

Sale Starts
THURSDAY, MAR.
16th, at 9.00 a. m. in
LeClair's Store. The
entire stock must be sold
in ten days.

GREAT SLAUGHTER SALE

We are ashamed to put
such low prices on paper.
It would make all other
merchants blush. Every-
thing will be sold at half
price.

LeClair's Stock of Clothing, Gents' Furnishings, Hats, Caps, &c.

We have bought by bailiff sale the stock of the late Mr. LeClair, at 48c on the dollar, and we are offering the entire stock of LeClair's Suits, Overcoats, Pants, Reefers, Overalls, Smocks, Fine and Working Shirts, Underwear, Coat Sweaters, Collars, Ties, Scarfs, Mufflers, White and Colored Handkerchiefs, Gloves, Mitts, Socks, Suspenders, Umbrellas, Big new stock of Hats and Caps, Cuffs and Collars, Buttons, Garters, Arm Bands, etc., to be slaughtered at half prices. The stock is first class, well assorted, new, up-to-date, most of the goods was got in already for the spring trade.

Don't miss this sale, it is the greatest opportunity for everybody to save half on their spring and summer outfit, New Spring Shirts, New Spring Hats and Caps, New Spring Underwear, New Straw Hats. Nothing reserved. Everything must be sold. Don't wait. Come at once, for there will be a great rush for LeClair's stock.

Let nothing keep you
away from this sale. It
will be the greatest slaugh-
ter ever known in
Brockville.

Remember, Make No Mistake

LeClair's Store - Brockville

GLOBE CLOTHING HOUSE

One price to all. Goods
marked in plain figures.
Show cases, tables, mir-
rors, gas and electric light
fixtures to be sold very
cheap.

Syrup Evaporators

Before placing an order for a boiling outfit it will pay you well to see our new arch and pans. We build them all sizes from 2 ft. wide x 8 ft. long to 4 ft. wide x 12 ft. long. The crumps are long way in boiling pan one inch apart and easy to clean. They are rapid boilers and well made.

Our prices are right.
The arches are very heavy with
large double doors.
Give us a call.

W. F. EARL
ATHENS - ONTARIO

MUSIC

NEW MUSIC STORE IN THE

Dowsley Block - Athens

AGENCY OF

GERHARD
HEINTZMAN.....
MASON & RICHIE
NORDHEIMER.....
ORME.....

PIANOS

All kinds of Organs, Zonophones
small instruments, sheet music and
musical merchandise.

Several second-hand pianos and
organs for sale at very low prices.
Agent for Singer Sewing Machines
and Magnet Cream Separators. You
are invited to call.

Nelson Earl

Timber Wanted

The undersigned is prepared to
pay cash for White Ash, White Oak,
Black Oak, and Rock Elm at the
following rates per foot, delivered in
Athens:—

Diameter	Cents
12 inches	10
13 "	12
14 "	14
15 "	16
16 "	19
17 "	22
18 "	24
19 "	27
20 "	30
21 "	32
22 "	35
23 "	37
24 "	40

Logs to be cut principally 8 ft.
A percentage of 10 and 12 ft logs
taken. Timber must be sound and
reasonably free from knots. Hub
logs from 10 to 14 in. taken at a
price, according to quality, cut any
length.

F. BLANCHER, Athens.

At a meeting held on Tuesday even-
ing of last week, the executive of
Leeds County Hockey League turned
down Westport's protest against the
match won by Newboro team in Brock-
ville. This left the custody of the
Taylor cup to be decided by Newboro
and Seeley's Bay. The Newboro team
appointed Friday last for the match, to
be played on Brockville rink, but
Seeley's Bay team failed to appear.
Newboro team lined up and scored a
goal so as to be in a position to claim
the cup. Here it is claimed that the
final decision should, according to
rules, be decided by home and home
matches, goals to count, so it is possible
that the end has not yet been reached.

On Thursday evening last, Mr. Thos.
Dowell, D.D.G.M. of St. Lawrence
District, Brockville, accompanied by
about a dozen Masons from the county
town, visited Rising Sun Lodge, No.
85, A. F. and A. M., and formally de-
dicated the lodge room. Following the
proceedings in the lodge room, adjourn-
ment was made to the Armstrong
House where Mr. McVeigh had in
waiting for them a sumptuous banquet.
Mr. E. S. Clow, W. M. of the lodge,
presided as toast-master and under his
direction, with speech, song and story,
a delightful time was spent. The
Brockville Times says: The Brock-
ville contingent was greatly enthused
with the excellent treatment accorded
them by their Athens brethren.



