

ant and the public (Falls News) no expects to buy any books for information in it in advertisements to sift out the information

person who contem- ing money wishes to get and is glad of any means help him to that end.

merchant who entertains the that the newspaper sub- and the personals in the local and then throw the paper aside, satisfy himself to the con- by placing a small advertisement in inconspicuous place he may se- tizing some article in general below cost and watch the re-

will find that he cannot hide an- nouncement in one of his local papers it will not be generally read.

advertising space in the local papers cheapest thing you can buy in today but when you have bought have only purchased an oppor-

The blank space is not worth of salt until you fill it, and the distinctive matter and attractive style of what is placed there, the valuable advertisement.

never discredit yourself and slender intelligence of the public by trying calm off extraordinary, magnificent, stupendous, amazing, balderdash for advertising.

When you bought your goods, you saw some feature about them that ap- pealed to you as particularly good, or you would not have bought them.

Just tell the public what it was as precisely as you can, and if your judg- ment was good in making the pur- chase, the public will be attracted by the same statement that gained your approval.

Naturally, people like a tasteful ad- vertisement, and if an advertiser does not display taste in his advertising, the public is not inclined to credit him with good taste in selecting what he has to offer them.

The man who cannot find time to attend to his advertising space, has no time to make money, or leisure to look after his business. Time spent on an advertisement is the most profitable time at a merchant's disposal. Re- member a clever man may write an ad- vertisement in a couple of hours; an ordinary man will probably write one of the same size in half the time, and a durn fool can write it in twenty min- utes.

Fatal Anghow. "Won't you try a piece of my wife's angel cake?" "Will it make an angel of me?" "That will depend on the kind of a life you have led."

Fainfully Frank. Hostess (to departing guest)—Must you go so early, Mr. Blank? Blank—I'm very sorry that I must leave, Mrs. Park. The fact is, not expecting to have such a pleasant time this evening, I made another engagement."—Boston Transcript.

Worse Still. "Did Mr. Jobless pay his bill?" "Yes, sir," answered the collector, "but he made a lot of fuss about it." "Um! Don't let that trouble you, son. It's the fellow who bellows and doesn't pay that we should worry about."—Birmingham Age-Herald.

Hint That Failed. Visitor (waiting an invitation to lunch)—Two o'clock! I fear I'm keep- ing you from your dinner. Hostess—No, but I fear we are keeping you from yours.—McGendorfer Blaetter.

COMFORT and CONVENIENCE WITHOUT WATERWORKS By installing a Sanitary Odorous Closet in your home. Get our free literature. EARL CONSTRUCTION COMPANY ATHENS, ONT.

Crossing the Bar. Tennyson's famous poem "Crossing the Bar" was written, said his son, in the poet's eighty-first year "on a day in October when we came from Aldworth to Farringford. Before reaching Farringford he had had the 'moaning of the bar' in his mind, and after dinner he showed me the poem written out. 'That is the crown of your life's work,'" said his son, who was the first man after the poet to read "Crossing the Bar" and who passed the first criticism upon it in such fitting and generous language. "It came in a moment," said the poet, and he explained the plot as the Divine and Unseen, who is always guiding us. A day or two before he died the poet, calling his son to his bedside, said, "Mind you put 'Crossing the Bar' at the end of all editions of my poems."

The Forehead and Health. The forehead is the first feature of the face to show indisposition. The minute one's stomach is out of order there will be yellow spots on the forehead. When one feels faint the forehead will instantly show it. When one is sick there will be freckles and pimples upon the brow, which was smooth and clear before. The forehead is as good an indication of one's general health as is the pulse.—London Globe.

CASTORIA For Infants and Children In Use For Over 30 Years Always bears the Signature of *Chas. H. Fletcher*

Fresh Meat By the pound or by the quarter. Also dressed CHICKENS on short notice. Prices right. Highest cash price paid for hides. G. D. McLEAN, Main Street Prompt delivery of phone orders.

