The Eloquence Of an Advertisement

We Sell Trunks
We Fix Shoes

An eloquent ad. is more than a mere address of a seller to a shopper, per medium of the papers.

It must have that "personal magnetism" associated with the speaker who can talk eloquently.

There must be a subtle something higher and clearer and more convincing than the words or their setting.

Many newspaper readers can not define an eloquent adv't in the language they would like—they say it has more in it than the look of it conveys.

Our opinion on the subject is that an eloquent ad. is simply an Honest Ad.—the more honest, the more eloquent—and it attracts trade because people instinctively and irresistibly believe in it.

The Boston Shoe Store

Honest Advertisers
King St.
Chatham.

BY-LAW NO.

A By-law to change the names of certain streets in the city of Chatham.

Passed.....

Whereas it has become necessary in the opinion of the Council of the City of Chatham, Ontario, that certain streets in the said City of Chatham, Ontario, hereinafter designated, should be renamed, the present names of some of said streets being a repetition of the names of certain other streets herein-after mentioned, having become unsuitable;

And, whereas the said Council are causing a new map to be made of the City of Chatham whereby it has, in their opinion, become necessary to alter the names of certain streets as hereinafter mentioned in schedule "A" of this By-law, in order to avoid repetitions, and names of streets which have become inconsistent with the surroundings.

Be it therefore enacted by the Municipal Council of the City of Chatham as follows:—That, subject to the approval of the Judge of the County Court of the County of Kent, from and after the final passage of this by-law and the registration thereof, and of the Judge's certificate of approval, the names of the following streets in the City of Chatham, in the Province of Ontario, shall be altered, as per schedule "A" attached to this By-law, and shall thereafter be known and legally designated by the names as changed by said schedule "A."

SCHEDULE "A."

Original name of Street.	Name to which it shall be changed.
St. Clair Avenue	Gladstone Avenue
Victoria Street	VanAllen Avenue
High Street S. of Queen Street	Elm Street
Queen Street, North Chatham	Pegley Street
St. James, North of G. T. R.	Scane Street
St. James, South of G. T. R.	Beatty Street
Street west of McKeough school	Florence Avenue
Fifth Street Bridge	Eberts Bridge
The Park at the junction of Stanley Avenue and Prince Street	Sulman Park
The Park at the junction of Wellington, 2nd and 3rd Streets.	Morton Park

Mayor.

City Clerk.

NOTICE.

Is hereby given that the foregoing is a true copy of a by-law proposed to be passed by the Municipal Council of the City of Chatham, Ontario, subject to the approval of the Judge of the County Court, of the County of Kent.

And, further notice is hereby given that the said judge has appointed Monday, the 12th day of December, 1898, at the hour of eleven o'clock in the forenoon, at his chambers, in Harrison Hall, in the said City of Chatham, for the purpose of considering the said proposed by-law, and hearing all persons in advanced of, or opposed to, or aggrieved by the change proposed by said by-law, and for the purpose of approving or withholding consent to the passage of said by-law.

W. G. MERRITT,
City Clerk.

City Clerk's Office,
Chatham, Ont., Nov. 8th, 1898.
First published Nov. 8, 1898.
nd3-15-22-29.

LOCAL BRIEFS

Isaac King, Dover, is suffering with appendicitis.

H. Ross, of Wallaceburg, was in the city yesterday.

Thomas Flannigan, of Bothwell, is in the city to-day.

W. A. Coates, hotel-keeper, Sandwich, was in the city yesterday.

The open season for shooting deer and deer hunters commences in Michigan to-day.

Trueman Patchett and Salem Sandford, of Wallaceburg, were in the city yesterday.

Wm. Brackin entertained a few friends at his home on Joseph street last evening.

The Wabash is about to issue a new winter time-table, Two passenger trains will be discontinued.

Artistic funeral designs made up on short notice at Victoria Avenue Greenhouse. Phone, 181. tf.

The T. H. Taylor Co. are shipping nine cars of flour to-day via C. P. R. to Boston, Halifax and Charlottetown.

Joseph Thomas, who was taken suddenly ill yesterday, was able to leave St. Joseph's hospital for home to-day.

Arthur Chubb called on The Planet this morning on his way home to Wallaceburg from San Francisco, Cal.

Money Lost—On Monday, 24th Oct., nine dollars. The finder will be rewarded by leaving it at the Planet office. 2d-1w

Several falls are reported as due to the bad condition of the sidewalk on the south side of Amelia street, between Victoria and Lydican avenues.

