

REPUTATION

When an article comes from our store it may be relied upon that the quality is the best. The great care we take in selecting and roasting our coffee makes it certain that you are getting the best there is.

We give it to you fresh also, grind it as you wish it, and you will find the flavor right.

MOCHA AND JAVA COFFEE, 40c a pound
AMERICAN BLEND COFFEE, 35c a pound
BRAZIL COFFEE, 25c a pound

You will find our fresh vegetable stock very complete — and reasonable in price.

H. Malcolmson

You Will Be Satisfied

If you buy your goods from us.

We have been practicing the same thing to you for a long time and we have hosts of regular customers who will vouch for the correctness of our assertion.

Are you one of our regular customers? If not, let us ask you why? We should be glad to have a trial order. We know that we can please you.

Good goods Courteous treatment
Fair prices Square dealing
Prompt Delivery.

J. C. Wanless

4 Doors East of Market
King Street

Optical Department

This department is under the same careful and watchful management as our jewelry department. We are careful only to have up-to-date goods, and the lenses we prescribe are guaranteed to be of the very best quality, and in fitting them to the eyes we use only the latest and improved methods. We have all the latest instruments for the thorough testing of vision.

NO CHARGE FOR TESTING

Glasses repaired and adjusted while you wait.

J. W. POILE
Garner Block, Chatham.

BUY YOUR COAL NOW

We handle Coal and Wood, Wholesale and Retail. All orders receive prompt attention Tel. 253. Cor. William and G.T.R.

SERLING & KOVINSKY

Misard's Liniment — Lumberman's Friend.

EASTMAN FILM EXCLUSIVELY

The Film you use is even more important than the Camera you use. Be sure its Kodak Film with which you load your Kodak—the Film with 20 years experience behind it.

IF IT ISN'T EASTMAN,
IT ISN'T KODAK FILM.

We handle Eastman Film exclusively—there are no inferior substitutes in our stock.

A. I. McCall & Co., Ltd. Druggists

CHATHAM'S ONLY MILLINERY STORE

THERE has never been a greater or more choice variety in Hat Shapes as this season. There is one to suit everyone.

The new small TOQUES are very stylish and becoming to most faces. We have all shapes.

O. A. DOORSLEY, King St.

DR. A. A. HICKS

DENTIST

Office: 26 King St. East, Over Turner's Drug Store. Phone 357

THE LOCAL BUDGET

N. H. Stevens is in London. Christ Church Tea, Tuesday, Oct. 24. Guns and Ammunition at Brisco's.

W. Grenier, of Ridgetown, was in the city yesterday.

J. Bennett, of Rond Eau, was in the city yesterday.

N. E. Carswell, of Dresden, was in the city Thursday.

Mrs. and Miss McDonald were Detroit visitors Thursday.

H. C. Layman, of Merlin, was a Chatham visitor yesterday.

Harry Northwood, Head street, was a Detroit visitor on Thursday.

The 24th Regiment Band will meet for practice Monday night at 8.

E. McGregor, of Rodney, called on his Chatham friends yesterday.

J. W. Smith, of Stewart, was a Maple City visitor Thursday.

J. C. Ellison, of Florence, was a visitor in the city Thursday.

Mr. Tugling and Mr. Campbell, of this city, spent Thursday in Detroit.

F. N. Roseborough, of Bothwell, was a visitor in the city yesterday.

When you require a bill of hardware call on Drew & McCallum.

Milton Bogart, of Hadley's, spent Thursday in the City of the Straits.

For quality, workmanship and every detail, Sugar Beet Cigars lead, 5c.

Mr. and Mrs. Turner, of this city, were Detroit visitors on Thursday.

Mr. and Mrs. E. L. Winter, of Leamington, were visitors in the city yesterday.

Mr. and Mrs. W. Link, of Leamington, were visitors in the city yesterday.

Mr. Montgomery, of the Standard Bank, spent Thursday in the City of the Straits.

Mrs. Pringle and Mrs. and Miss Plewke McDow were Detroit visitors on Thursday.

