

THE
GORDON
STORE

THE WHITE FAIR

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Our Big Annual January Sale of Ladies' Muslin Underwear, White Goods, Embroideries and Insertions begins to-day. We have been preparing for this sale for a long time, gathering the best the market produced, and now we are ready for you with the largest and the best stock of Muslin Underwear, unequalled for quality, price or style in the city. We give below a few pointers for buyers well worth a careful reading:



Night Gowns

At 50c—Night Gown, good bleached Cottons, square yoke, tucked, a mrie trilled on collar, front and cuffs.
At 50c—Night Gown, square yoke, embroidery front and cuffs.
At 50c—Night Gown, square yoke, embroidery front and cuffs, mrie trilled front and cuffs.
At 75c—Gown, square yoke, insertion on shoulder and front, frilled cuffs.
At \$1—Empress Gown, open at side, fine embroidery and insertion trimmed.
At \$2—Gown, square yoke, tucked and embroidered front, insertion cuffs.
At \$1.35—Gown, fine American cotton, deep collar, embroidered and stit hed front.
At \$1.35—Empress Gown, fine material, large collar, deep embroidery and insertion trimming.
At \$1.25—Gown V shaped yoke, All-over embroidery, tucked and embroidered.
Finest at \$1.45, \$1.75, \$2.50, \$2.95, \$3.00, \$3.35 and \$4.00.

Corset Covers

15c Corset Covers, good material, well made.
25c Corset Covers, cambric frilled on neck and front.
25c Corset Covers, embroidered neck and front.
25c Corset Covers, cambric embroidery round the neck and sleeves.
45c Corset Covers, Lonsdale cambric fine pearl buttons, embroidered sleeves and neck.
50c Corset Covers, Lonsdale cambric insertion front, embroidered neck and sleeves.
Better at 75c, 85c, etc.

Chemise

50c Chemise—Fine American cotton, and fine embroidery trimmed neck, sleeves and front.
25c Chemise—Good plain cotton, cambric frilled neck and sleeves.

Embroideries

As usual we show a very large line of fine Embroideries, Insertions, All-overs, etc. All the newest patterns and finest qualities. Our quantities, quantities and prices are magnetic attractions.
At 3—Cambric Embroideries, fine qualities, 1 in to 2 1/2 in. wide.
At 5—A large line at this price, of Swiss and Cambric Embroideries and Insertions, worth up to 10c a yard.
At 6—Fine and heavy Cambric and Muslin Embroideries and Insertions up to 3 1/2 inches wide.
At 7c and 8c—Fine wide Swiss and Cambric Embroideries and Insertions, worth 12c to 16c a yard.
All-over Embroideries, All-over Lace Yokeings, Fancy Shirred and Tucked Muslins for Yokeings.
Tartans, Organdies, Swisses, India Linens, Lawns, Mulls, Long Cloths, Lonsdales, Lisen Lawns, Linens for fancy work.
A special line of fine, White Corded Dimities, at 12 1/2c.

Ready-made Pillow Cases and Sheets

Coronet Pillow Slips..... 12 1/2c
Defender Pillow Slips, 72 x 90, plain..... 20c
Defender Sheets, 72 x 90, plain..... 69c each
Defender Sheets, 81 x 90, plain..... 73c each
Defender Sheets, 90 x 90, plain..... 75c each
Defender Sheets, Hemstitched, 72 x 90..... 80c each
Defender Sheets, Hemstitched, 81 x 90..... 90c each
Defender Sheets, Hemstitched, 90 x 100..... \$1.00 each

Ladies' White Skirts

62c—Skirts, good material, 6 rows of tucking, Lonsdale Cambric frilling.
75c—Skirts, 4 tucks, deep embroidery frilled, very attractive.
\$1.00—Skirts, 6 tucks, fine and deep embroidery trimmed.
\$1.33—Skirts, 6 tucks and insertion, deep embroidered flounce.
\$2.00—Skirts, Lonsdale Cambric, 6 fine tucks, wide insertion in deep flounce.
\$2.25—Fine Umbrella frilled Skirt, wide insertion, muslin and embroidery trimmed.
\$2.50—Beautiful Lonsdale Skirts, fancy embroidery or lace trimming.
Skirts in large variety at \$2.75, \$3.00, \$3.75, \$4.25, \$4.50, \$5.00, \$6.00 and \$7.00 each.
It is our pleasure to show them.
Children's Skirts, hemmed in 6 sizes 23 to 30c, embroidered. Trimmed 50c to 75c.



