## Athans Reporter

Wednespay Afternoon
B. LOVERIN
subscription


advertising.





ATHENS, SEPTEMBER 17.1902.
neferendum oampaian Todady the temperanaes workers of th
counties of Leeds and Grenille coenting in convention at Brockrill to plan for the refrendum campaign.
Plans will be made
Oor an effective cam. paign througbout the entire territory. The measire is known as the Liquor be taken oa: December 4th next. In
chase the meeisure may not be as well understood as is ought to be, a synoppis of the leading features of the Act will
be of interest bo initerset.
The new law absolutely probibits all
 of Ontrio except under the following conditions: (1) Wholeste druygists who are speaillly liconsed may eell unand scientifico purposees and to requictean ed medicial men and spuecially licensed druggists (2) Retail druggita who
are specinlly licensed may sell under similas restrictions for medicienal an cacramental parposeses. foe foping of liguor fore is al prohibited in the most precise and
effecive termes. No person is allowed
and to have liquor in an office, store, or any
other place other than the private dwelling in which he resides, unless t Sor pusefesional man requiring ligate a licensed druggist duly authorized eoll for permitted purposes.
thieprobibitionn areo of carrying the out on com plote and effetetive character, including seriptions from quyilalifed profosesional eales made. The spexially, lioenned rostrictions than those which now gov orn ail druggists under the license law
Buying for home nae is probibited unless the linuer ios inely ed from some persion in another pro. f liquor in in lubs or shopps or offices ion 1 ang way permitted. eane, or gives away liguor unlaux for
 or allows liguor lawfully sold to b drunk on his premises, any one who
suppliee liquor to an illicit seller, and hit seller, or any one who oellsor Hiquor in any club, is liable fir a a fras
offeneof to f fine of not lese than 8 . and hot more than 81,000 , and in de faulb of inmediate payment to impris.
omment for from throe to six monthe, and for a seocond offenee than twelve months. If a licensed druggist or his agent is the offeider,
the license is forfeited, and canot be renewed for three yeara. sells without proper affidavit or other autbority, or fails to make or record of fales, any person knowingly us ing liquor unlawfully purchased or con. Jaming liguor on premises where sold,
 turgeon who uses ilip position to ind in
the erasion of the law, and any person who gives liquor to a minor withoot
anthority authority ot father, Mother, guardian
or p physician, is liable for a first offenoe a fine of not losse than 850 and in nult of immediate payment to im.


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 Coffituroor lionem
As a

\section*{| titon |
| :--- |
| over |
| ise |} ever before draftod hated of anyihing

is an Is an honest attempt to country. the
most effective kind of prohibitiory taw.

If many succeesful businees men wer
asked that question they would enjoy asked that question they would enjoys
good hearty laugb; they owe their pres ent prosperity to judioious advertieing
and are not beck and are not backward in saying so There are others, however, who neve
do any advertising, and are not bect ward in saying it does not pas. To the carefal observer there oan be little
doubt. It pays to advertive if you doubt. It pass to advertive if you well knows that it depends to a large extentupon how a customer is approachis made. The same rule may be applied to advertising; the aame tact must b

 the wonth wes 65.72 Thperature only oring
Augusts in the. last two doendes that
exercised. Experience and study alcng these lines has Laught us that an adver pay: "Harry Forbes, general merchant pay: "Harry Forbes, general merchant, groorries, hardware, tin ware, etc., etc.;
your patronage solicited."
But the announcements which do pay are those goode at much reduced rates on a certiain and many other things which could be made a feature of each week. Change our advertisement often. Each time nice story by telling all about its good qualities, why it is superior to any
other line, and then state what you will sell it for, for that is very important to
the prospective buyer. Continue thes announcements each weelk in an attrac
tive style and you will soon Chate the much interest in your weekly, announce
mand hent as they do the serial story, and iceable. Many complaints have bee ade about the people sending to the
oity stores for goods when they o iust as well at home. Still if th is the public to know that they eve have these goods. The man that adver
ises gets the trade. T. Eaton Co., of oronto, one of the largest department the advertising columns of newspapers. In this way they have seeured customers a all parts of Canada. The same could small ones too-which come undor our
notice every day. A study of their yle of advertising would be very ben merchant who adopts the modern method of advertixiug and keeps right
it who gets the business at it who gets the business. Anothe is produc'ive of good results is is the art of window dressing. It takes work, bu say they have been well repaid for thei time and trouble. What is more attrac tive or a greater drawing card for a
store than windows artistically decor ated with the latest goods-something eerybody is in attention in. It attract mire and then buy. The strength o this argument was made cloar on Satur day evening by the way in which large
groups of ladies stood and gazed admir ingly at the millinery displays, followed $\xrightarrow[\text { notes. }]{\text { or }}$ At Seaforth a sea serpent is reported eyes, two moutbs, and two tongues he heads are joined at right angles.

Cronje's family circle bas contributed
 riotism of the Boers. About twent
have been sacrificed on the altar their country.
Cleveland Leader: Canada has gone on Wales for coal which it cannot buy in Penngylvania. Thus another cus-
tomer walks off and may never come tomer walks.
back again.

The attornoy-general of Manitoba, in behalf of the province has entered an action for $\$ 110,825$ on capital account, and $\$ 133,406$ arrears of interest, on Domool lands due the province from. the that the subbidy money credited to
Manitoba in 1884 and dropped Manitobs in 188 money credited to
the acoount in 1885 should be reatored appoin

## mean temperatare was 64 degrees, and 1894 , when it was 64.09 degrees. <br> 1894, when it was 64.09 degrees.

It seems that olergymen cannot do honers, at least that is what a Quebbe action agaiust his parish priest tor $\$ 400$ damages because in making his pastoral
calls he studiously evaded bis home. His neighbore jeornd at hin because the priest would not call at his house
and made it so unpleasant for him that and made it so unpleasant for him that
he has brought suit agaiost the priest.

