Take Advantage of our Jan'y Clearance Sale

You never have had and possibly never will have a better opportunity of securing seasonable goods at lower prices than at this store during this month. Every department offers you money-saving chances and, to use a slang expression, "its up to you," to take advantage of them

on sale for.

Men's winter weight, all wool shirts and drawers, excellent for wear, fine, soft finish, regular price \$1.00 each, on sale for

LADIES' UNDERWEAR.

Mill seconds in Penman's make of ladies' fine, all wool vests and draw-

Men's all wool and fleece lined shirts and drawers, heavy winter weight, no better value in the trade at the regular price, 50c a garment, on sale for

Men's heavy, all wool shirts and drawers, excellently made and well finished, regular price 75c a garment, on sale for.

| Men's heavy, all wool shirts and trish linen, unbleached tabling, in excellent floral designs, regular price for on sale for.

83c. variety from \$1.00 each up to \$25.00, and at reduced prices for our Janu-Ladies extra fine wood, ribbed vests, ary Sale. Not a garment in the handsomely trimmed and well finishlot that is not new and stylish. You ed, regular price 75c., on sale for would not wish to see a larger assortment; everything that can be Ladjes' winter weight merino under-vests, fine, soft finish, full fashioned, unshrinkable, regular price 85c., on yet to wear them. The coldest part of winter is before us

Mill seconds in Penman's make of Millstrage and drawers, perfect in weave, but slightly solled, regular value \$1.25 a garment, on sale for \$1.00 Ladies' extra fine and heavy union ribbed vests and drawers, very special value at \$25c.

Thomas Stone & Son.

Corn Shellers, Root Pulpers AND Scales...

Quinn & Patterson have the best assortment of these goods in Chatham. Don't continue to pay the high prices you have been doing, for you can get better value at Quinn & Pat-

Pure Linseed Meal, Ground Oil Cake and Condition Powders for all kinds of animals.

Quinn & Patterson,

3 DOORS EAST OF MARKET.

must COUR man

Be sure our registered brand "Kent Mills" is on every sack. It is a guarantee of best quality.

Stevens' Breakfast Food

Is pure and wholesome. :: Your grocer sells it.

The Canada Flour Mills Co., Ltd.

ECTED MAYOR BY STUPENDOUS P

FOR MAYOR

WILLIAM E. McKEOUGH 1,253 George W. Cowan 492

FOR ALDERMEN

John Waddell

"McKeough, by over seven hun-

This brief announcement The Planet within an hour of the close of the polls, giving an estimate of the majority. literally took the breath away from the hundreds of citizens who thronged this office watching the early bulletins and waiting for

the gathering comprehended the record-breaking magnitude of the vicory, and then rounds of hearty applause and cheering broke forth. Someone spotted Dr. Geo. T. Me-Keough in the throng and the citizens gathered around him and, in lieu of his successful brother, shook his hand ill his arm must have ached. Cordially the doctor thanked them all and expressed the appreciation of his brother for the magnificent victory ac-

in all the local contests of the day was exceptionally keen, the excitement over the mayoraity overshadow ed everything else. Within a very short time after the close of the polls, Planet office and discuss the probaprevail that McKeough would poll a majority of about 150 in North Chatham and hold South Chatam a little better than even, which would bring bis, total majority to about 200. Some of the more sanguing of his supporters made guesses at

rrived at 5.32 and came from sub division No. 11, in Cowan's stronghold n 36, and gave McKeough the pole and the start. It was a big surprise and occasioned much enthusiasm among the McKeough supporters. A few moments later the Old Town Hall Keough II majority. Another burst of applause had scarcely died away when the returns from the central station gave McKeough 77 and Cowan 14. Then the excitement knew no bounds. McKeough majorities of 400 and 500 were then talked and specu

Rapidly McKeough drew away from his opponent with every bulletin and at the first turn was about 175 ahead The returns, too, were mostly from Cowan's own preserves and the electors looked for McKeough to make a whirlwind finish with the North Chat-

ham vote.