Drawers

At 50c—Drawers fine Muslin, 4 rows tucking, torchon lace trimmed.
At 25c—Drawers, Hill Cotton, 4 rows tuck up, cambric frilled.
At 44c—Drawers, embroidered frill or lace trimmed and tucked.
At 48c—Drawers, our special.
At 50c—Drawers, 12 fine tucks and fine embroidery trimmed.
At 85c—Umbrella Drawers, extra wide, 14 rows tucking, fine embroidery trimmed.
At \$1, \$1.25 and \$1.35, special value, beautifully trimmed with lace insertion and embroidery.
CHILDREN'S DRAWERS, in 6 sizes, plain hem and tucked 25c all sizes.
Embroidery trimmed 25c to 45c.

We want everybody within reach of this sale to call and inspect

It is impossible to give full descriptions in print.

Remember early buyers secure the best choice.

WILLIAM GORDON

Our Pure Food Exhibit

The adulteration of food products has become a most common thing. Indeed the surprising extent to which our commonest foods are adulterated has called for intervention from the Dominion authorities.

Dr. Wiley, (the chief chemist of the Agricultural Department at Washington) in a recent report says—"That nearly every kind of food upon the market is to a greater or lesser extent adulterated, misbranded, or otherwise fraudulent." That is a very strong statement. We are sure that such strong remarks could not be properly applied to the Canadian trade. Yet when we think of the stuff that is sold as "pure lard"; the "compounds" that pass for pure spices; the acetic acid that is called vinegar; we may well consider where we are tending.

There is no doubt that a great deal of the indigestion trouble is due to improper foods. A great deal of that uncomfortable feeling might be got rid of were proper care exercised, in the selection and preparation of our foods.

It was this idea—the largely increasing demand for foods that are easily digested, that made us think of the "Pure Food" exhibit. Of course we cannot go into it on a very large scale, but what we are exhibiting, we know to be absolutely pure. For years we have paid a great deal of attention to this particular branch of the business, and we have found out some rather surprising things.

We shall be very much pleased to have you come in and inspect. Of course our business is to sell good, but we do not urge you to buy. This time we would like your close inspection. Examine everything thoroughly, we shall be glad to answer any question you may ask.

Besides as one of the pure foods, we will serve you a dainty cup of Baker's Cocoa and a nice biscuit. Come in and look around, you probably will find some things to interest you. You will not be asked to buy.

Baker's Cocoa will be served every afternoon of the week commencing with Tuesday.

H. Malcolmson

Chatham's Only Millinery Store

The Proper Place
to Trade!

Wishing all our customers and friends a very happy and prosperous New Year and thanking them for past favors during the year just ended, we will do everything in our power to have them continue during the coming year by giving the best goods, prompt, courteous service, and the lowest prices always.

C. A. COOKSLEY, Opp. Market

LOCAL BRIEFS

Miss Mabel Shaw, daughter of W. H. Shaw, returned to Toronto to-day.

The Marks Company in The Major's Bride appear at the Grand to-night.

The partnership existing between G. A. Deacon and A. I. McCall, druggists, has been dissolved. Mr. McCall continues the business.

In addition to the \$10 granted by the Sons of England to the volunteers' fund, a subscription list has been opened in the lodge, and already a large sum has been collected.

Two former Chathamites were married in Jackson, Mich., last Tuesday, when Harry McPherson and Miss Etta Nieves were made man and wife.

