

ADVERTISING

We of course believe in advertising—for in no other way can we let the public know what we have to sell, and how much money we want for it. There is nothing that we do that advertises us so much as the quality of the goods we sell. Our customers learn that they can depend on the quality of the goods here, whether they shop themselves, telephone, or send the children.

Our guarantee is always back of the goods we sell—"Your money back if you get anything that is not perfectly satisfactory."

RICH MILD CHEESE, 16c pound

MEDIUM OLD CHEESE, 16c a pound.

FINE OLD CHEESE, 18c a pound

McLAREN'S CHEESE, 25c a Jar.

CREAM CHEESE, 10c each.

ROQUIFORT CHEESE, 40c a pound.

SWISS CHEESE, 25c a pound.

Our Mocha and Java Coffee will make your breakfast just right—40c a pound.

H. Malcolmson

Builders' Hardware

Did you ever look over our stock? If you haven't, then you haven't seen all that is good. We pay very strict attention to this line especially. Some say we are cranks on it. But, be that as it may, one fact looms up strongly and that is

WE ARE THE PEOPLE FOR BUILDERS' HARDWARE

If you have a few minutes to spare any time, we'll be glad to show you the latest and newest designs. We have some swell new designs not to be found at any of the other stores. Prices very attractive too.

J. C. Wanless,
THE UP-TO-DATE
HARDWARE MAN

Poile's High Grade Watches...

ON THE

Instalment Plan.

We will open Thursday, March 8th, another one of our popular Watch Clubs.

These have been running successfully for the past year, and all patrons are highly pleased.

Watches delivered on first payment, and you pay a stated amount weekly.

You can purchase a watch and not feel the outlay.

Call and get our plan and prices

T. W. POILE,

JEWELER AND OPTICIAN,

GARNER BLOCK

Excelsior Paint will give you what you desire—a nice, glossy finish. Try it. Drew & McCallum.

Try Waterhouse's Aunt Mary's home-made bread for sale at McCorrie's Grocery.

Minard's Liniment cures Colds, &c.

DR. A. A. HICKS

...DENTIST...

OFFICE: 26 KING STREET WEST

OVER TURNER'S DRUG STORE

PHONE 357

BURROWS & LORRIMAN

UNDERTAKERS AND EMBALMERS

OPPOSITE POST OFFICE. OPEN DAY

AND NIGHT.

Telephone No. 408.

Dr. A. W. Thornton

...DENTIST...

Office over A. J. McCall & Co's Drug Store

Cor. King and Fifth Sts.

Phone—Office 164, Residence 285.

BIRTHS—MARRIAGES—DEATHS

BORN.

KING—Montreal, on Sunday, March 11th, to Mr. and Mrs. W. J. King, a daughter.

TO-NIGHT

Skating at the rink!

Macaulay Club, in their rooms; at 8 o'clock.

LOCAL

Kolb & Dill and forty others, in I. O. U. at the Grand Tuesday night.

Plain sewing and children's clothes made. Apply corner Kent and Barthe streets.

Seats now on sale at Brisco's for St. Patrick's concert, March 19th. Everybody come.

Mrs. J. M. Northwood, William street, has returned from a visit to her son Fred, in Chicago.

"How to behave in House of God" will be Rev. F. E. Malott's theme to-morrow night. Special music.

Mr. Wm. Martin, Dover St., who began his pastorate there in April.

Mr. and Mrs. Thos. Kerner have returned home after spending two weeks with their daughter, Mrs. Dennis McDonald, of Chatham—Ridgeway Dominion.

Lost, Wednesday night, between Rankin House and Convent, gold monogram bracelet with initial M. Finder will be rewarded by leaving at this office.

Mrs. (Dr.) F. B. Marr, who entered hospital last week to be operated on for internal trouble, is very low and slight hopes are entertained of her recovery.—Ridgeway Dominion.

Wilfred R. Dauphinais, of St. Joseph, fell a distance of 18 feet while engaged in tearing down the old Stoney Point church. He broke his left ankle and very badly injured his right ankle.

W. S. Smith and daughter Edna, of Clifford, who have been the guests of the Misses Smith, Wellington St. West, returned home to-day, and will leave shortly for their new home in Vancouver, B. C.

Last Friday Mr. and Mrs. James Darnell, of North Dresden, celebrated their golden wedding, having been married at Grimsby, fifty years ago. They were entertained at dinner at the home of their nephew, Mr. John Adkin.

