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Judicious advertising is the trick that swings a business to success. Classified Want Ads. are the business bringers that are suitable to any business. They help the small ones become big, and the big ones to become bigger.

NEWS TOPICS OF WEEK

Important Events Which Have Occurred During the Week.

The Busy World's Happenings Carefully Compiled and Put Into Handy and Attractive Shape for the Readers of Our Paper—A Solid Hours' Entertainment.

TUESDAY.

A Kingston battery arrived in France.
Sir Roger Casement's appeal was argued in London.
Another Russian contingent disembarked at Brest, France.
Mr. Robert Gill was appointed to the Canadian Hospitals Commission.
Heavy Austrian attacks were repulsed by the Italians in the Tyrol.
Citizens of Hamilton and London dislike the daylight-saving measures.
Workers on the Parliament Buildings at Ottawa have struck for more pay.
Lieut.-Colonel Bickford lectured the officers at Camp Borden on discipline.
Guelph aviator fought eight aeroplanes, but died from injuries received.
It is stated that the Hon. Robert Rogers wants to retire from Federal politics.
Mayor Alex. Stewart of Victoria was sworn in as Finance Minister for British Columbia.
Premier Asquith announced that the Irish bill would be introduced before adjournment.
Reports to the Masonic Grand Lodge, meeting at London to-day, show that 18,000 Masons have enlisted.
The Ontario License Board suspended the license of the Station Hotel at Gravenhurst for a week because of sales to invalid soldiers.

WEDNESDAY.

Belgian troops won a notable success in the East African campaign.
King George sent a congratulatory message to General Sir Douglas Haig.
Ontario municipalities have declared against the continued exportation of Niagara power.
General Nivelle, defender of Verdun, told his troops to prepare for the "general offensive."
Premier Asquith admitted in the House of Commons that mistakes had been made in Mesopotamia.
Representatives of the International Nickel Company visited Hamilton in search of a site for a plant.
J. W. Klavette, of the Imperial Munitions Board, has issued a plea for the employment of women on munitions.
Sir Wilfrid Laurier called attention to the nickel problem in addressing the Liberal Advisory Committee at Ottawa.
The latest parade state at Camp Borden demonstrates that the list of illegally absentee soldiers now numbers 1,000 men.
The French Government has called to the colors a part of the class of 1888, that is, men from forty-seven to forty-eight years of age, except those in munition factories, and, for the present, farmers.
The Allies, exchanging reports on the real situation on the respective fronts, state that satisfactory conditions are now reigning everywhere, as the enemy is no longer able to check the advance of the Allies either on the Russian or French fronts.

THURSDAY.

An electric storm did serious damage in the Eastern Townships.
General Smuts reported more gains in the East African campaign.
Sir William Robertson paid a high tribute to the troops from overseas.
The Canadian Underwriters gathered in convention at Hamilton yesterday.
Ten units at Camp Borden have received orders to move east for further training.
Mrs. Tillie Gellar, a Toronto bride of three days, ended her life by taking carbolic acid.
Freemasons from all parts of the Province have met at London for the annual Grand Lodge meeting.
Mr. Alexander Robinson, of Toronto, seventy-six years old, was struck down and seriously injured by an auto.
Captain C. O. Beardmore, a prominent military and business man of Toronto, died suddenly in Philadelphia.
Mrs. Martha McKittrick, held for eleven years as a vagrant in Orangeville jail, has been released as a result of a sister's bequest.
Dr. Hefferich, the Imperial German Treasurer, painted in roseate colors the benefits accruing to Russian Poland from Teutonic occupation.
The British Government sustained a technical defeat Saturday when an amendment to a bill dealing with the placing of retired soldiers on land was carried by a vote of 51 to 46.
The Cunard liner Saxonia arrived in New York last night from Liverpool carrying \$20,000,000 in specie and securities consigned to J. P. Morgan & Company by the Bank of England.

FRIDAY.

Heavy rains flooded the Sarnia tunnel and held up several trains.
The Liberal Advisory Council at Ottawa passed several important resolutions.
The Meredith-Duff report on the fuse inquiry has been handed to the Federal Government.
The Masonic Grand Lodge elected officers at the concluding session of the meeting at London.
Hamilton honored two returned soldiers who have received the Distinguished Conduct Medals.
Premier Asquith said there would be a public inquiry into the death of Skelington, the noted Irish editor.
Two women collapsed in Toronto

owing to the heat, and a dog turned mad by the heat, bit two children.

