EARLY ADVERTISING.

Sefere and After the Advent of the

Printing Press. Advertising has now become a custom so extensive in its application and of such vital importance that it is difficult to realize that it was ever ssible to do any trading without it. Tet before the advent of the printing ss and the newspaper there were many hundreds of years when there was no such a thing as advertising as

ancient times merchants in Rome tt is known today. and Athens employed criers to go about the streets shouting out the quality and prices of their goods. Written notices serving as advertisements to call attention to an auction sale or a meeting displayed on walls only occasionally. In the old days of London shopkeepers' clerks stood in front of their stores and called out their wares to passersby, prefacing their announ "What do you lack? What

One of the first newspaper adverdo you lack?" tisements of which there is authentic record was printed in the Mercurius Politicus, London, in January, 1652. It was a publisher's announ

ad as follows: Poem, being a congratulatory pane-gyrick for my Lord General's late return, summing up his successes in an exquisite manner. To be sold by John Holden, in the New Exchange, London. Printed by Tho. Newcourt, 1652. Here is another example of early

London advertising: Two men beg to acquaint the public in general that they keep the cleanest barber shop in all London, where the people can have their hair cut for two pence, dressed for three pence and be shaved for one penny. One of these men can bleed and draw teeth very He bleeds both in the English and German method and is exceedingly

BLAMED THE DEMONS.

Story of the Physical Reformation of City In Korea.

In Pyengyang, a city in Korea, surrounded by a river and resembling a boat in shape, it was believed that if any one should venture to dig a well the water would rush in, sinking the boat and drowning all the city's in-

Needless to say, no wells were dug. habitants. The streams washed the filth of the city down into the river. Then the watermen filled their buckets at the watermen ined their buckets river and sold "drinking throughout the city.

Constantly recurring epidemics were

the result. But the people did not blame the dirt. They blamed the devils. It was the duty of every Korean doctor to know the 300 places where the human body could be pierced with a red hot needle without causing death. The needles were from three to twelve inches in length, and the doctor was supposed to know how deep they should

be thrust. The purpose of the probing was to let out the devils which caused the disease.
When Christianity came to Korea it brought hygiene and medicine along with it. A hospital or dispensary was not known in Korea until founded by

a Christian missionary.

The Japanese government is now splendidly following suit with the establishment of hospitals and medical

Fine waterworks systems have been installed, and the sort of water that gushes from the hydrants in Pyeng. yang is stated to have reduced the death rate by 70 per cent.

The old boat city of Pyengyang is

underlaid with a network sewers.—Willard Price in World Out-

Facilitating Payment of Bills. If we were in a business where we tomers the first of every month, we should make it a point always to inclose a self addressed envelope for the return remittance. This practice involves small expense to the creditor, and it makes it a little harder for the debtor to find an excuse for laying aside the bill for a few days. We notice in our own small affairs a tendency to pay first the bills whose pay. ment requires the least trouble, and we suppose other people are correspondingly lazy. Paying bills is hard enough work at best, and ought to be made as easy as possible

A King's Library. Frederick the Great employed archi-tects to build a library, but they fought with true professional etiquette over their designs. The monarch who had braved the might of Europe was not to be defeated by a parcel of nagging professional men. "Confound you," professional men. "Confound you," said the king. "don't waste any more time! This cupboard opposite me is of a very good design; copy that." They did as they were ordered.

Won't Let You Forget It.

"I don't think so. He's always willing to lend money to you if you need it but he isn't afraid to ask you to pay It back if you don't show any signs of ever going to do so."

Looking Ahead.
"Here's my I. O. U. for \$10." "But you only borrowed \$5."
"Oh, that's all right! If I don't borrow the difference by next week remind me!"

"My barber told me a wonderful sto-"Illustrated with cuts, I presume?"... ry this morning."