The best wishes of many Chatham friends follow them in their new life. The remains of the late Mrs. Silas C. West, Raleigh street, were laid to rest in Maple Leaf cemetery Sunday afternoon. The obsequies were conducted by the Rev. Dr. Hannan. The pall-bearers were Judge Houston, John Houston, J. H. Bignart, T. L. Pardee, M. P. J. John Monro, and Hugh Macaulay.

SUGGESTS A FUND.

"I am in hearty accord with the object of the proposed patriotic fund for the Chatham boys of the Canadian contingents," said Judge Houston this morning, "but I would prefer to see The Planet open a subscription list of, say \$1 and every along the lines adopted by other leading dailies throughout the country. I believe the fund would shortly grow thereby to splendid proportions."

A. O. U. W. INSTALLATION.

The officers of Pinular Lodge, No. 2, were installed in their several offices on Friday evening last a large number of the brethren being present to witness the ceremony which was conducted by Bro. Chas. Kelly, G. L. W. Jan. H. Shaw and W. Stone, past masters. Bro. Wm. Rancie has held the office of financier of the lodge for twenty years and is still in harness.

Special Sale
Stamped Linens

We have bought the entire line of samples of Stamped Linens of a large New York house, consisting of 3000 different pieces Table Cloths, Centre, Napkins, Cushion Covers, Laundry Bags, etc., etc., which will be placed on sale.

Thursday morning
Jan. 4th, at 9 o'clock
at the wholesale
cost price

This is a good chance to secure bargains in new goods and to have something different from anyone else, as of the entire lot no two pieces are the same.
(None of these goods will be on sale till Thursday morning.)

Sulman's Beehive
Garner House Block

John Serson was in the city Saturday.

Three carloads of mules from Chicago for South Africa passed through here yesterday.

Miss T. Allison, of Blenheim, who has been visiting her friend, Miss Steele, King St. East, returned home today.

An unknown, well dressed man, but without money or valuables, was taken from the Grand Trunk train at London Saturday night in an unconscious condition. He is believed to have got on at Detroit. The man is dying, probably from apoplexy.

The big barns of Patrick Major, of Puce, were destroyed by fire Friday night. Major succeeded in getting his horses out, but 30 head of cattle perished in the flames. About 1,500 bushels of grain, some farm implements and other articles were also burned. The loss is heavy, but is partially covered by insurance.

"If your eyes could talk," what a story of suffering and of abuse they could tell. How we strained them; how we taxed them with overwork; and then, because they were tired we rubbed them to make irritation worse. And to think that the most they needed, in fact, all that they were asking for in their quiet way, was a rest, a little help in the shape of a good pair of glasses, properly fitted. I can help yours. Examination free. E. J. Mackenzie, leading optician, opposite Grand Opera House, Chatham.

On Friday Thos. McBrien, of Camden, met with an accident that nearly proved fatal, and one that will leave him maimed for life. He was engaged chopping down a tree, which in falling lodged in another. While endeavoring to free the tree it suddenly fell, pinning Mr. McBrien by the legs beneath. One leg was badly bruised, and the foot of the other literally forced from the leg. No bones were broken, although one of the leg bones protruded through the flesh.

One of Chatham's oldest colored residents crossed the valley of the shadow of death on Saturday in the person of Mrs. Nancy Hatter who passed away in her 95th year. Aunt Hatter has been known for years at her home near South Buxton. Having settled in that vicinity in the early days, she saw the bush cleared away and smiling farms take the place of the thick woods. She also survived nearly all her family and but few of them are left. The remains were interred in the South Buxton cemetery.

ALLEGED THEFT CASE.

At police court this morning George McCubbin, who was charged with the theft of \$60 from one Stephen Griffith, was remanded for a week, bail being granted. In this case Griffith alleges that he paid defendant the money to send to Sarnia and it was not sent. The defense, however, explains the circumstances in altogether a different light. It appears that Griffith was working for \$1.25 per day for defendant and his father on their threshing machine. The money in question belonged to McCubbin, so his alleged, Griffith having been paid his full wages, and was spent by the son on the funeral expenses of his father, who died recently. McCubbin threatens he will probably prosecute Griffith for alleged perjury on the conclusion of the case, for charging him with theft.

