SUBSCRIPTION 1.00 PER YEAR IN ADVANCE OR 25 No paper will be scopped until all arres are paid except at the option of the publish. A post office notice to discontinue is not su cleat unless a settlement to date has be

ADVERTISING.

isiness notices in local or news columns 10c per line for first insertion and 5c per line for each subsequent insertion. ofessional Cards. 6 lines or under, per ; \$3.00; over 6 and under 12 lines. \$4.00. gal advertisements, 8c per line for first insertion and 3c per line for each subse-quent insertion.

All advertisements measured by a scale of solid nonparell—12 lines to the inch

ATHENS, SEPTEMBER 17, 1902.

REFERENDUM CAMPAIGN

To-day the temperance workers of the counties of Leeds and Grenville are meeting in convention at Rrockville to plan for the referendum campaign. Plans will be made for an effective campaign throughout the entire territory. The measure is known as the Liquor Act, 1902. and the vote in Ontario will be taken on December 4th next. In case the measure may not be as well understood as it ought to be, a synopsis of the leading features of the Act will be of interest.

The new law absolutely prohibits all sale or keeping for sale of intoxicating liquor by any person in the Province of Ontario to any person in the Province of Ontario except under the following conditions: (1) Wholesale druggists who are specially licensed may sell under rigid restrictions for mechanical and scientific purposes, and to registered medical men and specially licensed druggists. (2) Retail druggists who are specially licensed may sell under similar restrictions for medicinal and sacramental purposes.

The keeping of liquor for sale is als prohibited in the most precise and effective terms. No person is allowed to have liquor in an office, store, or any other place other than the private dwelling in which he resides, unless he is a professional man requiring liquor for use in his business or profession, or is a licensed druggist duly authorized to sell for permitted purposes,

The provisions for carrying out this prohibition are of the most com plete and effective character., including requirments of certificates and prescriptions from qualified professional men and sworn official returns of all sales made. The specially licensed druggists will be under much stricter restrictions than those which now govern all druggists under the license law.

Buying for home use is absolutely prohibited unless the liquor is purchassome person in another province or country. No giving or selling of liquor in clubs or shops or offices is in any way permitted.

Any person who sells, or keeps for sale, or gives away liquor unlawfull any licensed druggist who sells in an unlawful place in an unlawful quantity, or allows liquor lawfully sold to be day evening by the way in which large drunk on his premises, any one who supplies liquor to an illicit seller, and groups of ladies stood and gazed admirany one who supplies liquor to an illicit seller, or any one who sells or gives liquor in any club, is liable for a first offence/to a fine of not less than \$200 and not more than \$1,000, and in default of immediate payment to imprisonment for from three to six months, and for a second offence imprisonment for not less than six months nor more than twelve months. If a licensed druggist or his agent is the offender, the license is forfeited, and cannot be

renewed for three years. Any specially licensed druggist who sells without proper affidavit or other authority, or fails to make or report record of sales, any person knowingly using liquor unlawfully purchased or consuming liquor on premises where sold, any physician, dentist, or veterinary surgeon who uses his position to aid in the evasion of the law, and any person who gives liquor to a minor without authority of father, mother, guardian or physician, is liable for a first offence ault of immediate payment to imment for from two to four months

nent for from four to eight months, with similar provisions about forfeiture of license and disqualification

As a measure of prohibitory legisla-tion this law is far ahead of anything ever before drafted in this country. It is an honest attempt to devise the most effective kind of prohibitory law.

DOES ADVERTISING PAY?

If many successful business men we sked that question they would enjoy good hearty laugh; they owe their present prosperity to judicious advertising. and are not backward in saving so. There are others, however, who never do any advertising, and are not backward in saying it does not pay. To the careful observer there can be little doubt. It pays to advertise if you know how to advertise. The merchant well knows that it depends to a large extentupon how a customer is approach ed and dealt with whether or not a sale is made. The same rule may be applied to advertising; the same tact must be exercised. Experience and study along these lines has taught us that an advertisement something like this does not pay: "Harry Forbes, general merchant, established in 1812, dealer in dry goods, groceries, hardware, tinware, etc., etc.; your patronage solicited." But the announcements which do pay are those which tell the public of a special line of goods at much reduced rates on a certain date, the arrival of a new line of goods, and many other things which could be made a feature of each week. Change your advertisement often. Each time push forward something new, make 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 these announcements each week in an attractive style and you will soon have the ladies, and even gentlemen, take as much interest in your weekly announce ment as they do the serial story, and the direct returns would scon be noticeable. Many complaints have been made about the people sending to the city stores for goods when they could do just as well at home. Still if the local merchants do not advertise how is the public to know that they even have these goods. The man that advertises gets the trade. T. Eston Co., of Toronto, one of the largest departmental stores in America, owe their success to the advertising columns of newspapers. In this way they have secured customers in all parts of Canada. The same could be said of many other large concernssmall ones too-which come under our notice every day. A study of their style of advertising would be very beneficial to the inexperienced. It is the merchant who adouts the modern at it who gets the business. Another form of advertising which invariably of window dressing. It takes work, but wheat crop of the continent. those who have made it a special feature say they have been well repaid for their time and trouble. What is more attractive or a greater drawing card for s store than windows artistically decorated with the latest goods-something everybody is interested in. It attract. the attention of the passerby, they ad mire and then buy. The strength of