Miss Laura Bowers, VanAllen avenue, entertained a number of her young friends Wednesday evening in honor of her birthday. Games and dancing were the order of the evening. Lorrimer's orchestra was in attendance and furnished excellent music.

There will be a joint meeting of Wellington and Parthenon Masonic Lodges, this city, on Monday evening, for the purpose of receiving a visit from the officers of Lorne Lodge, Glenora, who will put on the M. M. degree. A cordial invitation is extended to visiting brethren to attend.

Mr. and Mrs. James Law, corner 16th side road and 4th concession, Dawn, celebrated their silver wedding on Friday last. About 50 guests were entertained most enjoyably and Mr. and Mrs. Law were the recipients of many beautiful presents.—Dresden Standard.

Mrs. Samuel Hicklin, corner Victoria Ave. and Grant St., has instructed A. Thomson, Auctioneer, to sell all her household effects, and Thursday. This is a good opportunity for people who are furnishing their homes, as this is nearly all new furniture and has been carefully used.

An entertaining lecture was delivered in the Baptist Church, William street, last night, by Rev. J. J. Ross, of London. The subject was, "Holland, Belgium, Switzerland and France," and Mr. Ross gave a most interesting account of a tour through these fascinating countries, his remarks being illustrated by excellent time-light views. A very large crowd was in attendance and the money received from admission fees was most satisfactory.

DR. OVENS, M. D., L. R. C. P.

Etc. London, England

SURGEON, OCUList, SPECIALIST

Diseases: Eye, Ear and Nose treated and Glasses fitted properly. Will be at Radley's Drug Store, Chatham. Next date of visit, MONDAY, MARCH 26.

CHATHAM'S ONLY MILLINERY STORE

All Our SPRING GOODS are in and we are now making ready for early Spring Buyers.

Mourning Hats and Bonnets a Specialty.

C. A. Cooksley,

KING STREET

Miss May Mahan, of Detroit, was in Chatham yesterday.

English Booth will give a musical in Elks Hall, March 30th.

Martin Breen, of Van Horn, was a Chatham visitor yesterday.

B. W. Robins, of Ilford, England, arrived in Chatham yesterday.

Ald. Potter has been indisposed for a few days, but is now improving.

A Milton and family, of Saskatoon, are staying at the C. P. R. Hotel.

A. Fagerstedt and Joe Wargner, of Chicago, were Maple City visitors yesterday.

A Loyal Orange Lodge has been organized in Rodney with a membership of 22.

White Wyandotte eggs for hatching. Also day old chicks for sale. Anson Mounteer, Lacroix street.

Seats now on sale at Brisco's for St. Patrick's concert, March 19th. Everybody come.

W. O. McLaughan, of the Toronto Veterinary College, is visiting his home in Cedar Springs to-day.

Carnations, Lilies, Tulips, Hyacinths, Azalias, the best and cheapest, at Victoria Ave. Green Houses. Phone 181.

The Junior Lacrosse Hockey team played a picked team from the south side of the city last evening at the rink, a fast game resulting in a draw of six goals each.

Auction sale of household furniture, Thursday, March 29th, commencing at one o'clock, at residence of Mrs. Frank Ryall, corner of Victoria avenue and Barthe street. Everything must be sold.

A large deal in clover seed was closed at Aymer on Tuesday, by which G. A. Bingham & Co. sold to a Toronto firm about 3,000 bushels of this valuable seed, representing a cash deal of nearly \$25,000. The shipment comprised 32 carloads.

AT ALGERIRAS.

Delegates Hope That Germany and France Will Reach Basis.

Algieras, March 17.—Postponement of the plenary conference on Moroccan reforms until March 20 arouses among the delegates hopes that Germany and France meantime will reach a basis of accord.

Fire at St. Mary's.

St. Mary's, March 17.—Fire broke out yesterday in the upper storey of the Seattle storage building and did considerable damage. Mrs. Beattie loses several thousand dollars on the building.

Harrison & Lamont, furniture dealers, are also heavy losers. Mrs. Agnes Gille loses \$1,000 on her furniture temporarily stored. A. E. Tealey loses \$1,000 on his stored furniture. C. Richardson & Co. loses about \$500 in manufactured dairy supply goods stored in the building. The cause of the fire is unknown.

Duke of Connaught Sails.