FRANKVILLE Frankville, June 21.—Stanle Livingston of the Nova Scotia bank

staff at Timmins is spending holidays with his parents Mr. and Mrs. the Atlantic coast peninsula of Flor-W. D. Livingston. ida, but nearly 700 miles more coast Miss Delia Freeman line owing to its extreme length of 760 miles. Florida has more than fourteen varying in width from thirty to 150

friends at Spring Valley. Mrs. Dixon and daughter Doris, Katie Donald and Mr. and Crummy were holidaying at Port-

warying in which from thirty to 130 miles. Lower California is a rugged, barren strip of land, with a mountain. land yesterday. Mrs. A. Leacock and son Ennis of Jasper, are spending the week with the former's parents and grandparents viz. Mr. and Mrs. Kilborn and Mr. and Mrs. Wm. Ennis.

Mrs. Emma Cross, of Smith's Falls, is visiting her brother W. D. Livingston.

Mr. and Mrs. Frank Hewitt and younger son Elmer, of Rochester, N. Y., are visiting Mr. Hewitt's father James Hewitt and sister, Mrs. J. W. Richards.

Mr. Hewitt's older son Jass has enllisted. It is six years since Hewitt visited his birth place.

Mr. and Mrs. Jacobs, of Rockspring, have moved to this village. Mr. Jacobs has opened a blacksmith. shop, recently vacated by Jonas El-

conducted their target practice in recent years, was discovered by Francisco de Ulloa in 1539 while on a voy-Miss Edith Montgomery has returned from the Normal at Ottawa, she has been engaged to finish the term in the Toledo school. Miss Murphy the teacher, had to resign

owing to the illness of her father. Lawson Livingston is spending few days visiting friends in Merrick-

Reuben Montgomery has

hased a Dodge car. Mrs. Comerford, Sr., left last week

to visit her son in Belleville. Miss Vivian Montgomery, B. is expected home Saturday from Mordan, Man., where she has been engaged teaching school.

Mrs. Frank Mott is visiting her sister at Alexandria Bay.

A. E. Hanton sold Mr. Oriah Willson, Rockspring, a McLaughlin 4 car last week.

Chantry

Mr. Charles Ables is improving is house by a coat of paint.

The Ladies' Red Cross gave Wright Bros. Brockville, assisted. Proceeds were

Mr. and Mrs. John Davis Mr. and Chas. Ables motored to Cornwall last Tuesday and spent the day with Miss Doreen Davis, nurse-intraining.

A good many of our farmers have to replant their corn, seed being no

Mr. and Mrs. Roy Derbyshire spent Sunday in Smith's Fallis.

ter, Mr. Stephenson?"
"Why," he replied, "I will only say Mr. Richard Trotter has treated himself to a new rubber-tire buggy.

Mrs. H. Knowlton has returned home after spending a month with her daughter, Mrs. W. Sturgeon, of

Mr. and Mrs. Isaac Stevens are spending a few days in Toronto this week.

REVISITING KITLEY

to whose service they were swe Gradually the word was transferred to the banner which was carried before Mr. R. W. Bright, of Toronto, a the army, and this use of the word still native of Kitley, has been revivsurvives today in the name of the Briting old scenes and renewing old acish national flag and also that of the quaintances after an absence of small flagpole at the bow of a ship known as the "jackstaff."—London twenty-six years. Mr. Bright was born in Kitley township seventy years ago, and for forty-three years, was a school teacher. The last six years he has been a notary public. Since his last visit in 1891, many changes have taken place, inevitable results of the rise of a newer generation. Mr. Bright is the father of Dr. H. R. Bright, of Athens.

gans. The outer ones are conveniences for performing actions. The inner ones are your life—the "fate" which makes you happy or depressed, powerful or weak, useful or the contrary. These NUTALL—KIRST inner muscles require training, just A pleasant and pretty wedding like any other muscles, by intelligently directed exercise. took place in Elgin at the home of Mrs. M. Kirst, when her daughter, Cora M., was marriel by Rev. B. Stillwell, to Mr. Oscar Nutall, a business man of the place. The bride was given away by her brother, Frank, of Brockville. The wedding march was played by Mrs. B. Stillwell. The house was beautifully decorated with ferns and flowers. The bride was dressed in white shadow lace and net trimmed with white satin and carried a shower bouquet of white carnations and maiden hair ferns. The going away gown was

built and equipped from keel to armor and fifteen inch guns without going besand shade with hat to match. The presents were numerous and handsome, several cheques also being received. A miscellaneous shower was given by the league of which they were both members. A number to the train for the east to Ottawa love.—Mrs. Browning. and Montreal.

