

The Planet

S. STEPHENSON - Proprietor.

TELEPHONE No. 35A
 Office No. 35A
 Home No. 35A

RATES OF SUBSCRIPTION.
 ONE YEAR, \$1.00
 SIX MONTHS, \$0.60
 THREE MONTHS, \$0.35
 THE PLANET will be sent free of postage to any address in Canada or the United States.

RATES OF ADVERTISING.
 Schedule of advertising rates will be promptly furnished on application to the business office.

TO CORRESPONDENTS.
 No notice can be taken of anonymous communications. Whatever is intended for publication must be accompanied by the name and address of the writer, not necessarily for publication, but as a guarantee of good faith. We cannot undertake to return rejected communications.

TO SUBSCRIBERS IN CHATHAM.
 For all communications by telephone No. 35A. The complaint will receive prompt attention.

CHATHAM BRANCH OF CHATHAM.
 If your paper fails to arrive regularly, or if you require a better connection, or a better rate, please communicate with the circulation department.

WEDNESDAY, OCTOBER 8.

NEWSPAPER ADVERTISING.

The National Advertiser says that the theatrical managers in a number of cities outside of New York are beginning to realize that a deal of money is being spent unnecessarily on that class of advertising known as lithograph work and window pictorial displays. Wherever this kind of theatrical publicity is made use of in the window of cheap liquor saloons, cigar stores, barber shops, etc., there is sure to be found dead-head or complimentary tickets—the number varying according to the estimated importance, by the bill-board men or lithograph distributor, of the locality or shop in which the display is made. The first cost of lithos for any theatre or theatrical attraction starting out on the road is considerable. It costs up to a good round sum, and when the paper is delivered at the theatre the expense is by no means ended. The pictorial work has to be framed, mounted and dated. After that is done they have to be cut out, located and placed, and after all this comes the flood of dead-head tickets for the publicity that is supposed to be given. All this kind of thing costs money, and the question naturally arises in the minds of some thinking managers throughout the country, is the game worth the ammunition expended? Some managers think not. They argue that the same amount of money expended in adding to the length of their advertisements in the newspapers will be far more productive in fruitful results. There is scarcely a home in the land, no matter how humble, in which the newspapers do not enter. Rich as well as poor, young and old, read them. Such being the case, the most reasonable conclusion to arrive at is that the newspaper is the true medium to communicate to the public the information intended to reach it. The result of the decision of the managers will be watched with interest.

CHEAP NOVELS SCORE ANOTHER.

The yellow-backed novel has another victim to its discredit. The latest victim is Minnie Gowdy, of London. She took luncheon. There was a young man in the case, too, and he was dividing his attention between the girl who had suicided and another. But his supposed fickleness was only a secondary cause of the young girl's suicide in the same way that a man may die of shock, which is itself the result of collision with a train now speeding on its way far from the scene of the accident. What is known as the remote cause of death is often the most important. So it was in this case. The "remote" cause of the young girl's suicide was found under her bed, "many yellow colored novels of the cheaper class, all love stories." The pity is that all these stories of the cheaper class do not dwell, as these did, between the cheap covers of a dime novel. The less attractively they are presented, the better for the reading public. In the London case the coroner decided that an inquest was not necessary. Why then a few good citizens could not have got together who would have found the yellow back guilty of manslaughter. The novel could not have pleaded "first offence." It is an old offender against law and decency. The Montreal Star reminds its readers that the son of a great novelist, the late Alphonse Daudet, who is a novelist himself, has come to the conclusion that novels have a very disastrous effect on the female half of the population. "The morbid appetite for fiction," he says "is responsible for much of the unhappiness and dissatisfaction, which in time breeds crime." He asserts that his contention is supported by every scientist who has been consulted on the point. The sale of novels to women and children, should, therefore, be held, be interdicted on the same principle on which in some countries the sale of morphine and cigarettes is interdicted.

Every Exertion
a Task

There is failure of the strength to do and the power to endure; a feeling of weakness all over the body.

The vital functions are impaired, food does not nourish, and the whole system is run down.

A medicine that strengthens the stomach, perfects digestion, invigorates and tones is needed.

What Hood's Sarsaparilla did for John Y. Peterson, Whitby, Ont., it will do for you. He took it as a tonic and general builder of the system, and writes: "I have found no other remedy to compare with it as a restorer of vitality. It drives away that tired feeling, quiets the nerves, and brings sweet refreshing sleep."

Hood's Sarsaparilla
 Promises to cure and keeps the promise. The earlier treatment is begun the better—begin it today.

A CHEERFUL JOKER.