The Rev. Wm. Patterson, of Cook's Church, Toronto, will give a lecture in the First Presbyterian Church on Monday evening, Dec. 5th. The subject will be announced later.

J. J., A. J. and J. A. J. Whittaker, of Alexandria, Ind., and P. H. McCrossan, of Boston, Mass., passed through the city yesterday on their way to Wallaceburg to work in the glass factory. They are all glass blowers.

Miss Flo. Blight left this morning for Cleveland, where she enters on her course of study as a nurse. Miss Blight is one of Chatham's most popular young ladies, and will be much missed in social circles.

Ald. Cleeve says that the apple drying business is nearing a close. No more apples are coming in to Graham's factory by teams. What they are evaporating now are being brought in by rail from Buxton, Blenheim and Cedar Springs.

Mr. Fred. Warrington, baritone, late of Toronto, now of Detroit, purposes coming to Chatham every Wednesday to teach voice culture. Mr. Warrington has secured a studio at B. J. Walker's Piano Store, Scane's Block, King St. Anyone wishing to consult him in regard to singing may see him there Wednesday afternoons. Voices tried without charge. nd-8

The boiler at the Graham apple factory sprung a leak Saturday afternoon, and in consequence the factory has been shut down since. Park Bros. have been busily engaged fixing the leak, and the factory is expected to be running again this afternoon. The factory will shut down for the season in a week or ten days. The apples are about done. Apples are also being shipped by rail from points along the lake to their Leamington factory.

Pleasant Home Work for men or women, day or evening; $6 to $12 weekly; no canvassing or experience needed; plain instructions and work mailed on application. Brazilian Mfg. Co., New York City. 5d1w

MAY BE A SETTLEMENT.

There is a prospect of a settlement in the London street car strike. The president of the road is now conferring with a committee of the men. Three cars ran yesterday, but were boycotted by the public. One old man who rode was hit with a rotten egg on alighting. Several car windows were also smashed. The assailants were boys.

A BIG RUN.

Last evening in Bennett's billiard parlor, Wm. Boyd made the phenomenal run of 101 points in a three ball matched game against Wm. Paullucci. The game was 100-80, and Paullucci won the bank, scoring his first billard. Then Boyd took control of the ivories and ran out the game. Some of the shots made during this big run, were phenomenal.

FALSE ECONOMY.

I once knew a man who was so economical he picked up all the stray pins he found. It saved him at least thirty-seven cents a year for pins, and it didn't take more than fifteen dollars' worth of his time. This man was a false economist; same as the one who pays ten cents for a pair of spectacles. More eyes are ruined by cheap decentered lenses than in any other way. If you wish to save your eyes, call on E. J. MacIntyre, scientific optician, Chatham.

TILBURY

Nov. 8.—There is a large advance sale of tickets for the Emerson concert to-night.

Tilbury is to have another bank, making three in all. Representatives of the Merchant's Bank were in town yesterday and completed arrangments to open a branch here, which will be in charge of Mr. Munro, of Owen Sound. It will be in operation at once.

Rev. T. Dobson and J. H. Magee were on a business trip to Chatham yesterday.

Crawford's handle factory is still running over time on account of the rush of orders.

Rev. Rural Dean McCosh, of Chatham, will conduct Church of England services here next Sunday, Rev. Mr. Dobson going to Chatham.

WALLACEBURG.

Nov. 8.—Olis Stewart, who recently sold his farm to Geo. Mickle, is moving to town and will occupy the house formerly occupied by F. E. Roy.

Guy Bros. Minstrels arrived this morning and gave their usual midday parade.

Owing to a break in the dynamo at the electric light works the town has been in darkness for the last week. It has been sent away for repairs.

Harold Colby, of Chatham, is spending a few days with Will. O'Leary.

Free Medical Advice

You need a doctor many times when you don't call one. You suffer pain in fifty forms and yet won't call the doctor, because you hope that the pain "will go away after a while." And, too, you know by experience, that that first visit of the doctor is generally followed by many others, with the inevitable consequence of a big bill "for professional services." You don't know what to do for yourself or what to take.

But suppose that you could get free, absolutely free, the advice of one of the most

Eminent Physicians

in the United States? You can. The physician is right here. He has an office in the building, he has a staff of correspondents to assist him, and anyone and everyone, who needs medical advice is invited to write to him. If it's baby's health or mother's or the health of any member of the family you may write about it, sure of a careful reading of your letter, sure of a conscientious diagnosis of your case,

Sure of a Cure

if cure is possible. Every letter will be held as a strictly confidential communication. Remember these facts.