MAIL CONTRACT

SEALED TENDERS addressed to the
Postmaster General, will be received at
Ottawa until Noon, on Friday the 21st
April, 1911 for the conveyance of His Ma-
jesty's Mails, on a proposed contract for
four years six times per week on a circular
route with Athens as the starting point
from the Postmaster General's pleasure.

Printed notices containing further in-
formation as to conditions of proposed Con-
tract may be seen and blank forms of Ten-
der may be obtained at the Post Offices of
Athens, Oak Leaf and Charleston and at
the Office of the Post Office Inspector at
Kingston.

POST OFFICE DEPARTMENT,
MAIL SERVICE BRANCH
Ottawa, 8th March, 1911
G. C. ANDERSON,
Superintendent.

TOLEDO

Mr and Mrs Isaiah Parker are mov-
ing from their country home to settle
in Toledo, Mr Parker having sold his
farm a short ago.

Mrs Duncan McClure had the mis-
fortune to sprain her ankle very severe-
ly recently, but she is gaining now.

Mrs Wm. Coad is the guest of her
brother, Mr H. N. Stinson.
Mr Fred Seward who was gaining
quite rapidly after his severe attack of
typhoid, is down again with a slight at-
tack of inflammation. We hope he
will soon be around, as he has had a
long siege of sickness.

Mr E. H. Ingle of Toledo Baptist
church is very low with peritonitis.

Mr Thos. Maloney's son Joseph, who
has been very ill with peritonitis, is
slowly recovering.

Tapping has begun in this section,
Mr Will Hull being the first one to
make a haul.

Mr Will J. Seymour had the mis-
fortune to lose a horse last Sunday.
Another horse kicked her and broke
her leg, so shooting was the only way
to end the poor brute's misery.
Relatives from Harlem are visiting

at the home of Mr and Mrs J. Whit-
ing.

Miss Edna Seymour is soon going
to make a lengthy visit in Brockville.
Mr John Whiting was the guest re-
cently of Mr J. Chapman of Harlem.

No appearance of the Harem skirt
in this vicinity yet. The appearance
of one in Toronto nearly resulted in
the young lady being mobbed.

Miss Agie Carle, who has been ill
at her home for a couple of days, is
back again in our midst.

A farewell party is being given at
the home of Mr G. C. Bellamy for his
son Omer, who is to take his departure
next Wednesday for the North West.

Miss Mary Pratt of Toledo spent
Sunday at the home of Mr Donaldson
of Frankville.

THE RURAL MAIL

A neat little box by the roadside,
Sits up on a neat little post;
But the letters and papers they linger
afar,
In spite of the lordly boast.

The upper road boasts they will have
it,
The lower road stands for its right,
We simply demand that justice be
done,
Nor stand in our neighbor's light.

They say we are poor and illiterate;
We neither can write nor read;
Perhaps they would come to our hum-
ble homes
And teach us in our need.

Perhaps if we put up our little box,
With our name in big letters on it,
We might sometimes get an almanac,
Or a dun for our last year's bonnet.

Perhaps T. Eaton would send us a
book,
With pretty things on each page.

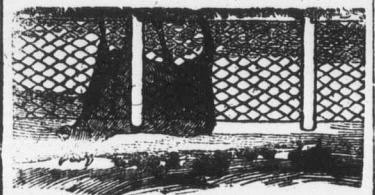
Or some kind firm, for 'charity's sake,
Patent medicine literature, sage,
We live in an age of advancement,
So we'll try and breast the swell,
Learning to print a little,
Struggling to read and spell.

Please send us your little circulars,
Or the bill of a mortgage sale,
To brighten our lives and uplift our
minds,
And we'll bless the Royal Mail.

Her
Lower Road X Resident
Mark

FROM SUNNY ALBERTA

Mr Minor Bates, writing from Ed-
ison, Alberta, after expressing the
pleasure he derives from the weekly
visits of the Athens Reporter, says:
The weather during February has been
ideal, no storms, snow or extreme cold
worth mentioning, but bright sunny
days—about 20 in. of snow on the
level. Local capitalists are hard at
work developing a coal mine two miles
south of this place. They struck good
coal at 9 ft., with no limit to the
depth as yet. The people in this
locality will appreciate good cheap coal
near at hand in the winter time.