Queen's Custodian at St. Helena. Sir Hudson Lowe, the man appointed by England to be the custodian of the emperor, arrived at St. Helena on April 14, 1816. His appearance was not prepossessing. He was extraordinarily thin, with a stiff carriage. He had a long, bony face, blotched with red and scanty hair of a dirty yellow color. His hollow eyes gleamed with furtive and restless, never looking straight at any one save by stealth. "That is a bad man," declared Napoleon when he had seen him. "His eye as he examined me was like a hyena's caught in a trap." He really resembled this horrid, sly animal in its walk as well as in hair and eyes. He never sat down when he was talking, but swung about hesitatingly and with abrupt jerks.—"With Napoleon at St. Helena."

Long Winded Discussion. "In what is meant by filibustering?" "Talking against time, my son." "Do you ever filibuster, pa?" "No, my boy. With the exception of that imposed by physical exhaustion, there is no limit to the debates in this particular house."

ESTRAY Four calves, three white and one black strayed from my premises about Nov. 1. Return to W. E. JACKSON Plum Hollow 51 tr

FOR SALE A fine six roomed brick house with brick kitchen, on Main street, next to Town Hall. Good well and garden containing raspberry bushes and grapevines. Driveshed and stable on premises. Apply to R. E. ANDRESS, Athens 50tt

FOR SALE OR TO RENT Two houses near the High School. 49-52 G. W. BROWN

TEACHER WANTED Qualified teacher for S. S. No. 2. Rear Yonge. Apply stating salary to M. C. BATES, Athens 52

Reporter Advertisements Bring Results.

REPRESENTATIVE WANTED At Once for ATHENS and District for "CANADA'S GREATEST NURSERIES" Spring list of Hard Canadian Fruit and ornamental Stock, including McIntosh Red Apple, St. Regis Ever-bearing Raspberry, and many other leaders. New illustrated Catalogue sent on application. Start now at best selling time. Liberal Proposition. STONE & WELLINGTON The Fonthill Nurseries (Established 1837) Toronto, Ontario 47-9

Furniture

When intending Purchasing any kind of Furniture visit our store before doing so. A Good Selection to Choose From.

Undertaking

IN ALL ITS BRANCHES PROMPTLY ATTENDED TO.

GEO. E. JUDSON ATHENS, ONT.

Bell Phone 41. Rural Phone 28.

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

LUMBER

Now on hand, a stock of plank and dimension lumber suitable for general building purposes and a quantity of rough sheeting lumber. Any order for building material will be filled on short notice. Present stock includes a quantity of

FOUNDATION TIMBER SILLS, SLEEPERS, ETC.

A large quantity of slabs and fire-wood.

F. Blancher ATHENS

PROFESSIONAL CARDS.

DR. H. R. BRIGHT PHYSICIAN, SURGEON, ACCOUCHEUR. (Until 8 a.m. 1 to 3 p.m. 7 to 8.30 p.m.) ATHENS

DR. C. M. B. CORNELL. Cor. Pine and Garden Streets BROCKVILLE PHYSICIAN SURGEON & ACCOUCHEUR

DR. T. F. ROBERTSON COR. VICTORIA AVE AND PINE ST. BROCKVILLE ONT. EYE, EAR, THROAT AND NOSE.

J. A. McBROOM Physician and Surgeon X-Rays and Electricity employed in treatment of cancer and chronic diseases COURT HOUSE SQUARE - BROCKVILLE

DR. A. E. GRANT. VETERINARY SURGEON AND DENTIST. RESIDENCE: R. J. CAMPO'S. OFFICE: Cor. Main and Bell and Rural Phones. Henry Sts.

H. W. IMERSON AUCTIONEER Licensed to sell by Auction in Leeds County Apply for open dates and terms HARLEM, ONTARIO

J. W. RUSSELL AUCTIONEER, Reasonable terms. Years of successful experience. DELTA, ONTARIO

Ottawa Winter Fair HOWICK HALL, OTTAWA January 16, 17, 18, 19, 1917 \$16,000.00 IN CASH PRIZES Large List of Poultry Specials Entries close January 5th. Single Fare Rates on all Railroads. For prize list and information, apply to Secretary. W.M. SMITH, M.P., Pres. W. D. JACKSON, Sec. Columbus, Ont. Ottawa, Ont.