The half was reached with Mc Keough still increasing his wonderful lead, and the three-quarters was turn ed with an overwhelming majority When it became clear that South Chatham, where Cowan was suppose to have some strength, would give Keough over 400 of a majority, the people began to look for a recordbreaking majority. It came along as anticipated. North Chatham giving over 300 and McKeough passed under

McKeough's magnificent majority breaks all records. It is nearly double his opponent's entire vote. A feature of the election was the fact that Mcof the election was the fact that Mc-Keough secured a majority in every polling sub-division in the city and established a new record for mayoral-ty elections. Previous to yesterday ex-Mayor T. A. Smith held the record, defeating Capt. H. A. Patteson in 1899 by a majority of 685. This now pass-es and in future years mayoralty can-didates, will compare their results didates will compare their result with the great McKeough majority of

McKeough's Magnificent Mayoralty Majority

Discounts all Previous Big Records.

POLLED SOME THREE VOTES TO EVERY ONE OF HIS OPPONENT

Majority in Every Sub-Livision-Splendid Tribute of Confidence and Esteem Accorded ough—A Good Council Elected - Large Vote Polled—The Course of the chool Trustees Endorsed by the Electorate-Mr. Clements' Wonderful Run in Ward 4-How Returns were Received.

ond and Messrs. Edmondson, Robinson and Scullard made an exceptional showing for new men. Ald. Marshall and Taylor are back again and will continue to do good work at the Council Board. Mr. Piggott has had municipal experience and will be welcomed back. Mr. Martin is a new man, fired with enthusiasm and pledged to a strong platform, and will be a decid-ed acquisition. Two of last year's Council fell by the way, Ald. Waddell

THE SCHOOL TRUSTEES.

The feature of the School Board elections was the wonderful majority of Mr. Clements, who had things all his own way in Ward 4. Dr. Bray had a hard tussle in Ward 1, and Trustees Morley and Paxton won out handily in Wards 3 and 4, after lively argument.

The total vote cast yesterday was the largest on record. In 1901 it was Arnold 693. Holmes 661. Hutchinson 659. Smith 418.

Last year the aldermanic

McKeough 1.186 McCoig 1,171. Cowan 885. Fleming 828. Marshall 824. Waddell 722. Mounteer 705. Taylor 663. Thomson 660. Edmondson 650 Martin 628.

RECEPTION AT THE HOME. The splendid residence of Mayor-elect W. E. McKeough, King street

In William E. McKeough,
And the hearts of all the people
Are gladsome, loyal and true;
For the citizens he'll rule so well
So wisely and so long,
He'll find the same old people
Hearty still and growing strong.
For the same old loyal devotion,
Altho' the battle's won—

Oer what he has well done.

For the destiny of Chatham

Stands sublime and stands alo

For the colleagues of her loyal Mayor, McKeough, McKeough, McKeough! For the colleagues of her loyal Mayor McKeough!

It's the same old triumph that we win, my boys,
It's the same old story that we sing,
my boys,
And we're loyal to the core,

And will be forever more
The colleagues and admirers of McKeough, my boys."

THE NEW MAYOR.

William Edward McKeough, who was yesterday elected Mayor of Chatham by the largest majority ever ing—a safe man with a high reputa-tion for sterling integrity. As our Mayor he will have increased appor-tunities for advancing the interests of his native city. MAYOR MCKEOUGH SPEAKS.

MAYOR McKEOUGH SPEAKS.

Shortly after ten o'clock last evening The Planet asked Mayor-elect McKeough for an interview.

"I can only ask you to convey, through The Planet, my sincere appreciation of the high bottor my fellow citizens have been good enough to bestow upon me," was Mr. McKeough's response. "While, I was very hopeful of victory, I had no expectation of such a handsome majority as the good people of Chatham have accorded me.

"I desire to tender to them my hearty thanks and to assure them that it will always be my earnest endeavor to prove worthy of the confidence they have given me. Chat-

endeavor to prove worthy of the con-fidence they have given, mc. Chat-ham has a future before it—a bright future, we confidently believe— and it will be my aim, and, I doubt not, those of my colleagues at the Council to make the most of every opportunity which may present it-self for the public betterment and industrial development, having al-ways regard to sound business prin-ciples, strict bonesty and vigorous

'Of the campaign I may say that so far as I am concerned, it has been conducted fairly and honorably. been conducted fairly and honorably. I have sought to conduct a clean campaign. Of my opponent I have no ill to say, and have personally the best of feeling towards him. If anything in the campign should estrange that sentiment I should much regret

of Chacham for the kind and courted-ous way in which they received me into their homes. My canvas has been exceedingly pleasant and I have come into close personal contact with all my rellow citizens. I trust this spirit of genuine good-fellowship and co-operation may prove perpetual.