There's a preacher in Hamilton who is a cheerful sort of joker. He asked a young girl for a special subscription for the church the other day but she said she couldn't give because she had to buy her winter clothes. The man of cloth made reply that it wasn't impossible that before the winter was over she would be in a place so warm that she wouldn't need winter clothes.

KIPLING'S FATH.

Bishop Brewster of the Episcopal diocese of Connecticut, in his talk to Yale students on Robust Religious Faith, referred to the case of Rudyard Kipling, when he was dangerously ill in New York. The Bishop said: "I suppose you young men are more or less readers of Rudyard Kipling. There is no name in English literature that stands more truly for masculinity than Kipling. In fact he is said to be not ladylike enough to suit some of his critics. The story that I am to relate about Kipling, and I suppose none of you have heard it, comes to me first hand, and shows the strong, vigorous faith which is at the back of the man's writing."

"A trained nurse was watching at the bedside of Mr Kipling during those moments when the author was in the most critical stage of sickness, and she noticed that this lips began to move. She bent over him, thinking he wanted to say something to her, and she heard him utter these words, 'Now I lay me down to sleep,' that old familiar prayer of childhood days. The nurse, realizing that Kipling did not require her services, said in an apologetic whisper: 'I beg pardon, Mr. Kipling, I thought you wanted something.'"

"I do," faintly observed Kipling. "I want my Heavenly Father. He only can care for me now."

Bishop Brewster said that it was this masculine, robust, religious faith that we see in Kipling's writings, and it was a faith which the young men of Yale University might well carry with them in the performance of their daily work.

IRON-OX

"It is with real pleasure that I certify to the efficacy of Iron-Ox Tablets."

Iron-Ox Tablets.

Having been in the Retail Drug business thirty-seven years, I have never sold any proprietary medicine that has given me the same satisfaction to my customers, or has been such an "easy seller." The package recommends and sells itself; the Tablets "do the rest." Every box sold makes friends for the store and sells another box.

JAMES E. SOMES, Pharmacist, Terre Haute, Indiana.

Iron-Ox Tablets

the best cure for constipation, an unequalled nerve tonic

50 Tablets, 25 Cents

Cook's Cotton Root Compound.

Ladies' Favorite. Is the only safe, reliable regulator on which woman can depend. No. 1 and No. 2.

Prepared in two degrees of strength. No. 1—For ordinary cases is by far the best dollar medicine known.

No. 2—For special cases—10 degrees stronger—three dollars per box.

Ladies—ask your druggist for Cook's Cotton Root Compound. Take no other as all pills, mixtures and imitations are dangerous. No. 1 and No. 2 are sold and recommended by all druggists in the Dominion of Canada. Mailed to any address on receipt of price and four 2-cent postage stamps. The Cook Company, Windsor, Ont.

No. 1 and No. 2, are sold in Chatham by C. H. Gunn, & Co., Central Drug Store.

Minard's Liniment—Lumberman's Friend.



The Season is at Hand

When the best of everything in clothing and furnishings can be obtained. We excel in our display of suits and overcoats. Judge not the following offering by the small space they occupy. They contain the essence of truth—facts boiled down—brief, but dependable statements of great value. Our \$10.00 overcoats in three different styles, Raglanette, Westminster and Rosebery, in two shades of grey, black and blue, are \$ better than you can buy at other stores; these coats are wide boxy coats.

See our Window.

Meynell's

Three Doors West From Market,
 King St., Chatham

THE BABY GREBE.

A Beautiful Bird That Suffers to Help the Fashions.

When you see a woman with a band of white plumage almost invisibly tinted with blue and green and more strongly with golden brown ornamenting her hat, know that from one to six of these harmless, lovable, sweet little grebes were stripped from chin to vent to supply it. And when you see that other woman wearing a cape the collar of which reaches above her ears and the skirt to her shoulders and it seems to be made up of almost indiscernible sections the size of your hand know that each section stands for the life of one of these charming little creatures. The breast of the grebe is its curse. Its feathers are so tiny and fine as to be almost spineless, so thickly set they stand on end and so delicately colored as to render adequate description impossible. Crested grebes are killed without mercy for this little patch of rare feathering, and the little mars are ones do not escape. There is no bird slaughter for plumage more wanton unless it be that of the egret, which takes the life of the brooding bird for a few beautiful feathers found on the shoulders only at nesting time and leaves the young to die as they may.

