# The Best for The Money

and just the reason why your wearing apparel should come from this

It is the truth plainly and briefly stated and requires no emphasis; facts cold facts back it up.

We are building reputation not for a day or a week, but for years to come, and we shall always be known as givers of the greatest values.

Our buying capacity, double that of a year ago, with our Wallaceburg Store, gives us sed to the greatest advantages possible—price concessioned gained are giving our customers likewise the saving we are able to make by apply ing modern business methods by which we can do with a profit so small as to be considered impossible a year ago.

Here Are Values that are Without Precedent, in proof of it we Offer the Garments. Come and See and You'll go Away



Men's High Quality Clothes Suits, Overcoats, Raincoats. \$7.50, \$10.00, \$12.50, \$13.50, \$15, \$16.50, \$17.50, \$20.00 to \$25.00.

There is style individuality to each and every one of these magnificently tailored garments which men of ideas approve of and appreciate. The finest of imported and domestic woolens alone were used in them, and the patterns are such as will appeal to every man.

Suits and Outer Garments \$10 to \$25

Every Suit or Overcoat pressed and altered.

We have a Special Made to Measure Department-Suits and Overcoats to Order \$150 to \$25.00



Mail Orders

Filled as Received for this

Collar....

20 Cents

3 FOR 50c.

### Men's Hats.

The man who values his appearance can't spoil it if his hat is purchased here. We've no out-of-date shapes; none but new ones—newness is just as certain here as is the highest qu lity at the fairest prices. Sole Agents Hawes \$3.00 Hats.

Sterling Derbies-So popular with the young men just now.

Headquarters for John B. Stetson's famous hats. Derbies and Soft Hats, of which we sell more than does any other Chatham store.

Exclusive Agents for The Herald \$2 Hat, worth easily a dollar more, and wear will prove it. Your name and address stamped in every hat you buy from us.



Men's Haberdashery—Our special gents walking gloves \$1.00 There's a great demand for them, due to their unusual worth at the price and also to their splendid fitting qualities, all sizes in regulars and cadets Medium Weight Underwear—Seperate garment of 1—a perfect fit assured every purchaser—\$1, \$1.50 \$2 and \$3.

The latest fad in neck wear, are those Scotch Plaid Four-in-Hands—we show 22 different Tartans—50c.

Men's Shoes—A man will search a very long time before he will find as good a shoe for the money as the SLATER \$4 00 and \$5.00 Shoes. Built of carefully selected stock over the latest lasts. They will afford an easy solution to the average man's shoe troubles. Buy Your Wedding Outfit from Us.

A.C.TRUDELL

L. R. TOBEY

### COUPON.

Cut this out and present at our store at 10 o'clock to-morrow (Saturday) morning a d, and if you are one of the first 25 to call you will get a full 50c bottle of our **Emulsion of God Liver Oil.** 

STREET.....

POST OFFICE.....

As we are anxious the each of these bottles should get a fair trial, we cannot give any to children. The coupon is good for adults only.

A. I. McCALL & CO., Limited DRUGGISTS

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### DRS. CORNELL & FISHER

...DENTISTS...

COR, SIXTH AND KING STREETS

### STRICTLY PRIVATE YOUR MARRIAGE LICENSE AND WEDDING RING VONGUNTEN'S

PROBABILITIES.

Special to The Planet. Toronto, Nov. 2.-11 a. m.-Light variable winds, fine and milder. Sat-urday, fine and mild.

### LOCAL

The Gordon Store, the Fur Store M. B. Smith, of Tilbury, was a city visitor yesterday.

J. H. Vanzandt was a city visitor from Learnington yesterday. Dr. R. W. Rutherford has return-ed from Detroit, where he spent a couple of days.

Miss Margaret Munley, of Mt. Clemens, who has been the guest of Miss Robert, Third St., returned

home to-day.

The Canada Flour Mills are organizing a hockey team, which will be under the management of Bruce

Ald. Wm. Stone and Mr. Thomas Lailley were out in Chatham Town-ship shooting yesterday and bagged twelve fine quall. Mr. and Mrs. J. H. Chapman, of London, and the Misses Chapman, are the guests of Mr. and Mrs. C. Austin, King street west.

A representative of one of the leading tower clock firms is expected to arrive in the city to-day to give an estimate of what clocks for the tower in the new market hall will cost He will be met by the members of the Property committee, who will hold a meeting on the matter this

### WON THE PRIZE

The prize offered by Lindsay S. Parrott to the person who could write the words, "Lindsay S. Parrott sells the Clip Clap" the greatest number of times on a post card, has been won by Henry Duffus, of Gray St., who is school teacher at No. 1, Harwich. Mr. Duffus wrote the sentence legibly 1,673 times. Every sentence was so plvinly written that it could be read with the naked eye. The prize was a fountain pen.

Jeseph Lewis was the next highest. He wrote the sentence somewhere the number of times that it appeared on Mr. Duffus' card. One hundred and fifty cards were received during the contest, and much interest was taken in it from the start.

start.