Mrs. McGregor and Miss Richards, King street west, were Detroit visitors Thursday.

J. G. Fleming and J. E. Livingston, of Blenheim, were Chatham visitors Thursday.

Wm. Hicks, of Talbotville, who has been visiting his brother, Dr. A. A. Hicks, has returned home.

Tom Morgan, of Kerwood, was the guest of Colonel Sam Holmes during the Peninsular Fair.

Mr. and Mrs. John Waddell, Water street, attended the theatre in Detroit Thursday evening.

W. T. Campbell is still selling coal at the old stand, Victoria Block, Fifth street; phone 149.

Mrs. James Fleming and Mrs. Tissiman spent Thursday afternoon and Friday evening in Detroit.

For Sale at a bargain! A parlor suit and sideboard, as owner is leaving the city. Apply at this office.

Mrs. Fred Fitzsimmons, of Windsor, is visiting Mrs. Fitzsimmons and Mrs. Richard Pritchard, of this city.

Mrs. Sam Holmes has returned from Toronto, where she has been visiting her sister, Miss Pepper, who was seriously ill, but who is now improving.

"A Little Cold, You Know" will become a great danger if it be allowed to reach down from the throat to the lungs. Nip the peril in the bud with Allen's Lung Balm, a sure remedy containing no opium.

JUST RIGHT

The average man with the average "SUIT OF CLOTHES" is an unhappy object. Coat too tight under the arms, collar sets away from the neck, vest is too short or too long, trousers too tight or too loose, and many other faults. Don't be an average man.

Let us make your next suit and we guarantee you will wear it with comfort and pleasure.

CHOOSING IS EASY HERE.

Plenty of high grade materials in exclusive patterns to select from.

MORLEY & CO TAILORS IMPORTERS

...SOCIETY...

Miss Bertha Northwood is visiting Miss Rolls in Detroit.

Mrs. George McKeough returned from Montreal on Tuesday.

Mr. and Mrs. J. E. Thomas have moved into their new residence, King street west.

Miss Harper gave a delightful tea on Tuesday in honor of Miss Pedlar, of Oshawa.

Mrs. Lachin Kennedy entertained last Saturday afternoon in honor of her guest.

Tom Stegman, who has been visiting his parents here, returns to Toronto to-morrow.

Miss Aggie Phillimore leaves to-day for Toronto to attend the marriage of her cousin.

Mrs. Oscar L. Lewis left on Thursday for Orillia to be present at the marriage of her sister.

Miss Thomas left on Friday for Windsor, where she will visit Miss Gillis for a fortnight.

Dr. Fred. Hall has gone to Florence, where he will assume charge of a practice for a few weeks.

Mrs. J. S. Black, Victoria avenue, will receive on the afternoon and evening of Wednesday, October 4th.

Miss Grace Courtney, who has been visiting her sister, Mrs. W. E. Rispin, returns to New York on Monday.

Miss Pedlar, who has been visiting her sister, Mrs. E. B. Northwood, left for her home in Oshawa on Wednesday.

Mrs. Fraser and little daughter, of Detroit, who have been spending the week with Mrs. Philip Coate, returned home on Thursday.

Miss Greening, Wellington Lodge, gave a very informal little euchre on Wednesday evening in honor of her guest, Miss McLeod.

Mrs. T. K. Holmes, Miss Holmes, Dr. Miller and Dr. Kingsley Holmes returned yesterday from an automobile trip to Detroit.

Miss Gladys Murton returned home to Oshawa on Monday after spending a pleasant week in the city the guest of Miss Helen Atkinson, Wellington street.

Mrs. William Hartwick will be at home at the residence of Mrs. Richards, King street west, on Friday, October 6th, from three to six o'clock.

Miss Lily Walker returns home from Toronto to-day to attend the wedding of her sister, Miss Margaret Walker, which takes place on October 4th.

On Wednesday afternoon during the tea hour, Miss Stephenson and Mrs. J. W. Wilson entertained their young friends, Mrs. Herbert Malcolmson, Mrs. D. Douglas, Miss Stegman, Miss Edith Hall and Miss Mary McKeough assisted in the tea room.