Doing Our Bit

All of us cannot fight. All of us—men, women and children—can do something towards winning the war. Are we seeking that "something," or are we evading it? Are we looking for the "bit" we should do, or trying to forget it?

Take the Canadian Patriotic Fund. It has been created to care for the families of our soldiers in those cases—and those only—where need exists. Experience has shown that this means in two families out of three. Up to December 1, 1916, the people of Canada have given \$16,500,000 to the Fund.

That is generous giving, isn't it? But the country is still at war; our armies are still growing; the soldiers' families are still in need; the Fund still must be maintained. And what do we find: in every part of the country men crying that they have given enough to the Fund—that Government should now take the burden.

Given enough! When the Canadian lad in the trenches is dead-tired, ready to drop in his tracks, does he chuck his job, declare he has given enough, and call on Government to get another man? Given enough! Is there a man in Canada has given enough if women and children are in need while he, the stay-at-home, has a dollar to spare?

No! This Fund, above all funds, has a claim on every citizen who is not himself a pauper. The fact that Government has not assumed responsibility for it is the fact that makes every man responsible for it—even if he thinks the Fund should be maintained by Government moneys.



Are YOU helping to insure this home against need?

GOVERNMENT SHOULD NOT CONTROL, BECAUSE—

- 1. Government would have to treat all alike. The Fund helps only those in need. If Government paid the families of each soldier the average sum paid by the Fund the extra burden on the country would be between eight and nine million dollars yearly.
2. By paying the average sum those families in districts where cost of living is low would receive more than they need; those in high-cost areas would be paid too little.
3. Costs of administration would be enormously increased. This work is now done, for the most part, by willing workers without cost. Of every hundred dollars subscribed, Ninety-nine Dollars and Forty-six Cents go to the families! Never was a voluntary fund so economically administered.
4. The work would suffer. There would be no more of the friendly, almost paternal, relation now existing between the administrators of the Fund and the families. Government works automatically. The Fund's visitors are friends in need, therefore friends indeed.
5. Taxation would be unequal, for some counties and some provinces are already taxing their people for this Fund. Are they to be taxed again by the Federal authority?
6. The richer classes would be relieved of work they are cheerfully doing. They are now bearing, and bearing because they have the financial power and the patriotic willingness, the larger share of the burden. Why take from them this task, and give it to all, rich and poor?
7. The Fund blesses him that gives. It is a vehicle for public spirit—a channel for patriotic endeavor. The work of administering it has uncovered unknown reservoirs of unselfishness and sacrifice. Men and women have thrown themselves into this work because they found in it the "bit" for which they looked—their contribution to winning the war. Why stay their hand and stifle their enthusiasm?
8. Last, but not least: Government control means raising the money by selling Government bonds. Government bonds mean future taxation. And that means that the returning soldiers will pay, through long years, a large share of the cost of caring for their families—a cost we, the stay-at-homes, pledged ourselves to bear.

MEN AND WOMEN OF ONTARIO: Bend your backs once again to this burden. If you live in the rural districts see to it that your county councils make grants worthy of the counties and of the cause. If in the towns, start campaigns for individual subscriptions. And personally, taxed or not taxed, give as you can afford, give as your conscience tells you is your duty, your war-time part, in this day of national sacrifice.

The Fund requires \$12,500,000 for 1917. Of this Ontario is asked to raise \$6,000,000, being the estimated requirements of Ontario's families. If there is no local Fund to which you can subscribe, send your gift direct to the Canadian Patriotic Fund, Vittoria Street, Ottawa.

THE CANADIAN PATRIOTIC FUND



For the New Year

YOU can find an appropriate gift or New Year remembrance at this store. Useful articles very moderately priced, or if you wish, Diamonds, Gold, Jewelry, or Sterling Silver.

Let us show you how well we can serve you. We specialize in Gift Goods.

H. R. Knowlton Jeweler and Optician Athens