LOCAL ITEMS

UFORNIA.

It Was Once

once a land of fa-thrilling adventure, st sparsely settled re-

exican republic. It has

ous backbone largely of volcanic origin. For nearly 200 years after its dis-

covery by the Spaniards it was thought

to be an island.

The southern portion of the peninsula

has some rain, but the northern section

is dry and arid, producing cereals, tois dry and and, producing cereals, to-bacco, grapes, cassava and sugar cane only after being thoroughly irrigated.

salt. gypsum, turquoises, opals and gar-

nets are profitably mined. The silver

after the famous padre. Salvatierra, established the first permanent Spanish

settlement in the land.

The magnificent Magdalena bay, on

whose protected waters, forty miles long and twelve miles wide, the Pa-

cific fleets of the American navy have

age of exploration seeking the pearls

Lower California has two capitals-

Diego, Cal., and La Paz, with 5,500

people, many of whom earn a livelihood from the port's pearl fisheries,

which are among the most important

mouths of the east coast many alliga-

GIFT OF THE GAB.

No Power to Equal It.

When George Stephenson, the per-

fector of the locomotive, was visiting the seat of Sir Robert Peel at Drayton

on one occasion, says the writer of "Famous British Engineers," there

happened to be present Dr. Buckland,

the scientist, and Sir William Follett,

the famous advocate.
Stephenson discussed with Dr. Buck-

stephenson discussed with Dr. Buck-land one of his favorite theories as to the formation of all and, though un-doubtedly in the right, was ultimately

vanquished by the arguments and ora-

tory of the doctor, who was a better

master of tongue fence than himself.

Next morning while pondering over his

subject. A long discussion ensued, in

lenced the man of science, who at last compelled to own himself van-

inquired, with a laugh:

the man of law completely si-

this-that of all the powers above and

under the earth there seems to me no

Never Was "Union John." Of the objects whose name is derived from the diminutive of John the union

at-arms were a surcoat, or "jacque," as it was called, bearing the emblem el-

Two Sets of Muscles.

You have two sets of muscles-the

outer ones, which you can feel, and

the inner ones, which are your lungs,

heart, stomach and other internal or-

"Youth enjoys many things that man-

hood dislikes."
"Oh, I don't know, That's a plati-

tude. Cite an instance."
"Well, when I was about sixteen years old I thought that shaving was

Philadelphia's Boast. Philadelphia was the first place and

remains the only place in America

remains the only place in America where a first class battleship can be

rond a state border for the materials.

Whoever lives true life will love true

Philadelphia Ledger.

nality or of the lord

power equal to the gift of the gab."

jack cannot claim to be one. days of chivalry the knights and men-

ther of their nation

Chronicle.

Sir Robert Peel, highly

Why Stephenson Thought There

conducted their target practice

and gold of the "Amazons.

tors are to be found.

nding in size to that of

Mrs. C. F. Fawcett, of Tweed, is uniting her sister, Mrs. Walter

Mr. Jos. Greenham, Addison, has purchased a new model Ford from M. B. Stack, Lyn.

In St. Paul's Presbyterian church, Athens, there will be special Dominion Day service with addresses by the minister, Rev. W. Usher, Sunday evening at 7.30.

A resident of the Rear of Leeds and Lansdowne pleaded guilty to intoxication Monday morning and was fined \$20 and costs by the P. M. in the county town.

