crow, O. A. College, Guelph.

## SELLING FARM PRODUCE

Standardization Is Necessary for the Best Results.

Graded Fruits or Vegetables Attract While Mixed Grades Repel—The Satisfied Consumer Will Come Again—Quality Pays.

(Contributed by Ontario Department of Agriculture, Toronto.)

Will the consumer pay for quality? Yes, and liberally if he understands what standardization means. Criticism is frequently directed at the farmer producer for the lack of attention given to grading and packing of the product of his farm. Fruits in different stages of ripeness, different sizes, shapes and colors are frequently seen in the same package. Chickens of various breeds, sizes, types and degree of plumpness are jumbled together in the same crate and form a marked contrast when placed beside a crate containing birds of the same sex, size, plumpness and color. To the well ordered mind uniformity always appeals, while mixtures and jumbles repel as so much junk. If a child goes into a candy store it will soon learn that mixtures sold at a lower figure than standard confections. And so it goes through life — a mental attitude is developed by the great majority of consumers to regard those products that are not standardized as being less attractive and having a lower value. The percentage of particular consumers has increased much faster than the percentage of agricultural producers who standardize their products. In the old days the wormy apple, the misshapen potato and the old hen may not have lost their attractiveness, but times have changed, more people have more money to spend on foods than ever before. With the increase of the family income or wealth during the past twenty years the attitude of the younger generation towards the foods that they eat has changed very considerably. If we refer to the good old days when oatmeal was the standard breakfast food and citrus fruits were only seen at Christmas time, we will realize what present day attitude toward quality in food-stuffs means when compared with the past. With this advance in tastes for foods which may be largely flavor and of little value when considered from the standpoint of nourishment, the demands for foods that appeal to the eye and to the sense of taste have increased very greatly during the past five years.

### People Will Pay for Quality.

Standardization of food products will put the rosy cheeked, clean, uniform, sound apples in one basket and it will put the wormy, scabby, misshapen product in another. People are willing to pay for quality providing they have a guarantee that they will be handed a quality product in exchange for their money. How many householders have had the all too frequent experience in putting one-third of their purchase in the garbage can? Inferior materials should be directed into channels where they would be used to the best advantage instead of being a millstone or dead weight in occupying space, increasing carrying costs in transportation and reducing the attractiveness of the superior portion of the commodity.

In seasons of food shortage mixed and lower grades of food products usually sell and show a margin of profit, but when food products are abundant the more attractive grades sell most readily and create a want for more high-class produce, which demand frequently must be filled from the lower grade. This substitution of a low grade for a high or standard product kills the incentive to buy. Stung once, the particular purchaser consumer will hesitate to buy. They look, but do not buy.

### Grading Best for Perishable Foods.

The amount of perishable food in the fruit, vegetable and poultry product classes that is now consumed, while very large, is not as great as it would be under standardization. Experiences with mixed grades, poor quality and poor packing leave an impression on the mind of the average purchaser that will take some time to erase. When the perishable food product of Ontario is standardized and marketed in a way that will command the confidence of the consuming public an increased demand is bound to follow.

### The Satisfied Consumer Is an Asset.

If all the food produce offered for sale could be standardized and marketed in such a way as to develop the market for future crops much benefit would result. Satisfied consumers of this year's product will look to the same source again next year. Consumers know or should know what they want, and if given a standardized packet of food product in exchange for their money will, if suited, go on patronizing standard products. Salesmanship has been too frequently used to sell a consumer something that he did not want, material sold with the one idea of getting rid of it and no thought of the future.

If the farm end of the food products industry is to develop to the fullest it merits all produce grown for sale will have to be marketed through co-operative marketing organizations. Standard, honest, prepared, packed and delivered produce is the only course to pursue in developing a worthwhile market for farm produce in our Canadian cities or abroad. Any food producing community that is without a co-operative marketing organization should consider the establishment of such. Those districts that have such should consider expansion by amalgamating with similar organizations. Standardized products, common honesty, any industry will make for success in producing and disposing of farm products.—L. Stevenson, Secretary, Department of Agriculture, Toronto.

## The Athens Reporter

ISSUED WEEKLY

### SUBSCRIPTION RATES

\$1.50 per year strictly in advance to any address in Canada; \$2.00 when not so paid. United States subscriptions \$2.00 per year in advance; \$2.50 when charged.

### ADVERTISING RATES

Legal and Government Notices—10 cents per nonpareil line (12 lines to the inch) for first insertion and 5 cents per line for each subsequent insertion.

Yearly Cards—Professional cards, \$2.00 per year.

Local Readers—10 cents per line for first insertion and 5 cents per line subsequent.

Black Type Readers—15 cents per line for first insertion and 7½ cents per line per subsequent insertion.

Small Ads'—Condensed ads' such as: Lost, Found, Strayed, To Rent, For Sale, etc., 1 cent per word per insertion, with a minimum of 25 cents per insertion.

Auction Sales—40 cents per inch for first insertion and 20 cents per inch for each subsequent insertion.

Cards of Thanks and In Memoriam—50c. Obituary Poetry—10 cents per line.

Commercial Display Advertising—Rates on application at Office of publication.

William H. Morris, Editor and Proprietor

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### GIVEN AWAY

On Christmas Eve we will give to the closest guesser, 1 Cabinet Gramophone worth \$125.00. For full information call at the Bazaar. R. J. Campo.

### Motor Car Service

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Via The Canadian National Railways

Improved service is afforded via Canadian National Railways between Brockville and Westport by the Gasoline Motor Car, now in operation between these points on the following schedule.

Leave Brockville (C. N. Station) daily at 9.00 a.m., 1.00 p.m., 5.00 p.m. and 9.00 p.m. arriving at Westport 10.45 a.m., 2.45 p.m., 6.45 p.m., and 10.45 p.m.

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Motor Car carries passengers and hand baggage only and operates daily on the above schedule.

In addition to above, steam train operating to and from Grand Trunk Station Brockville, will leave Brockville 2.50 p.m. daily except Sunday; arriving Westport 6.15 p.m., South bound will leave Westport 9.00 a.m. arriving Brockville (G. T. Station) 12.00 noon, daily except Sunday.

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