We offer you medical advice from one of the most eminent practitioners in the United States, whether our medicines suit your particular case or not. We offer you this advice at the cost of the two cent stamp which it will take to bring your letter to our office. Address the Medical Department, Dr. J. C. Ayer Co., Lowell, Mass.

GIVEN TO YANKS.

They Will Now Build Our Government Palace Cars,

Though Canadians Work Were Quite Capable of Filling the Contract.

Ottawa, Nov. 8.—The order for Wagner palace cars which Mr. Blair has just placed in New York represents an expenditure of from $150,000 to $250,000. Fifteen cars altogether have been ordered. The Maritime Province papers are very sore at Mr. Blair's action. They point out that as the C. P. R. builds its own sleeping cars, at least an opportunity might have been afforded to Canadian artisans to construct these cars. It appears, however, to be the policy of the department not to give to Canadian contractors a class of work which, it is said, they are quite competent to perform. It appears, however, that the Canadian car men must be content with constructing the cheap box and flat cars.

His Life Was Saved.

Mr. J. E. Lilly, a prominent citizen, of Hannibal, Mo., lately had a wonderful deliverance from a frightful death. In telling of it he says: "I was taken with Typhoid Fever, that ran into Pneumonia. My lungs became hardened. I was so weak I couldn't even sit up in bed. Nothing helped me. I expected to soon die of Consumption, when I heard of Dr. King's New Discovery. One bottle gave great relief. I continued to use it, and now am well and strong. I can't say too much in its praise." This marvellous medicine is the surest and quickest cure in the world for all and Lung Trouble. 50 cents and $1, at any Drug Store; every bottle guaranteed.

A BOAT CAPSIZES.

Five Persons Drowned Near Pelee Island.

One Body Found Lashed to the Boat —The Victims.

Kingsville, Nov. 8.—Sunday night a small sail-boat containing five persons left here for Pelee Island. The boat belonged to Mr. Robinson, of the Island. By some means the boat capsized, and all the occupants have been drowned, as the boat drifted ashore at Point Pelee with the body of Charles Barnes lashed to it. The following are the names of those who were in the boat, and who, no doubt, are drowned:

Hugh Hooper and his two sisters, aged 18 and 20, all of Kingsville, Fred. White and Charles Barnes, of Pelee Island.

Walter Carr, mail carrier, has arrived here from Pelee Island. Carr went to the island just ahead of the ill-fated boat. He says the lake was rough, and he kept the boat that was following in sight until about three miles from the island, when the boat suddenly disappeared. A lady's satchel came ashore at Point Pelee. The body of Chas. Barnes, one of the men, was also found on the shore near here, tied by the ankle to the boat. Karl Kauffman was not drowned, as at first reported. He went in the mail boat; undoubtedly the others were drowned, and these were:—Hugh Hooper and his two sisters, Chas. Barnes and Fred. White.

TO CURE A COLD IN ONE DAY.

Take Laxative Bromo-Quinine Tablets. All Druggists refund the money if it fails to cure. 25c

It is the silent man that is usually worth listening to.

He Fooled the Surgeons

All doctors told Renick Hamilton, of West Jefferson, O., after suffering 18 months from Rectal Fistula, he would die unless a costly operation was performed; but he cured himself with five boxes Bucklen's Arnica Salve, the surest Pile cure on earth, and the best Salve in the world. 25 cents a box. Sold by all Druggists.

Busy as a.... .....Bee Hive

The Gordon Store

OUR BIG STORE IS FULL OF A BIG STOCK

WE BOUGHT LARGELY ANTICIPATING A BIG FALL AND WINTER TRADE AND WE WERE NEVER SO WELL PREPARED FOR IT—HAVING SPECIAL LINES IN ALL DEPARTMENTS

WE KNOW A BARGAIN WHEN WE SEE IT, AND THEN PROMPTLY SECURE IT FOR OUR CUSTOMERS, AND THUS OUR TRADE INCREASES BEYOND OUR ANTICIPATION.

Furs Furs

Fur Capes, our leaders—
$8.50, $9.50, $10
$12, $15, $17, up

Fur Coats, leaders of the trade,
30 in. fine curl Astrachan
$22.00

36 in. long (leads the city)
$25.00

Very special lines Sable Boas, reg.
$6.00 for 4.50

Children's elegant White Fur Boas.....
15c, 25c, 50c, and up to $12 a Set

Imitation Astrachan Gauntlet.....
90c to $150

Angora's and Lamb's Wool Trimmings, etc.