Miss Irene McLean has returned from Toronto where she had been receiving inedical treatment for several months. She is much improved in health. The mineral resources are valuable and varied. Gold, silver, lead, copper,

Miss Adda Hunt has rented Mr. Jacob's cottage at Charleston Lake, three months. mines of La Paz were worked by the Jesuits as early as 1700, three years

Miss Margaret Service, of New York, arrived here last week for a visit with her grandparents, Mr. and Mrs. Irwin Wiltse.

A meeting ofr worship will be held in the school house at Hard Island on Sunday next at 11 a.m., the oppointment being made by request of Anna L. Hall, a minister in the religeous Society of Friends, who with her friend Eunice Henderson, both of Ohio, are expected to be present. Everybody welcome. La Ensenada. with a population of 2,000, sixty-five miles by sea from San

Leeds

Rev. Mr. Waddell has been return ed to the Seeley's Bay circuit which includes the Olivet for the fourth in the world.

In addition to its pearl oysters the waters of Lower California yield sponges, tortoises, sperm and gray back whales, while in the bayous and river whater of the cost coast many allignments of the cost coast many allignments.

ar. Miss Daisy Somerville was the onlyentrance candidate from our school this year. We wish her every

school this year.

success.
Mr. and Mrs. Thos. Glover, of
Mr. and Mrs. Thos. Glover, of
Jones Falls, spent Sunday at Albert
Jones Falls, spent Sunday at Albert
Jones Falls, spent Sunday at Albert
Miss Mary Glover returnBrown's. Miss Mary Glover returnMessrs. Miner Sweet and
Messrs. Miner Sweet and
Kirkland have purchased Ford cars.
Miss Vera Slack has returned to Slack has returned to

Miss Vera Slack has returned to her home at Sand Bay. Mr. W. G. Earle has purchased a

Mr. W. G. Earle has purchased a new milking machine.
Miss Blanche Wills has returned home from Ottawa Normal.
Tuesday the 26th will be held as Tuesday the 26th will be church.
Memorial Day at the Olivet church.
Rev. Mr. Lenon, of Grace church. Rev. Mr. Lenon, of Grace church, Gananoque, will be the special

Rev. Mr. Lenon, or the special regarder, will be the speaker.

Mr. and Mrs. Will Kirkland acpeaker.

Mr. and Mrs. Will Kirkland aclose to lock, of Sweet's Corners, motored to motored to Brockville Saturday and motored defeat in the solltude of the garden he was accosted by Sir William Follett and confided to that gentleman the story of his failure.
Sir William, acquainted with the details of the matter in dispute, agreed to take up the case and soon afterward attacked Dr. Buckland on the

CARD OF THANKS

Morton C. Knapp wishes through the medium of the Reporter to thank neighbors and friends for kindness shown during the illness and following the death of his wife amused at this example, of "tit for tat," then turned to the inventor and on Saturday June 23. "And what do you say on this mat-

House for Sale House and lot on corner of Elgin and Pearl streets, 7-roomed house, kitchen and woodshed attached good garden and barn.

Apply to ARDEN LILLIE, Plum Hollow

BULLS FOR SALE 2 Purebred Holstein yearling bulls de. Apply to Charleston, Ont.

FARM FOR SALE

110 acres more or less, 1½ miles east of Athens, on the Brockville road, 80 acres under culitvation, the balance good pasture land. On the premises are erectpasture land. On the premises are erectpasture land some house and outbuildings, ed a good stone house and outbuildings. This farm was owned by the late Erastus Rowsom, and is one of the best in the county of Leeds, well watered, convenient to churches, schools and cheese factories. Apply to FARM FOR SALE

HENRY D. ROWSOM Apply to ESTRAY A black and white yearling bull strayed to my premises Lot 16, Con. 6 Yonge three miles south of Athens,

on May 24. Owner may recover by identifying and paying for advertis-W. J. Kavanagh,

> ATHENS LUMBER YARD Latest Improved Bee Hives Another Car Cedar Shingles Also a Car Portland Cement CHOICE MILLET SEED