Forces of the Grand Duke Nicholas took Kugi, a town 60 miles south-west of Erzerum, in Asia Minor.
John Patrick Stephenson, of Toronto, aged 13, died as a result of being struck down on Berkeley street by an auto.

The British Government granted the demand for an investigation of the Dardanelles and Mesopotamian campaigns.
The British Government through the Secretary for the Colonies, expressed satisfaction with Canadian nickel situation.
Aaron Towman, resident of New Dundee, near Galt, and one of the best known men in Willmott township, was drowned Saturday. He had gone in to bathe when he suddenly disappeared.

Flight Sub-Lieut. Douglas Whittier, a Canadian of Victoria, B.C., was killed yesterday while looping-the-loop at a great altitude over the island of Thanet, county Kent. During the manoeuvres the machine became unmanageable and fell to the ground, where it was smashed to bits.

SATURDAY.

The steamer T. E. Kirby ran ashore off Balais Reef.
The London City Council decided to repeal its daylight-saving by-law.
More threats of reprisals against France were made by the German War Office.
It is stated that the Hon. Col. J. W. Allison will be permitted to resign his rank.
Richard Drake, a G. N. W. operator, was stabbed during a quarrel on Yonge street, Toronto.
Lieut. Clarence Rogers, of Toronto, is credited with bringing down Immelmann, the German aviator.
Serious food riots broke out in those parts of Belgium and northern France occupied by the Germans.
The suit of Captain Banbury against the Bank of Montreal to recover \$125,000 was heard in London.
A Madrid despatch says that martial law has been abrogated in Spain, except in the coal districts of Asturias.
Reports from down the Miramichi River say that the northern New Brunswick coast is infested with sharks.
The Meredith-Duff Commission report on the fuse inquiry issued yesterday scored Allison and exonerated Hughes.
W. J. MacFarland of Toronto was killed and his son and niece of Markdale, Ont., were injured in an auto smash at Markdale.
Prof. O. J. Stevenson, assistant master, Toronto Normal School, has been appointed professor of English at the Ontario Agricultural College, Guelph.

A wireless despatch from Rome transmits Sofia's advice stating that Bulgaria is seriously considering making peace, and that Premier Radaslavoff has summoned the Sobranje to discuss the situation.
The Berliner Tageblatt says that at a recent conference at Darmstadt with regard to the food situation, Adolph T. von Batocki, President of the German Food Regulation Board, frankly admitted that there was a shortage of foodstuffs, especially in towns, which it was impossible to overcome.

MONDAY.

Five persons collapsed from heat in Toronto on Saturday.
The submarine merchantman Deutschland still hangs Baltimore pier.
Lloyd's announces the sinking of the British steamer Wolf, 2,443 tons gross.
Arnold B. O'Neill, 698 Richmond street, Toronto, aged 15, was drowned at Centre Island.
A disastrous fire did much damage to the Doon Fibre Company's plant near Berlin.
Several trades unionists declared a sympathetic strike on school buildings at Hamilton.
Opponents of the proposal to change Berlin's name have formed themselves into a committee.
Two street cars were in collision near Hamilton, and the passengers had miraculous escapes.
The Marine Department at Ottawa issued a statement that the Kaministiquia River is now navigable.
Berlin, Germany, butcher was fined \$5,000 for withholding from sale a large amount of meat, and also for secretly selling meat.
A French mail steamer picked up a raft at sea with seven survivors from the British ship Euphorbia, which was sunk several days ago by a submarine.
H. Lariaux, Montreal, a foreman of a gang of drillers on the Canadian Northern Railway, was struck by a bar at the Westport C. N. R. tunnel Saturday morning and killed.
The crew of five men of the British schooner Alberta, abandoned during a gale in Vineyard Sound, were taken to Gloucester, Mass., by the schooner Georgia, in response to signals of distress.
"I drank all that medicine, mother," said little Reba Robar, the three-year-old daughter of Mrs. Norman Robar, of Kerr Lake, Friday afternoon, referring to the contents of a bottle which contained laudanum. The little girl died three hours after.