MR. COWAN SPEAKS.

Aid. Cowan takes his defeat very philosophically and, when The Planet asked for an interview, responded smilingly;

smdingly;
"Well, there doesn't seem much left
to say, does there? It's all over now,
and I've nothing particularly left to

and I've nothing particularly left to say.

"I only hope that any little differences that may have cropped up in connection with the campaign will now be a matter of the past.

"I want to say that at no time in the contest I was not on friendly terms with Mr. McRough. I always respected him and thought him a good man.

ways respected him and thought him a good man.

"The campaign has been friendly and the only grudges or unpleasantness that may have occurred resulted from the paper. Some of the things in it I didn't see till they were in print and I hope all unpleasantness will be a thing of the past.

"I have no fault to find over my defeat. I blame myself and take my medicine. But I'll come up smiling," and Mr. Cowan heartily suited the action to the word.

"I am out of municipal life—for this year," added Mr. Cowan significants ly.

Asked if he anticipated being a candidate for alderman next year, Mr. Cowan said he could not say at present, as his plans were not yet matured. "In the meantime," he said smileringly, "I'm going to devote myself energetically to my own business." J. Mr. Cowan has served the city as al-

The late William McKeough was Mayor of Chatham in 1871, defeating Henry Smyth by a substantial majority. Consequently this is the second William McKeough who has

CIVIC SLATES.

A little street speculation is going on to-day concerning the civic slates. The new council will likely hold a caucus on Saturday and secure a draft of the committees. The general impression seems to be that Ald. McCoig will be again an aspirant for the chairmanship of Finance and Ald. Mounteer is slated for the arduous position of Board of Works. Ald. Taylor will likely take chairge of the Property committee and Ald. Robinson's good work on the Peninsular Feir Board has made him much talked of for the Industrial committee, while Ald. Edmondson is generally spoken of for Parks and Cemerally spoken of for Parks and Cemetery.

(Special to The Planet.)
Wallaceburg's municipal election
was as follows: Mayor—T. B. Dundas.
Councillors—C. Chubb, T. F. Hinnes
gan, J. C. Shaw, W. E. Boulton, A.
McKibbon, H. Stonelhouss.

Elected Yesterday by the Largest Majority Ever Accorded a Candidate in this District.

Mayor William E. McKeough

PREVIOUS ALDERMANIC CON-TESTS.

In 1899 - the first year in which the aldermen were elected by the city at

In 1901 the aldermanic vote stood McCoig 1,274.

McCog 1,244.
Fleming 4,086.
Marshall 1,099.
Mounteer 959.
Scane 909.
Cowan 766.
Pritchard 765.
Taylor 726.
Edmondson 712.

Color by Kanada and Sanaga by a 14 page 18

Martin 967. McKeough 858. Liddy 842. Sulman 781. Fleming 739. Marshall 633. Cowan 601. Scott 579. Oldershaw 457. Hendershott 457. Dillon 441. Cleeve 418.

Carpenter 349. Burrows 319. Watt 313. For 1900 the aldermanic vote st McKeough 895. Stephens 878. McCoig 845. Sulman 832. the wire a winner by 761. Scane 784.
Fleming 760.
Liddy 694.
Marshall 686.
Taylor 629.
Hendershott 531.
Cooper 388.
Mount 278.

THE ALDERMANIC CONTEST. For Council, Ald. McCoig headed the poll. Ald. Mounteer ran a good sec-

1.797, but plural voting was carried on Very shortly after the results of the polis were announced by The Planet the visitors began to arrive and many were the congratulations and hand-shakings given to the new-

The interior of the house was soon Stephens 1,098. Scane 916. Martin 967.

thers, George and Frank.

As each guest annived he was escorted to the drawing room, where the awaited has turn at the banquet table. The dining room was very tastefully arranged for the occasion and each guest was given an opportunity to partake sumptiously of the worthy Mayor's hespitality at the bands of a score of fair ladies, who assisted at the tables.

polled, is a Chatham boy. He is the youngest son of the late William Mo-Keough, one of the most highly es-teemed and revered pioneer citizens of Chat ham.

mitably decornated for the occasion and everything was bright and joyful. The guests were received as they
arrived by Mayor-elect and Mrs. W. E. McKeough, assisted by his brothers, George and Frank.

As each guest arrived he was escorted to the drawing room, where
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