Feed Prices Down All Goods Sold at Lowest Possible Prices

WARE GRAIN ATHENS

weding was solemnized at At the Executive Meeting of the of Mr. and Mrs. Chas. Pattemore Leeds Farmers' Limited, the follownear Smith's Falls on Wednesday ing resolution was moved by Eli Ten-13th inst. when their youngest nant, seconded by Andew Hender-That the following letter of daughter, Martha, was united in condolence be tendered to the family marriage with Elsie Luckey, a prosof the late William J. Webster:-Dear Friends, We, the Leeds

learn to say very reverently

the loss falls most heavily.

of the Leeds, Farmers,

St. East, Toronto.

Thomas J. Webster.

LOW FARES TO

perous young farmer of South Elm-Farmers Limited, extend our deepest perous young tarmer of sound sympathy in the sad bereavement sley. The spacious drawing room sympathy in the sad bereavement siey. The spacious drawing to the caused by the death of William John had been prettily decorated for the Webster, your brother and our trie occasion with palms and nowers, end and associate. We are able to the bride, gowned in white geor-Webster, your brother and our frigette crepe over white silk and lean, ing on the arm of her father took her appreciate the qualities which made place beside the groom under an him so highly esteemed both as an arch of evergreens and white lilacs associate and fellow citizen. The nobility of his character mannescent arch of evergreens and white mass in itself to all with whom he came in while little Reita Morrison niece of the groom acted as ring bearer. The ceremony was performed by contact, being based upon the great Comerford, Frankville. After conprinciples of service to mankind, gratulations were over the guests, caused him to be loved as well as esnumbering about forty repaired to the dinner room where a sumptuous As the omnipotent has seen fit to repast was partaken of. The newly remove him from our midst may we wedded couple accompanied by many of the guests went by auto to Smith's Will be done and may the Great Falls where they took the C. N. R. Comforter be with those upon whom

for Toronto and other points in west-Signed by the President on behalf The bride was the recipient of ern Ontario. Limited, many and costly gifts testifying to the high esteem in which she is held On their return they will reside near Newbliss where the groom has a

home awaiting his bride. WESTERN CANADA If you are going West, take advantage of the low Homeseekers' Excursion Fares offered by the Canadian Northern Railway, good leav-

In all countries. Ask for our INVENTOR'S ing Toronto every Monday. For literature and all information, write MARION & MARION R. L. Fairbairn, G. P. A. 68 King

Clearing Coats

\$14.00 WOMEN'S AND MISSES' COATS \$9.90 — All our Women's and Misses' Separate Coats in all the new shades, all sizes, values up to \$14.00....

\$22.00 WOMEN'S AND MISSES' COATS \$14.75-All our Women's and Misses Coats, in all the new cloths and shades, in men's and Misses Coats, in an the new cloths and shades, in this lot are included some beautiful models, every size, val-

ues up to \$22.00. \$14.75 \$5.90 SEPARATE SILK SKIRTS, \$4.75—Four only Good Black Silk Skirts, assorted sizes, regular \$5.90......\$4.75

\$8.50 RAIN COATS \$6.50—Women's Guaranteed Raincoats, best quality poplin finish, colors are green, fawn, navy and black, every size, regular \$8.50\$6.50

C. H. POST BROCKVILLE.

The Exclusive Women's Wear Shop.

We Are Not Philanthropists

STRANGE,

BUT

TRUE

We do not solicit jobs that have no profit in them, but we do give a full dollar's worth for a dollar, plus real service. Service which includes co-operation of a kind that wins confidence in our methods.

Equipped with a modern Linotype and other facilities for producing highclass work, we ask you to consider our service when you have any kind of printing to be done.

The country printshop offers you personal contact with the work. Your ideas are better understood through personal interview than through correspondence. "Talking it over" is an important factor in the production of good printing.

REPORTER THE ATHENS COR. MAIN AND REID STS.