NOTES.

by busy scenes inside.

this argument was made clear on Satur-

ingly at the millinery displays, followed

At Seaforth a sea serpent is reported in an oat field. It has two heads, four eyes, two mouths, and two tongues The heads are joined at right angles.

Cronje's family circle has contributed the greatest of all treasure to the patriotism of the Boers. About twenty have been sacrificed on the altar of

Cleveland Leader: Canada has gone o Wales for coal which it cannot buy in Pennsylvania. Thus another customer walks off and may never come back again.

The attorney-general of Manitoba, in behalf of the province has entered an action for \$110,825 on capital account. a fine of not less than \$50 and in and \$133,406 arrears of interest, on school lands due the province from the Dominion government. // It is claimed rasecond offence to a fine of that the subsidy money credited to

tions the coolest August in twen years. The mean temper the month was 65.72. The only oth Augusts in the last two de were cooler were 1885, when mean temperature was 64 degree 1894, when it was 64.09 degrees.

It seems that clergymen cannot do as they like about visiting their parisnoners, at least that is what a Quebe armer thinks. He has entered an action against his parish priest for \$400 damages because in making his pastoral calls he studiously eyaded his home, His neighbors jeered at him becaus the priest would not call at his house and made it so unpleasant for him that he has brought suit against the priest,

THE fall has come! We have had lmost no summer this year. The chilly nights and worn appearance of regetation indicates its speedy decay. This season has broken the recor i fo our, wet weather, but nevertheless it as been one of-great fruitfulness in crops, with the exception of corn on low, wet ground, have never been larger in this country than this year. Many farmers have threshed their grain and report exceptionally large yields, especially in oats and other coarse grain. On many farms the vield of oats is in the neighborhood of eighty bushels per acre. Potatoes are an immense crop but are rotting on some ground. Carrots and other roots are still growing and promise big crops.

WHAT EDITORS SAY.

Portugal has put the crown jewels bank of Portugal wants its money and there is trouble shead.—Toronto Globe.

The census returns make the inter esting showing that there are more people in Canada between the five and twenty-year age periods than any other fifteen-year record.—St. John Tele-

Canada has made it clear that she will not henceforth be neutral nor stand aloof in British wars. The na-tion which fights the British Empire in the future will fight the whole Empire. Canada is in the Empire to defend as well as to be defended.—St. John Sun.

"The gown was of pale lettuce green ousseline de soie, trimmed with low rope lattice work. The petticoat was ornamented with silk ruchings. alternating mauve pink and blue.'
The citizen happened to read this, and pondered over the fact that women still want votes .- Coronto News.

The wheat harvest of the United merchant who adopts the modern States is 645,000,000 bushels. That method of advertising and keeps right of the Canadian Northwest, Manitoba, and Ontario will be trifle over 1,000,-000 bushels. Canada, with only s fourteenth of the population of the U. is productive of good results is the art S., produces about one-seventh of the the proportion grow.—Toronto

Mr. Balfour is the first bachelo Premier since Pitt. With him are Lord Kitchener and Lord Milner to represent celebrity in war and states-manship, while the Bishop of London waves the banner of bachelordom in the Church. Lord Kitchener's preference for unmarried officers is notor ious. The feminine preference for officers is equally well known. It will be an exciting match.-London Chron-

FALL FAIR DATES.

Brockville, September 16 to 18. Canton, N.Y., September 16 to 19. Delta, September 23 to 24. Prescott, September 23 to 25. Merrickville, September 24 to 25. Renfrew, September 25 to 26. Frankville, September 25 to 26. Kemptville, September 26 to 27. Lyndhurst, October 1 to 2. Lansdowne, October 7 to 8.