PRAYERS FOR SOUTH AFRICA.

The services in Christ Church were very well attended yesterday considering the unfavorable condition of the weather. In the morning the rector, Rev. R. McCosh, read the annual appeal in behalf of the foreign mission work of the church, and announced that the annual collection would be made on Sunday next. In the evening Rev. W. H. G. Colles preached an excellent and appropriate sermon from the 8th chapter of Genesis, verse 22. Miss Ida Colles, leader of the choir, sang very sweetly and impressively that beautiful hymn, "Ashamed of Jesus." The choir, under the direction of the new organist, Prof. E. J. Forsythe, is making rapid progress and the music yesterday was much appreciated. Prayers for the cause in South Africa were offered, and the National Anthem sung at the evening service.

Two SPECIALS IN Two

20 MEN'S ULSTERS,
with large storm collars, dark colors, well trimmed, worth \$5.50, clear at..... \$3.98

20 MEN'S HEAVY FRIEZE ULSTERS,
large storm collar, in Black and Browns, well made and trimmed, worth \$6.50, clear at..... \$4.50

Scott & Co.

Chatham's Leading Clothiers.

DOWN GO THE PRICES AND OUT GO THE
GOODS AT THE

GREAT CLEARING SALE

MEN'S - BOYS' WINTER WEAR

Ridley's

Everything in heavy goods must be sold. Men's Ulsters that were \$7.50 now \$5.00. A fine stock of large sizes in Overcoats and Ulsters, some of them were \$12.00, \$15.00 and \$16.00 your choice while they last.

\$10.00

Men's \$5.00 Ulsters for \$4.00. Boys' \$4.50 and \$5.00 Overcoats and Ulsters for \$3.00 and \$3.50. Boys' all-wool School Pants 75c and 85c, special on sale Saturday for 49c. The balance of Boys' Underclothing 1 off.

Ridley's 46 King St.

TELEGRAPH NEWS.

John E. Birrell and Andrew Darby were killed at Mosbora, near Guelph, while driving over a Grand Trunk crossing.

The broom manufacturers of Canada and the United States have decided to advance the price of their goods 25 cents per dozen.

There is no clue to the footpad who killed Miss Ferguson with a sling shot at Toronto Friday night. The motive is said not to have been robbery.

Cardinal Vaughan has notified the Roman Catholic churches of England to keep Jan. 14 as a day of special prayer for English forces engaged in the war.

It is said that a worse case than that of Prince Aramburg, charged with killing a subordinate in Africa without provocation and torturing his victim while dying, is still pending in the courts, the culprit being Captain Von Damsberg, of the colonial troops, who ordered several blacks shot and a number of others beaten to death amid tortures. The case will be brought up in the Reichstag soon.

With the object of encouraging honest horse racing a bill is proposed at Washington to compel racing associations to offer purses of not less than \$1,000 for each race.

LIZZIES VISION.

Ottawa, Jan. 8.—Lizzie Baxter, who claims to have seen a vision of the Virgin Mary on two occasions at her home in Marlborough, recently, was seen by a reporter, to whom she said she intended going to see Archbishop Duhamel and report the occurrence to him. The young lady claims to have seen and conversed with the vision.

WHAT A TALK IT TELLS.

If that mirror of yours shows a wretched, sallow complexion, a jaundiced look, moth patches and blotches on the skin, it's liver trouble; but Dr. King's New Life Pills regulate the liver, purify the blood, give clear skin, rosy cheeks, rich complexion. Only 25c. at A. L. McCall & Co.'s Drug Store.

TO CURE A COLD IN ONE DAY.

Take Laxative Bromo Quinine Tablets. All druggists refund the money if it fails to cure. 25c. E. W. Grove's signature in each box.