Yokohama, March 17.—Prince Arthur of Connaught, who came to Japan at the head of the special embassy from King Edward to the Emperor of Japan, to convey to the latter the insignia of the Order of the Garter, sailed yesterday on board the steamer Empress of Japan for Canada. A fleet of Japanese warships escorted the steamer out to sea.

MARTYRDOM DESCRIBED

Kingston Man Tells How He Suffered and How he Was Released

"For years a martyr," is how Chas. H. Powell of 105 Raglan street, Kingston, begins his story. "I am a martyr to chronic constipation, but now I am free from it and all through the use of Dr. Leonard's Anti-Pill."

CHAS. H. POWELL. Many who are now suffering from this complaint will be glad to learn from Mr. Powell's story that there is hope for the most stubborn case. He continues: "I was induced to try Anti-Pill by reading the testimony of some one who had been cured of constipation by it. I had suffered for eighteen years and had taken tons of stuff recommended as cures but which made me worse rather than better. Doctors told me there was no cure for me."

Dr. Leonard's Anti-Pill is for sale by all Druggists or by The Wilson-Ely Co., Limited, Niagara Falls, Ont.

Mr. Powell will verify every word of these statements.

If you can't have your own way pretend that the other way is yours.

NEW YORK — NEW YORK CENTRAL.

Easter Excursion to New York, April 12th, via New York Central—\$10.25 for the round trip from Sudbenton Bridge or Buffalo. Tickets good for ten days to return.

Louis Drago, Canadian Passenger Agent, 69-1-2 Yonge Street, Toronto, for further particulars.

SOCIETY

Mrs. J. L. Bray is spending a few days with Mrs. Hoare, Walkerville.

Mrs. George McKeough gave two tables of bridge on Monday evening.

Miss Reynolds, of Goderich, is the guest of Miss Helen Thomas, King street.

Mrs. Frank Broderick, Toronto, is the guest of Mrs. W. E. Rispin, King St.

Mrs. Simon, King St., gave a very pleasant five o'clock tea on Wednesday afternoon.

Mrs. Wm. Pringle, Stanley Ave., entertained a few friends at the tea hour on Thursday afternoon.

Miss McFadden, who has been visiting Miss Greening, Wellington St., left for her home in Brampton on Thursday.

Miss Greening gave a very enjoyable bridge party on Tuesday. The prizes were won by Miss Marion Gemmill and Mr. Hector Jackson.

Miss Ermatinger, who has been the guest of her sister-in-law, Mrs. Pringle, left for her home in St. Thomas yesterday. She hopes to visit England within a few weeks.

Mrs. Crombie, Stanley Ave., gave a very enjoyable military euchre party last evening. There were a large number of guests present and the affair was most successful in every way. The prizes were won by Mrs. Wm. Gordon, Mrs. Lanlon, Mrs. Falls, Mr. Kellar, Mr. Shannon and Mr. Jas. Innes.

Miss Houston, Victoria Ave., gave a tea on Monday in honor of Miss Spears, of Lindsay, who is visiting her cousin, Mrs. George McKeough.

The house was tastefully decorated with pink and white tulips. Miss Houston was assisted by her aunt, Miss Northwood, Miss Gertrude Holmes and Miss Bertha Northwood.

The King's Daughters met on Thursday afternoon at the residence of Mrs. Pikey, Cross St., to bid farewell to Mrs. Chas. Bell, who leaves next week with her husband, Dr. Bell, for New Zealand. Miss Ross and Miss Dolan each rendered solos, which were much enjoyed. The following address was then read and presented to Mrs. Bell:—

My Dear Mrs. Bell:—

It was with much regret that we, the officers and members of the "Brooke Circle" of Kings Daughters, learned of your removal from our city. Your official connection with our Circle has always been marked with the utmost zeal and faithfulness, and was much appreciated. Our loss will be others' gain, for God has work for a "King's Daughter" wherever she may go; that you will quickly find the work we feel assured. How comforting to think, though the word "Good-bye" must be spoken, and land and sea divide, communion of thoughts may still be ours, for parting is not forgetting, our great thoughts, our great affections, the truths of our lives never leave us, and the one Father guides and watches over all His children wheresoever they be. May Dr. Bell and yourself find health, happiness and prosperity in your new home, and may the time quickly come when you will mingle with us again, in the sincere wish of everyone.

To which Mrs. Bell very feelingly replied.