Chatham's society people are delighted with the splendid attractions being brought here by Manager F. H. Brisco, of the Grand. The sale of Spice this week was attended well and universal satisfaction was expressed. Melbourne MacDowell on Monday night and the sale of BONG BONG on Tuesday promise to be popular events next week.

The wedding is announced of Miss Margaret Walker, eldest daughter of John Ross Walker, Head street, and Mr. Winterstein, for some time a resident of this city. Miss Walker has for some time been a stenographer in the offices of the Canada Flour Mills Company, and she is a very popular young lady. Mr. Winterstein has been employed in the Manson Campbell office, but has lately been employed in the offices of Messrs. Smith & Smith. He has recently secured a position in Iowa, where he will reside. The event takes place on October 4th.

Bargains

All Hats under \$1.00, now 10c

All Hats over \$1.00 and up to \$2.50, now 25c

KELLY'S MILLINERY STORE
QUEEN STREET.

"Luck" is all right in Fishing
But not in Doing Business at

THE GORDON STORE

We understand the importance of giving you good goods at lowest possible prices, and making good our every statement. We will do it, sure. **Our Fall Week Sale is on.** You and thousands have read our Fall Fair Circular. Kindly put us to the test any day from 8 a.m. to 6 p.m.

Furs

The most profitable purchases you can make of us is our Furs. We quote only 3 samples out of hundreds.
Real Sable Scarfs, dyed, a reg. \$9, snap price \$6
Alaska Sable Ruff, 70 in. long, 10 tails, reg. \$17, a snap, \$13.50.
Large Astrachan Collarets, \$4 value, Fair Price, \$2.90

Skirts, Suits, Coats

Samples of each section.
Cloth Dress Skirts in two different styles, tastily trimmed, good workmanship great value, \$3.50
6 only Sicillanne Lustre Shirtwaist Suits, Navy, Brown and Black, to clear at \$3.95
Empire Coats, Black or Fawn, very latest, corded, piped and with silk velvet facing, a leader, \$10
New close fitting coat of double faced heavy Clovert Cloth, belted and strapped, comfortable \$10. The best values in town.
Real trim coats, at \$3.75 and \$3

2,500 Yards Applique Laces, Insertions and Medallions

Marked for this sale at far less than half the manufacturers price.
30c Laces and Applique, per yd, 5c
50c " " " 10c
75c " " " 12 1/2c
\$1.00 " " " 15c
1.50, \$2 and \$2.50 kinds for 25c

Linen Leaders

Our Linen Section attracts close buyers. Here are only 2 samples selected from scores
Linen Huck Towels, fringed, 36 x 18, sale for this week, 10c
Mill Ends of Table Linens, a large choice lot at cut prices.
Sheetings, 8-4 Unbleached, at 16c
Sheeting, 8-4 Bleached, at 20c
45 in. English Pillow Cottons, 12 1/2c

Dress Goods

A new Fall Dress, first thing. Here is the spot to buy it right. Think of Armure Cloth, all wool, extra weight, regular 50c, now 38c
Black French Cashmeres, 75c value, special for this time, 55c
Our Chiffon Broadcloths are beautiful, rich finish, shrunken and unspottable—all the leading shades, \$1.00 goods, only 75c
Brilliant finished Lustres for Fall Week, 23c
Gordon's Mohairs, Cashmeres and Sicillannes are of the best.
Men's Night Robes—50c. Flannelette Night Shirts, Fair Week Sale, 39c
75c Night Robes on 50c.
Standard Fashion Sheets, Designers and Catalogues for October.

WILLIAM GORDON

FALL FAIRS

Amherstburg—Oct. 3-4.
Bridgen—Oct. 2-3.
Blenheim—Oct. 13-14.
Coburn—Oct. 2-3.
Dresden—Oct. 5-6.
Florence—Oct. 9-10.
Highgate—Oct. 13-14.
Harrow—Oct. 10-11.
Merlin Fair—Oct. 2-3.
Muney—Oct. 10-11-12.
Ridgetown—Oct. 13-17-18.
Rodney—Oct. 6-7.
Thamesville—Oct. 3-4.
Wallaceburg—Oct. 3-4.
Moraviantown Fair, October 17, 18, 19 and 20.