Blankets, etc.

A special leader in Flannelette Blankets, grey or cream at.....68c a pair
Two specials in White Wool Blankets....$2.50 and $2.69 a pair

A fine assortment of black and colored under and over Skirts, much cheaper than you can get them made.

48 dozen Men's fine Arctic Underwear, at cut rate prices..... 50c

Ladies' Wrappers

Finest variety in the city.....
From $1.00 up.

Choice Fancy Plaid Waists for fall and winter wear.....
At $1.00.

Flannelette Night Wear, for men and women.....
From 50c up.

In buying these goods you save time and money at Gordon's.

In Wrapperette Fabrics,

We are again showing a beautiful assortment of patterns and colorings, warranted fast, at..... 10 cents
Outing Flannels and Shakers, from..... 5c up
Canton Flannel in colors, white and unbleached..... 5c up

Two Leading lines in Ladies Jackets

A regular $10.00 Curl Coat, Satin lined
for $8.50

A regular $7.00 Beaver Coat.....
for $5.00

LOOK OUT FOR OUR HOLIDAY EXHIBIT

...William Gordon...

A RACE WAR.

Wilmington, N. C., is Terrorized—Armed Bands Parading the Streets.

Wilmington, N. C., Nov. 8.—The negroes, while outwardly quiet, are manoeuvring in secret. They have recently received another supply of arms, as shown by thirty-four of them parading the streets at midnight last night with rifles and other arms. They gave it out that their various orders have sworn death to the red shirts. But few white citizens slept soundly last night. Lawless bands of armed negroes gathered in the northern portion of the city. An outbreak is momentarily expected. A number of white women in that section were nearly prostrated with fear. White men guarded the houses and the Wilmington Light Infantry and naval reserves rendezvoused at night at their armories. Street cars were stoned by negroes last night and white people were compelled to desert them and walk. The police force was unable to command order.

The sand-bag is the hands of a hold-up man is a stunning affair.

ALL HEADACHES

from whatever cause cured in half an hour by

HOFFMAN'S HEADACHE POWDERS

10 cents and 25 cents at all druggists.

GUY BROS.' MINSTRELS.

Speaking of Guy Bros.' Minstrels, who appear here to-morrow evening, the West Virginia Daily says: "The celebrated Guy Brothers held the boards at the Olsten Opera House, Wednesday evening to a fine audience. The performances throughout were first-class in every particular, and were thoroughly enjoyed by the well-filled house. The Guy Brothers are cultured singers and musicians, and in their various roles elicited rounds of applause. Taken as a whole, it was unquestionably one of the best shows that has struck the town in a long time. Col. Turner, the veteran manager of the house, seldom makes a mistake in the engagement of his companies, and this fact has become pretty well known to play-goers of Sisterville.

WILL CLOSE SOON.

F. H. Brisco closes his cycle store on Saturday, Nov. 12, after a very successful season.

All those wanting their bicycles cleaned before storing them away for the winter should have them sent to him as soon as possible. Do not wait until it is too late.

He will clean and vaseline all bearings throughout your bicycle, clean chain, vaseline spokes and nickel parts, clean frame, wrap handle bars to protect from rust, adjust tires to right standing pressure—all for fifty cents.

Do not put your bicycle away dirty; it is the worst thing can be done with it. Drop him a card and your wheel will be sent for and returned when done. tf

Minard's Liniment for sale everywhere.

THE CREW WERE SAVED.

Special to The Planet.

Wednesday, Nov. 8.—John Cooper has received word from Providence Bay that his schooner, the Mary Everitt, went ashore on Sunday morning and was a total loss. The crew were saved.

HOW TO GET GOOD ROADS.

In J. B. Stringer & Co.'s office the other day Henry Walters, the well know Raiwich farmer, gave his opinion of the roads in Kent County. Mr. Walters said, it was impossible to have good roads under the present law.

"I have been path-master for twenty years and the roads aren't as good now as they were then. This scraping of earth out of the ditches on to the roads only makes them worse. Then it is impossible to get the men to come out and do their statute labor and when you do get them out, it takes them one or two days to do an hour's work. We can do nothing in the matter of roads until the law is changed. I think the best solution of the difficulty would be to assess every man in the county annually say seventy-five cents a head and use this fund in the improvement of the roads. I don't think that any of the residents would object and in time we would get good roads."

DR. LOW'S WORM SYRUP is a safe, and reliable worm expeller. Acts equally well on children or adults. Be sure you get Low's.

Minard's Liniment Cures Diphtheria.