Dainty refreshments were then served by the hostess. After some time spent in pleasant intercourse, a vote of thanks was tendered to "The Elks" for a donation of ten dollars, proceeds of charity ball, and to their hostess.

A RARE MUSICAL TREAT

A packed house greeted Miss Sophie Brandt at the Grand last evening in the title-role of "The Madcap Princess," one of the brightest light operas that has taken the boards during the last five years.

Miss Brandt is an artiste of exceptional talent, a comedienne, actress and prima donna all in one. She is at her best in the part of the "Madcap Mary," portraying a merry vicious young Tudor in a most realistic manner.

Her singing is a treat, her comedy so overwhelming, and her adaptability is a revelation. With such great powers at her call, Miss Brandt will ever be a public favorite, and, as she is comparatively young, a great future of fresh successes assuredly lies before her.

The play itself is an adaptation of "When Knighthood was in Flower," and dealing with the days of bluff King Hal, it offers a good scope for clever costuming and typical scenery, and the company carry with them a magnificent stage setting.

The people supporting Miss Brandt are capable and talented players, with good voices and excellent chorus powers.

Last evening a full orchestra were in attendance and all present enjoyed what has been appropriately called "a musical treat."

Chatham's Standard Fashion Depot--

THE GORDON STORE

Is now showing some fine **White Goods for Early Spring Sewing** in both light weight and heavy Repp and Brocade Waistings and Vestings, either mercerized or soft finished. Remember the best and choicest are for those who buy right now.

White Repp Waistings covered with small stars at per yard..... 15c
Fine White Mercerized Waistings with small spot and Shamrock Leaf, at per yard..... 18c
Fine Pear Pattern, White Mercerized Waisting, very neat, at per yard..... 20c
White Silk finished Waved Stripe and others in Fine Polka Dots at per yard..... 25c
Soft Silk, finished with raised diced Brocades at per yard..... 25c
Fine Fleur-de-lis Brocade Silk finished Waistings at..... 36c
Heavy Mercerized Satin Brocade Waistings, the finest shown, at..... 50c

White Polka Dot Waistings Muslins in variety of spots and raised rings, 12 1-2c, 15c, 20c, and 25c
Superior quality of India Dummies in either Black or White at per yard 20c, and..... 25c
Fin Mersilda Waistings with fine colored spots and diamonds, fast color, 15c, and..... 20c
White Dress and Waist Linens for fancy work at per yard, 35c, 39c, 45c, and..... 60c
Yard and a half wide Linens per yard..... 75c
EMBROIDERY BARGAIN TABLE
A large variety of new patterns, per yd. 10c and 5c.
LADIES' WHITE SHIRTAISTS
The advanced Spring styles now in.

STANDARD FASHION SPRING ANNOUNCEMENT

Subscriptions reduced to **50c. a Year** for a copy of **THE DESIGNER**, a LEADING MAGAZINE. For the home dress maker, with fashions for all ages, in the smartest and most practical styles. Get April Designers and Fashion Sheets.

WILLIAM GORDON

JUST A LITTLE BIT OFF THE TOP

All Hail to St. Pat. I And may the sons of the Emerald Isle live long and prosper.

The local licentiate administration is away to a fresh start.

Gentle Spring is evidently away flitting with somebody else.

A Toronto newspaper reporter stole documents to get a scoop, and now he's cooped.

That new whizz buggy factory certainly auto make things boom in the Maple City.

Looks as if there will be a new order of things in the vicinity of Buttermilk Square.

The weather 'man don't seem to understand that this Merry Christmas brand is strictly out of date.

Mr. Whitney and his good men are giving ample proof of their firm adherence to honest and business-like principles.

It is evident that the post card fiend had a number of imitators, who should have had sense enough to know better.

Andrew Carnegie wants spelling simplified. What fun will there be in playing truant from school when there is no longer any hard work to do?

The famished Japs are said to be eating leather. Root cool stew and scrambled shoe lace may look all right on the menu card, but will hardly tend to tempt epicureans to the Land of the Typhoon.

The old License Commissioners expressed the opinion that the appointments were simply honorary ones, and should be handed around, so that all will undoubtedly be rosy, and no one's feelings hurt in the least.

HE ASTOR—"YES," SHE SAID. N. Y. Mail.

Nobody blames the young woman whom young Astor is going to marry, anyway. If Astor, who, who shouldn't she?