HERE AND THERE

The town of Smith's Falls is anxious to separate from the county of Lanark, and the people so expressed themselves at the polls. An arbitration will take place as to the settlement between the town and the county, and His Honor Judge Reynolds has been asked by the council of Smith's Falls to be their appointee on the commission. He will

A curiosity that is attracting con siderable attention is to be seen in the window of R. J. Devlin, Sparks street, Ottawa. It is a large bone, supposed to be that of a Buffalo, wedged into the heart of an oak tree about two feet in diameter. The section of the tree in which the bone is located has been split s than \$100 nor more than \$500, Manitoba in 1884 and dropped from in the centre, exposing the very extra-default of immediate payment the account in 1885 should be restored.

THE DOUKHOBORS

dr. White Speaks with Strongly Emphasis upon their Worth-

way, says a Winnipeg despatch, speaks with strong emphasis upon the worth-lessness of the Doukhobors, who are reported to be in danger of starvation or freezing owing to a peculiar religious mania. When tirst they came to this sdaption to new conditions and to new institutions. "When I was in the Russian Empire on a business mission, which involved certain departments of investigation, I was somewhat astonished," remarked Mr. White, "when the informed me that the Doukhobs eaders had actually written to the I thought it strange that they should write asking to be allowed to go back where they had, according to their own tories, endured such martyrdom and

THE NEWS IN BRIEF

Destructive forest fires are raging The Allan Line S. S. Numidian

The Archbishop of Quebec has appointed Rev. Father Alexis spiritual irector of trades unions.

Twenty seven horses were suffocated Light, Heat & Power Company.

connection with the St James' division of Montreal elections, has been released

John Roberts, employed by the La-chine Rapids Hydraulic Company, was found drowned in the canal. He leaves widow in Toronto.

The British team, after an exciting natch, but the Americans for the Pal ma Trophy by 12 points. The soores were: — British, 1.450; American, 1,447; Canadian, 1,372.

you recommend as treatment for a me who is always going around with poor mouth?
The Funny Fellow—Send him dentist.—Yonkers Herald.

Little Girl (with great dignity)-I'm

Bythe Kingston Business College, Limited

A number of young men and women to prepare for good positions. Forty-three graduates have been placed in Toronto alone within a few months.

Write for full information, H. M. METCALFE,

Principal

PROMPTLY SECURED Write for our interesting books "Inventor's Help" and "How you are swindled. Send us a rough sketch or model of you

MARION & MARION

PATENT SOLICITORS & HARLON
PATENT SOLICITORS & EXPERTS
Civil & Mechanical Engineers, Graduates of the
Polysechnic School of Engineering, Bachelors in
Aspited Sciences, Laval University, Members
Association, Association, Association, Association
Science Sciences, Laval University
Association, Association, Association
Science Science Science Science Science
Science Science Science Science Science
Science Science Science Science
Science Science Science Science
Science Science Science Science
Science Science Science Science
Science Science Science Science Science
Science Science Science Science Science
Science Science Science Science Science
Science Science Science Science Science Science
Science Science Science Science Science Science
Science Science Science Science Science Science Science
Science Scie

OFFICES: MEW YORK LIFE B'LD'G. MONTREAL OR

Mr. Wm. White, the assistant to the resident of the Canadian Pacific Railmania. When first they came to this country, with their peculiar tenets and notions, it was thought that by association with novel and more enlightened surroundings than they had known in the past they would develope qualities of citizenship which, although strange, might have been advantageous; but the experience of the last three years, he says, confirms the belief that some entertained from the first, that they are absolutely lacking in the quality of adaption to new conditions and to new ed to return again. The Governo fied with Canada, just as they had been dissatisfied with Russia and Cyprus.

Daniel Matthews, a farmer near Waterford, committed suicide by taking

a fire in the stables of the Montreal

Eethel B. Dingle, a Canadian nurse in the Riverside Hospital at Buffalo was found dead in a hotel at Rochester. Arthur Brunet, convicted of fraud in

from jail.

Appropriate Treatment.

The Thoughtful Man—What would you recommend as treatment for a man

Visitor (kindly)—How old are you

not old at all. Granny's old, but mother's young, and daddy's young, and I'm

DR. JACKSON.

of women and of children, office and King Str. West corner of Kincai block west of the Strathcona an atral hotels,) Brookville, Ont,

A full range of shirts, black and colored soft materials, finest qualities of laundried goods Cuffs, Collars, Ties, Braces, Handkerchiefs, Gae, woollen Underwear, etc. You can get just what you want in these lines here and at

PRICES DEFY COMPETITION & signed returns thanks to the ger

Mr. W. H. Dingle,

PIANO PLAYING, ORGAN PLAYING

BROCKVILLE, Ont.