Six Shiploads of Food for Belgians.
OTTAWA, July 24.—Canada has sent six shiploads of foodstuffs for the relief of suffering Belgians. Shortly before leaving London for Ottawa, Sir George Perley, Acting High Commissioner, received the thanks of the Belgian Minister for the sixth of these cargoes, which had just reached England in the steamer Gothland. The foodstuffs in this cargo were worth a quarter of a million dollars, and included wheat, flour, condensed milk, canned vegetables, and smoked fish.

CLOTHES AND A SWIMMER.

A Word About Going Overboard at Sea While Fully Dressed.

Professor J. Joly sent to the London Times a letter on experiments he and Professor H. H. Dixon have conducted on the advantages and disadvantages of swimming in clothes—a subject which may be of importance to any one who travels by sea.

The popular notion is that clothes drag a swimmer down, but the maximum downward drag of an ordinary sailor's clothes in sea water was shown to be only four ounces. This was after all air had been expelled from the clothes. In practice the drag for a considerable time would be less. At first there would even be a sustaining force from the clothes. Of course, for a short and sharp burst of swimming clothes would obviously be a great impediment.

The most important result of the experiments, however, was to show that a clothed person in the sea loses warmth very much less rapidly than an unclothed person. The explanation is that fabrics placed against the skin stop the circulation and prevent the body warmth from being carried off by the water. With a great amount of clothing it might be possible to keep fairly warm even in very cold water. The moral is: Keep on your clothes, and if you have a life belt or life-saving waistcoat keep on plenty of them.

PLAYING AT DEATH.

A Story of the Mother of Turgenev, the Russian Novelist.

The mother of Ivan Turgenev, the Russian novelist, was a trying person to live with, irritable, capricious and unreasonable. On the anniversary of Ivan's birthday in 1845, we are told in "Two Russian Reformers," after a day of festivities, Mme. Turgenev pretended to be dying.

"She sent for her confessor and, placing before her the portrait of her son Ivan, exclaimed: 'Adieu, Ivan! Adieu, Nicolas! Adieu, my children!' Then she ordered her forty servants and all the men employed about the house to say goodby to her. When they had filed out of the room Mme. Turgenev declared that she felt better and asked for tea. The next day the following 'order' appeared:

"I give orders that tomorrow morning the disobedient servants, Nicolas Jacobiev, Ivan Petrov and Egor Kondratiev, shall sweep the court in front of my windows."
"Those names were those of servants who had not appeared at her bedside, possibly because they were a little drunk that evening. 'Good for nothing! Drunkards!' exclaimed Mme. Turgenev. 'They rejoice at the death of their mistress!'"

An Ancient Die.

In the museum at Athens is shown what is probably the only genuine antique die used for coinage that is now extant. It was found in Egypt in 1904 and consists of bronze, engraved with the owl that was stamped on Athenian tetradrachma pieces, which contained about as much silver as three quarter dollars. The die is of scientific interest on account of the evidence it gives of the skill of the ancients 300 or 400 years before Christ in metallurgy. It contains about 22 1/2 per cent of tin and nearly 70 per cent of copper. It is extremely hard, but at the same time possesses a certain malleability, due to the great purity of the copper and tin, which were carefully freed from all traces of lead and zinc to preserve the hardness and from arsenic and antimony to avoid brittleness.

Music of the Nightingale.
But the nightingale, another of my airy creatures, breathes such sweet loud music out of her little instrumental throat that it might make mankind to think miracles are not ceased. He that at midnight, when the very laborer sleeps securely, should hear, as I often have, the clear airs, the sweet descants, the natural rising and falling, the doubling and redoubling of her voice, might well be lifted above earth and say, Lord, what music hast thou provided for the saints in heaven when thou affordest bad men such music on earth!—Walton's "The Complete Angler."

Two Kinds of Emulsions.
Milk and butter are both emulsions. Professor F. G. Donnan of University college, London, defines an emulsion as a distribution of one liquid in another. A little oil shaken with much water gives an emulsion in which the particles of oil have a diameter of about a thousandth of a millimeter. Such an emulsion is milk. A little water in much oil gives particles of water even smaller; such an emulsion is butter.