Catching Book Titles.
 Most readers would be at a loss to discover the source of some book titles and would forget if they ever knew that "The World Well Lost" is borrowed from Dryden, that "A Dream and a Forgetful" is Wordsworth's phrase and that it was Othello who loved "Not Wisely, but Too Well." We might add that in spite of the familiarity of the famous "Elegy" not one reader in ten will trace Mr. Hardy's "Far From the Madding Crowd" to Gray or will connect "One of Three" with the mariner who held the wedding guest with his glittering eye. Mr. Hardy's titles, like Howells', are all most invariably attractive. "A Pair of Blue Eyes," "Two on a Tower" and "The Return of the Native" stimulate curiosity.

Often a proverb or other familiar phrase is as good as a recognized quotation. "Put Yourself in His Place" and "It is Never Too Late to Mend" were strokes of genius. "A Pair of Blue Eyes," "Two on a Tower" and "The Return of the Native" stimulate curiosity.

Hot Air in Boston.
 Little Emerson—Mamma, I find no marginal note in elucidation of this expression, which I observe frequently to occur in my volume of "Fairy Tale Classics"—"with bated breath." What is the proper interpretation of the phrase?

The Physician's Advice.
 Once upon a time a very nervous man called on his physician and asked for medical advice.

THE MARKETS

Planet Office, Tuesday evening,
 October 7.

GRAINS.

Harry Stevens, of the Canada Flour Mills Co., gives The Planet the following grain quotations.

Wheat—New 70c.
 Corn—Shelled, 60c.
 White Oats, new, 28c.
 Barley, per 100, 75 to 85c.
 Beans, \$1.10 to \$1.25.

SEEDS.

Nelson Stringer gives The Planet the following quotations—
 Red Clover, \$5 to \$6.
 Alsike, \$5 to \$6.
 Timothy, \$1.50 to \$2.
 Millet, 40c to 50c.
 Seed corn, 60c.

WOOL AND HIDES.

Nelson Stringer gives The Planet the following quotations—
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 No. 1, 10c to 12c.
 No. 2, 8c to 10c.
 No. 3, 6c to 8c.
 No. 4, 4c to 6c.
 No. 5, 2c to 4c.
 No. 6, 1c to 3c.
 No. 7, 1c to 2c.
 No. 8, 1c to 2c.
 No. 9, 1c to 2c.
 No. 10, 1c to 2c.

LIVE HOGS.

O'Keefe & Drew quote as follows—
 Prospects are for a lower price owing to the weakness in the American market, and the increase of receipts.

Live hogs, \$3.00.

FISH.

White fish, 15c per lb., dressed.
 Lake Huron trout, 10c per lb. dressed.
 Yellow pickerel, 10c per lb., dressed.
 Sturgeon, 10c per lb., dressed.
 Perch, 25c a dozen.

HAY.

O'Keefe & Drew report as follows as to the prices of hay—
 Choice timothy hay brings \$5 to \$6.
 Hay, clover, \$1 to \$2.
 Hay, new, loose, \$7.

FURS.

Nelson Stringer gives The Planet the following quotations—
 Coon skins, 15c to \$1.25.
 Fox skins, \$1 to \$2.
 Mink skins, \$5 to \$15.
 Skunk skins, 15c to 75c.
 Dog skins, 25c to 50c.

OUTSIDE MARKETS.

TORONTO GRAIN MARKET.

Toronto, Oct. 7.—Wheat—Trade is quiet, with prices unchanged. Ontario No. 2 white and red sold at 65c middle freights. No. 2 goose 63 to 64c east, and No. 2 spring 65c east. New Manitoba wheat is quiet, with sales of No. 1 hard at 80c, g. i. t. and at 74c, Goderich and Port Huron. No. 1 Northern, 78c, g. i. t., and 72c Goderich and Port Huron.

TORONTO FRUITS.

Toronto, Oct. 7.—The receipts are small at present prices.

Grapes, Niagara, 30 to 40c.
 Grapes, Mosé Early, baskets, 30c.
 Peaches, basket, 15 to 25c.
 Peaches, Crawford, 35 to 50c.
 Plums, basket, 40 to 50c; do, egg, basket, 60 to 65c.
 Oranges, California, Valencia, \$5.75.
 Lemons, Messina, \$2.50 to \$3.50.
 Apples, per basket, 10 to 15c.
 Bananas, bunch, \$1.25 to \$1.75.
 Muskmelons, basket, 25 to 30c.
 Onions, per basket, 15c.
 Tomatoes, per basket, 20 to 30c.
 Sweet potatoes, per bbl., \$3.

TORONTO PROVISIONS.

Toronto, Oct. 7.—Dressed hogs unchanged, with receipts moderate. Cured meats in good demand at steady prices. We quote: Bacon, long clear, 11c in iron and case lots. Pork, mess, \$2.50, do, short cut \$2.50.