GRAND OPERA HOUSE MONDAY, OCT. 2

CHAS. P. ELLIOTT presents the eminent modern classic tragedian, **Melbourne MacDowell** in an elaborate production of Sardou's Picture Play.

GISMONDA

A sumptuous Scenic Spectacle—A superb Cast—The Mountings, Groupings, Costumes and Mechanical Effects are fully up to the extravagantly high standard required for the Sardou Drama.
Performance at 8:15.
Carriages at 10:45.
Prices—\$1.50, \$1.00, 75c, 50c, 35c, 25c
Reserved Seat Plan at Brisco's

GRAND OPERA HOUSE

TUESDAY, OCT. 3.

B. G. Whitney's sparkling Musical surprise,

"ISLE OF BONG BONG."

All star cast—75 talented artists and the inimitable dialect comedian, JOHN W. RANSONE.
Prices—\$1.50, 1.00, 75c, 50c and 25c.

GRAND OPERA HOUSE THURSDAY, OCT. 5

KLIMT & GAZZOLE'S Scenic and Comedy Triumph, **On the Bridge**

At Midnight

Four Great Acts of Plot, Humor, Stage Pictures, Odd Characters of a Big City.
The memorable scenes of this play include the celebrated reproduction of Chicago's famous **Jack Knife Draw Bridge**, two great comic character hits and a remarkable cast by a strong company.
Prices—75c, 50c, 35c and 25c.

China Store News

FROM GRAY'S

OUT THEY GO AT ONCE

50 Dinner Sets } BARGAIN
25 China Sets } ... PRICES
75 Bedroom Sets }

Room for Christmas Goods is needed at once. \$15.00 Dinner Sets our special line, all new goods, very handsome decorations, 97, 98 and 102 pcs, for \$12.00.
\$12.50 Sets, Dinner and Tea Combination, Dark Blue Sets with heavy gold trimmings, 97 pcs, complete sets for \$9.50
\$10.00 Sets in Pink and Green with gold lines, all best goods, very pretty and rapid sellers at \$10, now for \$8.00
All new China Tea Sets, some came later than expected. 10 Per Cent. Discount Off all Tea Sets.
TOILET SETS in colors Green, Pink, Blue, Yellow and White with heavy gold trimmings, very swell, indeed. \$4.50 Sets, special, now \$3.50; \$2.50 Sets, special now \$2.00.
Sale from Sept. 30th to Oct. 10th.

Gray's China Hall, KING STREET.
COME ON IN—HAVE A LOOK.

DRY GOODS THIBODEAU & CO Millinery and Dressmaking

It Makes a Difference
Where You Buy Your Staple Dry Goods if You Are Particular as to Price and Quality.

"Our careful buying early in the season will save you dollars in purchasing your Flannels, Wrappers, Varns, Blankets, Underwear, Hosiery, etc., as prices are rapidly advancing at the factories."

Flannelettes
Special values at 4 1/2, 6c, 8c, 10c, 12 1/2c
Wrapperettes
Beautiful colorings, special at 8c, 10c, and 12 1/2c.
Shirtings
Fast colors at 10c and 12 1/2c. See our special heavy Gordon Drill Shirting at 15c.
Towelings
Special value at 5c, 8c, and 10c
Prints
Clearing lot worth 12 1/2c for 9c.
Underwear
We control Puritan Brand Underwear for Chatham. Every garment guaranteed unshrinkable, all prices to \$1.25. Special values at 25c and 50c
Hosiery
In Cotton, Wool and Cashmeres. We are selling as cheap as last season. See our special at 25c.
Blankets
Wool and Cotton-Blankets, all prices, from 80c. a pair.

THIBODEAU & CO.

PLANET ADVERTISEMENTS PAY