Canada Cement Company, Limited

Annual Report of the Board of Directors

TO THE SHAREHOLDERS:

Your Directors beg to present herewith the annual statement of the affairs and financial position of the Canada Cement Company, Limited, as of the 31st December, 1910.

In presenting the Balance Sheet, we call attention to the Company's strong financial position as disclosed by the large amount of cash on hand, and other quick assets, and the comparatively small amount of current liabilities. After providing for interest on our Bonds and Dividends on our Preferred Stock for the year, we have been able to set up reserves for depreciation, extraordinary repairs and renewals, bad debts, etc., and carry forward a substantial balance to Surplus Account.

The consumption of cement during the past year was not as large as anticipated. Our business also suffered on account of the Railways not being able to meet our full requirements for cars during the heavy shipping season; consequently, we carry over from last year 781,116 barrels of cement.

Early in 1910 the price of our product was fixed at a lower price than cement has ever been sold for in Canada, excepting for a short period in 1909, but your directors are pleased to state that the anticipated savings in manufacturing and distributing our products were such that they were able to still further to reduce this price.

We trust, that when you consider the above mentioned conditions, and also the fact that during 1910 our plants were only operated to 57.6 per cent of their capacity, the profits shown will be satisfactory to the Shareholders.

During the current year, we look for a large natural demand, which demand will be stimulated by continuing to manufacture a strictly high grade article, and by selling it at the lowest possible price. This anticipated increase will enable us to operate our plants to better advantage than in the past, but we do not expect that the demand will be sufficient to enable us to put into operation either of the two plants which have been idle since the organization of this Company. However, it is confidently expected that the increased demand, and increased output, will result in further savings in the cost of manufacture and distribution, and it is the policy of your Directors to give your customers the benefit of these reductions.

The Shareholders' profits will depend on the increased volume of the Company's business, the policy of the Company being the maintenance of such a stable position as will ensure regular and uniform payments of interest on its bonds and dividends on its Preferred Stock, and at the same time be in a position to withstand any unforeseen emergency that may arise consequent on business depression or otherwise, which condition naturally necessitates the accumulation and the maintenance of a large cash reserve.

It is also the policy of the Company to equalize the price of cement throughout Canada in so far as the physical conditions make such possible, and in furtherance of this policy, your Directors have arranged to purchase a site near Winnipeg, on which they will erect, this year, a mill to grind clinker, which clinker will be shipped from one of our Eastern mills. The buildings, machinery, etc., will be planned so that, should it at any time in the future be advisable, a Burning Department can be added, and the clinker produced on the property.

And further, an agreement has been entered into whereby this Company expects to acquire, in the near future, a property at Exshaw, which, added to our Calgary plant, and the projected plant at Winnipeg, will put us in the position of anticipating any extraordinary growth in the consumption of cement in the Great West.

With the view of educating the public, and popularizing the use of cement, in addition to the ordinary advertising, the Company has published a small book illustrating some of the many uses to which cement may be put, for which book there has been a great demand, 25,000 applications for same having been received during the past six months.

For the purpose of stimulating interest in the Company on behalf of the Employees, both in efficiency and cheapening production, as well as creating a feeling of mutual goodwill, your Directors deem it expedient to introduce a system, already adopted by several large industrial corporations with beneficial results, viz., to enable employees to become the possessors of Preferred and Common Stock at prices which will be attractive to them, the employees paying a fixed amount per share per month out of their earnings, and the Company carrying the stock for them, charging a rate of 5% interest. If the plan is put into effect, all dividends will be credited to the employees applying for the stock. Said stock will be held in trust for the employee for a term of five years, excepting in exceptional cases, such as death, when his heirs will receive what benefit a deceased employee has derived from subscribing to the stock.

Your Directors feel that the policy, as herein outlined, will, as nearly as possible, make the interests of the consumers, the employees, and the shareholders identical, and will inure to the most enduring and beneficial results for all concerned.

All of which is respectfully submitted

On behalf of the Board of Directors,
WILLIAM C. EDWARDS,
President.