TORONTO DAIRY MARKET.

Toronto, October 7.—Butter—The Toronto, Sept. 30.—Butter—The market is steady. Quality grades have the best call. We quote—
 Choice 1-lb. rolls, 15 to 15 1/2c.
 Selected dairy tubs, 15 to 15 1/2c.
 Store packed, uniform color, 13 1/2 to 14c.
 Low grades, 12 to 13c.
 Creamery rolls, 19 to 20c.
 Creamery solids, 19 to 19 1/2c.
 Eggs—Market steady for strictly Fresh stock. We quote—Fresh to selected, 15c; ordinary store candled 15 1/2c to 17c; seconds and checks, 12 to 13c.

Just Think It Over

Consider the pros and cons, reason it out with yourself what store in this city should serve you best. If buying a d. selling for cash, if buying and selling in six store quantities, if buying direct from the manufacturers at home and abroad, with cash on hand to take advantage of the market and save every commission and discount—with modern methods and modern ideas of business management. Is there any same reason why this store should not be the matchless money-saving trading place for the citizens of this City and Kent County.

SPECIALS FOR THURSDAY

40c dress goods at 25c yard—4 pieces Bradford humpans, 48 inches wide, heavy weight, good firm quality, in greys and brown, regular 40c yard, Thursday

25c. Men's Wool Fleece Underwear at 50c each—25 dozen men's excellent quality shirts and drawers, wool fleeced lined woven neck bands, elastic double cuffs and ankle bands, sizes 32 to 44 in. special at each

50c. Ladies' Vests at 25c each—Fine elastic quality, winter weight, shaped, long sleeves, open front, trimmed neck and front, the best vest in Canada at each

50c. Ladies' Wool Vests—Excellent quality, guaranteed unshrinkable, with long sleeves, open front, trimmed yoke very special at

50c. Ladies' All Wool Frieze, Beaver and Zebeline Coats—Newest up-to-date styles, latest sleeves and collar in right lengths sizes 30 to 44 in. special at \$7.50 \$8.50, \$6.00 and

50c. Three-quarter, 36 inch, 27 in. and full length coats in all the best and most fashionable materials and colors latest New York styles, special at \$10.00, \$9.00, \$8.50 and

50c. Men's suits at \$10.00—We believe the best value in the city, fine pure wool tweed, nobby patterns, also fine black and navy blue worsteds, superior tailoring and finish, best grade linings, sizes 35 to 44 in., our leaders at \$10.00

12 1-2, 15, 18, 20, 25, 30, 35, 40 and 50c. 4 inch Taffeta Ribbons, at 15c yard 43 pieces pure silk taffeta ribbon, 4 inches wide, in every wanted color, usually sold at 25c per yard special at 15c.

50c. Ladies' Jackets—Pretty styles in smooth and rough cloths, all this season's goods, perfect fitting, special at \$3.00, \$4.50 and

50c. Ladies' Vests at 25c each—Fine elastic quality, winter weight, shaped, long sleeves, open front, trimmed neck and front, the best vest in Canada at each

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THE NORTHWAY COMPANY, Ltd., CASH ONLY AND ONE PRICE

To the Electorate of 1902 - 1903

You will need clothes and good clothes and will want to save your money. By coming to us we will attend to all. If you visit our store we will convince you that we have the largest assortment by far, of Imported Worsteds, Scotch, Irish and English Tweeds and Overcoats, also the largest stock of Canadian goods to choose your Fall or Winter outfit from, of any tailoring establishment in the West.

TO THE LADIES.....

By visiting us we can show you the very latest Dress Goods, from the finest to the coarsest also see our cape and mantle cloths, steamer rugs, flannels, yarns etc. We are offering special inducements in Blankets this season. When in want give us a call and you will not regret it.

THE T. H. TAYLOR CO. Limited, Flour and Woolen Mills

Ald. Cowan Declares Himself

Electors of the City of Chatham. Chatham, Sept. 30, 1902.

Ladies and Gentlemen, I have been requested by a large number of ratepayers from every section of the city to allow my name to be put in nomination for the mayoralty for 1903.

BREECH GUNS!

Shooting Coats and Vests

Cartridge Belts, Bags and Pouches, Gun Cases and Covers, loaded and empty Shells, Ely, Trap and others, black or smokeless. Fishing tackle in great variety.

John A. Morton Hardware Merchant

End Fifth St. Bridge, North Chatham, Contractors for—

Plumbing, Gas Fitting, Steam And Hot Water Heating.....

Special Attention Given Repairing.

G. R. BOWERS & CO. Telephone 316

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