### GAS EXPLODES

Merlin, Ont., Oct. 31.—While taking out the tubing in the John Jones well to prepare for pumping the packer became plugged and remained that way for soveral days. The immense pressure of gas thus accumulated broke loose on Monday and droye 42 lengths of 2-inch tubing about I ve hundred feet in the air. Saverai men working in the vicinity narrowly escaped the falling debris. The total oil output for the month of October was 149 cars. This beats any record of the Leamington field. Much interest centres about the Glenwood of syndicate's well at Glenwood, which is now down about 1,300 feet. The big gas well was struck at about 1,500 feet, 200 feet higher than wells in the developed field. This well is about two or three miles south of any well yet drilled.

The Fur Store, the Gordon Store SHE HAD.

Have you really learned to manage your automobile? Perfectly, was her serene response I have run over two people and did not hurt the machine a bit.

Ask, for Minard's and take no other

## Saturday Specials

Our Bargain Counter is Filled with Decorated

The Prices Are

## 15c.—and—25c.

Sale wil commence at 8.30 TO-MORROW MORNING.

The early comer gets first choice. WILL IT BE YOU?

Every housekeeper likes nice itchers. WE CAN PLEASE YOU

While in "The Ark" take a valk around and see our FINE CHINA LAMPS and DINNER "PANDORA" RANGES and FAMOUS" STOVES

H. Macaulay...

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Cough Syrups

Are of three kinds good, better, best.

IT'S RADLEY'S

25c a Bottle.

Radley's Drug Store S. F. PARK & CO., Props SCANE BLOCK

\*

THE DOMINION BANK

HEAD OFFICE, TORONTO, ONT. W. D. MATHEWS. VICE-PRESIDENT,

Chatham Branch Temporary Office Scane Block.

W. C. ARMSTRONG, Manager.

There is only one BEST

### MUSICAL

A DELIGHTFUL RECITAL.

A DELIGHTFUL RECITAL.

The recital given in the Auditorium last evening was one of the most successful events of this kind ever offered to the music-loving people of Chalcham. It was under the direction of Mrs. S. C. Walker, who has spent much time and effort in arranging a most artistic program, and the reception given each number last evening showed that the audience appreciated the result of her splendid work.

While every number in itself was a decided treat, the special attractions of the evening were the two visitors, Miss Annie L. Reid, soprano, of London, and Mr. Henry McCaw, violinist, of Datroit. Miss Reid appeared in Chatham some time ago, in a sacred recital in Holy Trintly Church, when she created a most favorable impression. Those who heard her on that occusion have been most anxious to hear her again. Miss Reid will always be assured of a hearty reception in the Maple City. She has a wonderful voice of high ranges and splendid quality, and she sings with the expression and ability of a true artiste.

Mr. McCaw is an old Chatham boy, and an aptist whom the people of this city are proud to claim as their own, his has, since he left Chatham, met with exceptional success in the musical world, and some idea of his ability on the violin can be imagined from the fact that he is considered a top-notcher in Detroit, where he is now located.

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NEW ADVERTISEMENTS.

COOK WANTED - Apply Grand Central Hotel.

WANTED — Industrial insurance agent for The London Life Insurance Co., gentleman or lady, must know this city well and be able to procure pusiness. Apply by letter to Geo. F. Moss, Chatham.

### Young Men Wanted.

For Firemen and Brakemen. Experience unnecessary. Over 500 positions open at the present time. High wages. Rapid promotion to Engineers and Conductors. \$75 to \$200 per month. Instructions by mail at your home without interruption with present occupation. We assist each student in securing a position. Don't delay. Write today for free catalogue, instructions and application blank.

NATIONAL RAILWAY TRAINING SCHOOL Inc.

SCHOOL, Inc. A 74 Boston Block, Minneapolis, Minn., U. S. A.

## -OF-

Residence Of J. J. Ross

consisting of the following:-

1 Happy Thought Range, water

1 Lawn Mower.

1 Lawn Mower.

Saws, axes, scythe, clippers, wash tubs, clothes wringer, kitchen tables, coal soutles, refrigerator, sideboard, quartered oak extension dining table, set dining room chairs, leather seats; lounge, easy chair, small tubles, pictures, hall rug 9x9, bed room rug 9x10, stair carpet, other carpet, lirge brass lamp, 3 verandah rockers, 2 step-ladders, 3 bed. room suits, 1 toilet set, mattress, springs, tables, chairs, 1 hall tree, 1 book case and secretury, 1 wicker rocker, 1 8-day calendar clock.

A. T.HOMSON, JR,

Auctioneer.

LOST—On the Boyle drain near the lith concession, Township of Dover East, a double barrel breech loading shot gun, No. 12 guage, seven pounds weight, under lever action, made by John Blissett & Sons. Finder will be rewarded by leaving at The Planet Office.

Minard's Liniment cures Durns, e'c.

is now located.

Those who assisted Mrs. Walker in putting on this encertainment were, Mrs. Cooper, Mrs. Milton Eogart, and Messrs. Wilfrid Smith, John Sm.th and R. W. Angus. Mrs. Cooper and Mrs. Bogart are well known to Chatham audiences, and their appearance on the concert stage is always enthusiastically welcomed. Their duet: 1 st evening was one of the most popular numbers on the program. They never sang to better advantage, and the number was enthusiastically encored. Mr. Wilfrid Smith sang two solos in his usual good style.