Climbing the Ladder.
"Take a good look at this ladder, my boy."
"What for?"
"And then remember that if it were possible to get to the top at a single bound there would be no need for the bottom rungs."

Good Enough.
"Do you think you can support my daughter in the style to which she has become accustomed?"
"No, sir, but I think I can support her in the style to which her mother had to become accustomed when she got married."—Pittsburg Press.

Paradoxical Content.
"I feel safe from accident on this train."
"Why so?"
"Because it is in charge of an engineer who has the reputation of being a wreckless one."—Baltimore American.

WAR NEWS

No Excuse to Be Without Reliable Up-to-Date News from the Battle Front

Since assuming control of the Reporter, the present editor has been looking for some means of adding to the list of subscribers those who in Athens and surrounding district, do not receive the home paper. There is no reason why the circulation of the Reporter can not be doubled. Subscribers are requested in their interest and ours, to draw the attention of their non-subscriber friends to this exceptional offer.

We have pleasure in announcing an arrangement completed with that great family paper, The Family Herald and Weekly Star of Montreal, by which we can offer The Reporter and The Family Herald and Weekly Star for the balance of 1916, or until January 1st, 1917, for the small sum of 75 cents.

The Family Herald and Weekly Star is noted for its reliable war news each week, and is replete with most interesting stories from the battlefield. The Family Herald and Weekly Star is a family paper all Canada is proud of, and when combined with The Reporter, our readers are supplied with all local news and news of the world. In addition to the news, the reader receive in The Family Herald each week a magazine section equivalent to several of the best monthly magazines printed. The Agricultural section is another feature of that great weekly which is keenly appreciated and is alone worth many times the subscription price. We now offer the two papers for only 75 cents until January, 1917. Present readers of The Reporter may have The Family Herald and Weekly Star for the balance of 1916 for only 40 cents.

Making Peace.
"Your wife and your mother-in-law are looking for you."
"Do you think they are working together, or can I see my wife first and look up a separate treaty?"

PATENTS PROMPTLY SECURED
In all countries. Ask for our INVENTOR ADVISER, which will be sent free.
MARION & MARION.

FEMALE HELP WANTED
Salesladies wanted to fill positions open on our sales staff made vacant by men enlisted. Income three dollars per day upward. Address The Scarborough Co. of Canada, Ltd., Map Publishers, Hamilton, Ontario.

Cottage for Sale
Monteagle, Charleston Lake. Possession immediately.
N. DOWSLEY, Athens

FOR SALE
Any person wishing to buy some hay in the field should apply to
30-31 MRS. REBECCA BONSTELL

CANADIAN PACIFIC RY.

\$12 To WINNIPEG
Plus 1-2 cent per mile beyond

Harvesters' Excursions

Reports of Western Crops indicate that there will be need of thousands of Harvesters from Eastern Canada.

FARE RETURNING: 1/2 cent per mile to Winnipeg plus \$18 to starting point.

WATCH for the EXCURSION DATES which will be announced shortly.

NO CHANGE OF CARS BETWEEN EAST AND WEST ON THE C.P.R.

KEEP COOL

NOW FOR YOUR SUMMER COMFORT

Clothes are the first aid to comfort. We have some great comfort in store for you.

Light weight Suits in two or three pieces for men and boys.

Cool Underwear in two pieces and combinations in short or long sleeves.

Nice Outing Shirts, with collar attached or separate, also the newest Sport Shirts.

Fine Silk Caps, Straw Hats, Panamas, Fancy Socks, Bathing Suits, etc. Everything to keep you nice and cool. Special reduced prices this month.

GLOBE CLOTHING HOUSE
The Store of Quality
BROCKVILLE

THE Oshawa Reformer tells of the "startling statement" recently made by the manager of a big Toronso Mail Order House. He said: "We have a bureau whose duty it is to read the country papers. There is not a paper of any consequence in our territory we do not get. The bureau looks over these papers, and when we find a town where the merchants do not advertise in the local papers, or where advertisers do not change their advertisements regularly, we immediately flood that section with our catalogues and literature. It always brings results far in excess of the same effort put forth in territory WHERE THE LOCAL MERCHANTS USE THE LOCAL PAPERS."