A YEAR OF PROSPERITY

Remarkable Growth of The Popular Mutual Life Assurance Co. of Canada

In the results of the year 1905 the policyholders of the Mutual Life of Canada, may read a story of progress, of public confidence, of financial strength, that has become synonymous with the term Canadian.

During the past year The Mutual Life of Canada issued 3,637 policies for \$6,014,576.00, which is nearly \$1,000,000 more than was written in 1904. Of this, \$65,000 was written in Newfoundland and the balance in Canada.

This company now has a surplus on Government standard of valuations of \$1,261,905.00. The report also shows other striking increases, the more notable being a gain in income of \$231,210.01 in assets of \$1,075,561.70, and in insurance in force of \$3,720,984.

This statement shows that a purely Canadian company, controlled and managed by Canadians, is the one that Canadians are seeking when they wish to take out life insurance.

Minard's Liniment Cures Diphtheria.

THE STAGE

ANNOUNCEMENTS

At the Grand—
St. Patrick's Concert—March 19.
I. O. U.—March 20.
Under Southern Skies—March 22.
Study in Scarlet—March 26.
(Supplied to The Planet by Press Agents.)

KOLB AND BILL IN "I. O. U."
The man who has never heard of Kolb and Bill, is to say the least, eccentric, and those who have not laughed themselves hoarse over the comedy of these two gentlemen, are few and far between.

The coming engagement of Kolb and Bill at the Grand Tuesday next in their laughing success of "I. O. U." is already dispelling the blues and putting every one in a good humor with himself. These are the two comedians, and the comedy, which made San Francisco, New York, and countless other cities ring with laughter for many months.

Two funnier Germans never trod the stage than Kolb and Bill. Their humor is infectious, and with them is a strong supporting company, headed by the soprano leading lady, late of the Tivoli in San Francisco, Miss Williams, Francis K. Lieb, the tenor, Ben Dillon, the comedian of the John T. Kelly type, and a long list of other well known artists.

Special scenery, gorgeous electrical effects, a large and well drilled handsomely costumed chorus, and the latest novelty from the antipodes, the Maori dance, will all be seen during the coming engagement of the comedians.

"UNDER SOUTHERN SKIES."
The pleasant announcement is made that "Under Southern Skies" is to appear at the Grand Opera House on Thursday, March 22nd. "Under Southern Skies" has become a standard attraction, and those who attend the performance are certain of "getting their money's worth." This is the fifth season of this delightful drama, which has been played before many crowded and fashionable houses since it appeared here last season.

The Halloween celebration and pumpkin fancy, which are such enjoyable features of the performance, will be given in connection with the coming engagement.

The more a man studies himself the less fault he finds in his neighbor.

If you fail the first time then go at it with renewed energy and the determination to win in the long run.

W. E. Rispin, city passenger and ticket agent G. T. R. and Wabash Railways, is issuing special low rate tickets to all western points, including Edmonton, McLeod, and other points in the Northwest, to San Francisco, Los Angeles, Vancouver, Victoria, and to all Pacific Coast points, \$40.75; Billings, Montana, \$32.75; Butte, Montana, Colorado Springs, and Denver, Colorado, Odessa and other points, \$37.75; Nelson and Rossland, B. C., and Spokane, Wash., \$38.25, and corresponding low rates to all Western and Northwestern points. Intending passengers should give him a call to get the benefit of these rates.

The more a man studies himself the less fault he finds in his neighbor.

If you fail the first time then go at it with renewed energy and the determination to win in the long run.

W. E. Rispin, city passenger and ticket agent G. T. R. and Wabash Railways, is issuing special low rate tickets to all western points, including Edmonton, McLeod, and other points in the Northwest, to San Francisco, Los Angeles, Vancouver, Victoria, and to all Pacific Coast points, \$40.75; Billings, Montana, \$32.75; Butte, Montana, Colorado Springs, and Denver, Colorado, Odessa and other points, \$37.75; Nelson and Rossland, B. C., and Spokane, Wash., \$38.25, and corresponding low rates to all Western and Northwestern points. Intending passengers should give him a call to get the benefit of these rates.

The more a man studies himself the less fault he finds in his neighbor.

If you fail the first time then go at it with renewed energy and the determination to win in the long run.

W. E. Rispin, city passenger and ticket agent G. T. R. and Wabash Railways, is issuing special low rate tickets to