It is stated that Mr. J. R. Eller

Black Hair

"I have used your Hair Vigor or five years and am greatly leased with it. It certainly re-tores the original color to gray lair. It keeps my hair soft."—Mrs. ielen Kilkenny, New Portland, Me.

Aver's Hair Vigor has been restoring color to gray hair for fifty years, and it never fails to do this work, either. You can rely upon it

for stopping your hair from falling, for keeping your scalp clean, and for making your hair grow.

your druggist cannot supply you us one dollar and we will express a bottle. Be sure and give the name a bottle. Be sure and give the name our nearest express office. Address J. C. AYER CO., Lowell, Manual Co.

PROFESSIONAL CARDS.

DR. C. M. B. CORNELL. BUELL STREET . . . BROCKVILLE PHYSICIAN SURGEON & ACCOUCHEUR

W. A. LEWIS.

BARRISTER, Solicitor, Notary, etc. Office over Bank of Toronto, Court House Ave.,

C. C. FULFORD.

M. M. BROWN. COUNTY Crown Attorney, Barrister. Sol icitor. etc. Offices: Court House, wes wing, Brockyille. Money to loan on rea

C. B. LILLIE, L.D.S., DD.S. DENTIST. Honor Graduate of the Royal College of Dental Surgeons and of Tor-College of Dental Surgeons and of Toronto University.

Office. Main St., over Mr. J. Thompson' tore. Hours, 8 a.m. to 5 p.m. Gas admin

THE GAMBLE HOUSE.

THIS fine new brick hotel has been elegantly repaired and refurnished throughout in he latest styles. Every attention to the wants of guests. Good yards and stables. FRED PIERCE, Prop.

MONEY TO LOAN

THE undersigned has a large sum of mon ey to loan on real estate security at low W. S. BUELL,

Office: Dunham Block Brockville, Ont.

MONEY TO LOAN.

WE have instructions to place large sums of private funds at current rates of in-terest on improved farms. Terms to suit bor-HUICHISON & FISHER,

Spring Summer and Goods

NOW IN STOCK. A. M. Chassels,

Merchant Tailor Has received his stock of Spring and Summer Fancy Worsteds, Fine Tweeds, for Pants and Suitings, also a fine line of Vesting Materials, including Fancy Corduory, all of which will be made up in the latest styles at moderate

Ready-to-Wear Clothing

Gents' Furnishings.

A. M. Chassels, RING . . MAIN Str., ATHENS

teacher of - -

and SINGING.

prepares pupils for all Examintions—Terms very reasonable— Special rates to pupils out of town.

The People's Column. devis of lines and under in this co.umn, 250

Wood Wanted.

For Sale.

D. B. WHITE,

Found.

To Rent.

Binder For Sale.

A Noxon binder, as good as new, b to the estate of the late Melissa Da r sale. For particulars apply STEPHEN NIBLOCK, Exec MRS. JULIA SIMES, Exec

Wanted.

Boy to learn Blacksmithing or with one or we years experience. Apply at once to W. H. JACOBS, Victoria Street. Athens,

For Sale.

A very fine organ, also thoroughbred jerse alf 31 months old. Apply to MRS, F. J. GIFFIN.

Wanted.

Reliable lady agents to take orders for the est custom made skirts in Canada. Write DOMINION GARMENT CO.
BOX 200, GUELPH,

used by eyestrain

Cured without drugs, and cured permanently

Man Coates & Son. SC.ENTIFIC OPTICIANS BROCKVILLE

Before. After. Wood's Phosphodine, The Great English Remedy



SCIENTIFIC AMERICAN. peautifully illustrated, largest circulation on the scientific journal, weekly, terms \$3.00 a year 11.00 six months. Specimen copies and HAP BOOK ON PATENTS sent free. Address MUNN & CO.,

BUSINESS EDUCATION

Are you interested or do you disire a Business Education? No young man or woman with ambition need be without it. Hundreds are now independent because of the education re-

ceived at the-BROCKY LLE BUSINESS COLLEGE

There is no better nor cheaper when you consider results—the main object. We are now in a better position than ever to advance the interests of outside pupils.

Students may enter at any time. New term begins Tuesday, Sept. 2nd. Write for handsome circular

C. W. GAY, Principal

Mrs. Albert Acheson and her daugh were struck by a train on a crossing at