Wilfrid Smith sang two solos in his usual good style.

The program included solos by Miss Reid, Mis. S. C. Walker, and Mr. Smith, violin solos by Mr. Mccaw, and a duett by Mrs. Begart and Miss. Cooper. The evening was concluded with a trio, Ti Prego O Padre by Nicaolo, sung by Mis Reid, Mrs. Begart and Mr. Angus.

Mayor Marshall opened the evening with a capable address. Mr. John Smith actad as accompanist. Mr. McCaw's accompaniment: were capably executed by his sister, Miss McCaw, who is a pominent Windsor organiste and pianiste.

GIRL WANTED-Apply to Mrs. Char Hadley, King street west.

## AUCTION SALE

### Household Furniture Etc., Tuesday Nov. 6

Commencing At One O'clock Sharp Victoria Avenue opposite Ame'il St.,

1 Radiant Home Base Burner, large, double heater. 1 Regal Peninsular Base Burner,

out.

1 Gas Stove.

1 Gasoline Stove.

1 Wood Cooking Stove.

1 Oil Stove Heater.

1 Faultless Wood Stove.

1 Grindstone.

1 Whee Harrow.

1 Lawn Mower.

C. AUSTIN & CO

# Tapestry Curtains At **Anniversary Sale**

1 pr. only Tapestry Curtains, reg \$3.75 pr., now on sale \$2.25 pair.

2 pair only Tapestry Curtains, reg \$4.50 pr, now on sale \$3.50 pair.

2 pr. only Tapestry Curtains, reg. \$5 pr., now on sale at 1 pr. only Tapestry Curtains, reg. \$7.50 pr., now on sale

1 pr. only Tapestry Curtains, reg. \$8 pr., now on sale at.

1 pr. only Tapestry Curtains, reg. \$12 pr., now on sale at \$9.75.

### Silkolines at Reduced Prices

200 yards of choice Silkolines in all'choice shades of Greens, Pinks, Reds, worth up to 15c per yd. now on sale at

### Roman Stripe Tapestry

50 in. wide in reversible weave, extra heavy, reg. 60c. value, now on sale at 49c. yd.

## Stylish Jackets and Furs at Attractive Prices

Two groups of Women's Jackets and one of Fur Neck Pieces, in popular new styles, priced this week at quite a saving. Here are the details.

### At \$9.00 Worth \$11.00.

Of Black and White Tweed effect, long loose coat, broad strap down the back, black velvet collar.

### At \$9.50 Worth \$12.00.

The popular Prince Chap Coat, 48 in. long, black and white tweed mixture, fly frontedd, velvet collar.

At \$11.50 Worth \$13.50—Double neck scarf \* of Sable Oppossum, 60 in. long, trimmed with 8 sable tails

# Six Rug Specials.

Size 26x54 greens, blues and reds,

No. 2-Dag Dag Rugs. Size 36 x 72 in reds only, regular \$7 value, now \$5.90 each.

No. 3- Fur Rugs In reds, blues and orange: Size 12 x 27 regular 90c now 60c ea.

Smyrna rugs, size 26 x 54 in blues regular \$4.50 values now on sale at and reds, regular \$2.50 value, now on sale at \$1.75 eace.

> No. 5-Smyrna Rugs. Size 30 x 60 in oriental florals, all shades. regular \$3.00 values now \$2 25 each.

No. 6-Smyrna Rugs. Size 36 x 72, all colors, regular Size 14x38 regular \$1.25 now 85c ea. \$4.50 value now on sale at \$3.50 Size 10 30 regular \$1.50 now 98c ea. each.



C.N. & R.

If You Get It Here, It's Right-The Best **Overcoats Made** in America.

Buy your overcoat here and you're not confined to the production of any one clothing maker. You choose from six of Canada's best makers, besides that, we show you the smartest things in the celebrated garments of the Progress Brand Make. There's nothing like these coats shown elsewhere in Chatham.

The fact that line after line has been already sold out and repeated is the best proof that that there coats are in a class all their own. New lines will be here for Friday and Saturday. See them early.

Progress Brand, famous high grade tailored overcoats, in long loose fitting Varsity, long form fitting Varsity with deep centre vent and crreased side seams, medium length, 44 in. dress cut, pleated side seams and deep vent, new fabrics in Meltons, Beavers, Cheviots, etc., in plain greys and blacks.

\$10. \$12, \$15, \$16, \$18.50.

\$10, \$12, \$15, \$16, \$18.50.

The cleverest Overcoat styles of six of Canada's best makers, here in a score of distinct new models, including everything good you'll see elsewhere, and many not to be seen elsewhere at our prices. 44, 46, 48, 51 in. lengths, in loose fitting and form tracing, and French back models. A magnificent range of plain greys and blacks in kerseys, meltons, beavers, cheviots and tweeds, and smartest fancy overcoats in best designs and shades at

\$6.00 to \$18.50. with special emphasis on lines at \$10, \$12 and \$15.

Austin &