## THe ancost chilly

 vegetationg and worn appeer. The Vegetation, indicates ity appeedr decay.This season has broken his season has broken the recor ' for
sour, wet weather, but nevertheless it has, wet weather, but nevertheless it
has ongreat fruittulness in crops, with the exception of corn on low, wet ground, have never been
lagger in this country than this gear. Many farmers have threshed their grain nd report exceplionally large yield
especially in oats and other coare grain. On many farms the yield of oats
is in the neighborhood of eighty bushels per acre. Potatoes are an immense Corrots and other roots are still growing and promise big orops.

## WHAT EDITORS SAY.

 Portugal has put the crown jewelsin pawn and has lost his ticket. Thi hank of Portugal wants its money and
there is trouble ahead. - Toronto Globe

The census returns make the inter.
asting showing that there are more wenty-year age periods than any other
ifteen-year reoord. -St. John Tele
raph.
Canada has made it clear that she
will not hepeoforth be neutral no
stand aloof in British wars. The na
tion which fights the British Empire in
the future will fight the whole Empire Canaaia is in thightmpire to dofond as
well as to be defended. -t .
"The gown was of pale lettuoe green ow rope lattiece work. The petticoa lternating mauve pink ailk ruching bue,
and The citizen happened to read this, and
pondered over the fact that wome
still want votes. . Foronto News.
The what thateat ot the Unite of the Canadian Northwest, Manis. Tha
and Ontario will be trife over 1,000 , 000 bushels. Canada, with only
Ourteonth of


Mr . Balfour is the first bachelor
Premier since Pitt. With him are
Premier since Pitt. With him are
Lord Kitchener and Lord Miiner to repressont celebrity in war and statese
manship while the Bishop of London
aves the hanner of Waves the banner of bachelordon in
the Church. Lord Kitehenerers po the Church. Lord Kitobener's profer-
enoe for unmarried officers is notor
ious. The femine ious. The feminine proference for
oticerss is equally well
be an excown. It will
fall fair dates. Brockville, September 16 to 18.
Canton, N.Y., Soptember 16 to 19 . Delta, September 23 to 24 .
Prescott, Soptember 23 to 25 . Merrick ville, September 24 to 25.
Renfrew, September 25 Renfrew, September 25 to 26.
Frankville. September 25 to
Kemptrille, Soptetember 26 to 27 . Kemptvile, September 26 to
Lyndhurst, october 1 to 2.
Lansdowne, october 7 to 8 .

HERE AND THERE The trwn of Smith's F.lls is anxions to separaus, from the couni:
and the people so exprosed
at the polls. An arbitration place as to the en artlembent betwilion take the
town and the county, and His Hono
Sudge Re Judge Reynolds has beend askred by the
council of Smich's Falls to be their

A curiosity that is attracting considerable attention is to be beong in the
vindow of J J. Devlin, Sparks ste Ottawa It is a large bone, supposed
to be that of a Buffalo, wedged into the heart of an oakk trees about two feet in
diameter. The eeotion of the tree in
hich the bone is loceted in the centre, ex
ordinary


THE NEWS IN BRIEF


## ${ }^{B}$


 Eethel B. Dingle, a Cunadian nurse
in the Riveride Hosptal at Buffalo
Hon
Ars found dead in a hotel at Roch ${ }^{\text {state }}$
Arebur Brunet, con victed of fraud
onneoction with the St James' division
o Mootreal elections, has been released
from jail
John Roberts, employed by the La-
hine Rapide Hydraulic Counany was
John Roberta, employed by the
hine Rapide Hydrutic Coupany, wa
ound drowned in the canal. He leave
widow in Toronto.
The British team, aftur an exciting
matco, but the Americans for the Pal.
ma Trophy by 12 proints The soores

## 


The Funny Fellow-Send him to a
dentist-Yonkers Herala.



DR. JACKSON.


## WANTED

Bythe KingstonBusiness
College, Limited
A number of young men and women to prepare for good
positions. Forty-three gradu positions. Forty-three gradu-
ates have been Toronto alone within a few months.
Write for full information,
H. M. METCALFE,

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|  |  | town.


|  | $\begin{aligned} & \text { The Peopl's Column. } \\ & \text { ant } \end{aligned}$ |
| :---: | :---: |
| BlackHair | Wood Wanted. |
|  | su ${ }^{\text {a }}$ |

For Sale.

D. B. Whries Bank

Found.

To Rent.

Binder For Sale.


Wanted.

For Sale.

Wanted.



|  |
| :---: |
|  |  |

the gamble house.
This fine new brick hotel has been olegantly

MONEY TO LOAN THE naderagnod has alargas sum of mon.


## MONEY TO LOAN.



Spring and Summer Goods now in stock
A. M. Chassels, Merchant Tailor

Ready-to-Wear Clothing

Gents' Furnishings.

$A$ PICES DEPY COIPBTITOI


A. M. Chassels

Mr. W. H. Dingle,
PIANO PLAYING
ORGAN PLAYING
and SINGING
proparos puplls for all Examin
ingns-Terms very reasonable
Speeial rates to pupils out


Cured without druiss
Brana
sc. ENTIFIC O \& Sqn, Sc. ENTIFIC OPTICIANS BROCKVILLE:



## Patinl


Soutien ITFIC AMERICMM,


BUSINESS EDUCATION


brocki lle busiress collegr

 side pupils.
 C. W. GAY, Principal


BROCKVILLE, ont.

