

SANTA CLAUS STOCKINGS

Filled with all sorts of good toys and pretty things for the children. Some come for boys, and some for girls, and each one is exceptionally good value. There's nothing nicer for a Christmas tree, and certainly there is nothing for the money that the children could get more pleasure out of.

It may seem a little early to talk about such strictly Christmas things, but last year quite a number were disappointed about being sold out of certain lines. The better way is to come early, pick out what you want, and we will send them when you wish them. You will find many nice things here for decorating—from Christmas trees to fancy lanterns.

Speaking of lanterns, these are specially nice, 25c. and 50c. each.

Then we will have a good supply of fine Holly and Wreathing, and made wreaths. Quite a good sized collection of animals is another feature of our Christmas exhibit.

Our Christmas Crackers are better, and cheaper than ever.

20c. and Up a Dozen

We hope you will come in and see for yourself. You are most heartily welcome, anyway, whether you come to buy, or merely to see.

H. MALCOLMSON

A STRENGTH BUILDER.

In the whole range of medicines there is probably no remedy more valuable than the Emulsion of Cod Liver Oil with Hypophosphite. It is a tissue builder and constructive tonic, with a specific action on the lungs and air passages.

The Hypophosphites supply elements needed by the brain and nerves and help to vitalize the whole system. It is without a peer for stubborn throat and lung troubles.

Our special Emulsion is vast desirable because always fresh, always palatable, always effective.

Red Cross Drug Store

W. W. Turner.

28 King St., Phone 221.

Chatham's Millinery Store.

Some Big Reductions for

The CHRISTMAS TRADE

Untrimmed Hats worth \$1.25 selling for 50c.

Ribbons worth from 90c. to \$1.25, selling for 60c.

Ribbons worth from 60c. to 90c, selling for 35c.

Ribbons worth from 35c. to 55c, selling for 25c.

C. A. COOKSLEY, KING ST., CHATHAM.

Invitation Cards, Programmes, Pencils, etc., can always be obtained at THE PLANET Office.

DR. A. W. THORNTON
DENTIST.
Has Removed to his New Office,
Corner King and Fifth Streets,
over A. L. McColl's Drug Store.
Telephone Office 154.
RESIDENCE 255.

Local Briefs

Brisco's, Santa Claus' headquarters. S. S. No. 15, Chatham and Dover, want a teacher.

Percy R. Morley spent Thursday in the City of the Straits.

Old pipe and tea lead wanted immediately at The Planet Office.

Mr. Dale, of the Canada Business College staff, spent Thursday in Detroit.

Girl wanted in the trimming department. Apply to The William Gray & Sons Co.

When you want an artistic design call up or visit Victoria Avenue given houses. "Phone 181."

Mr. Rosemont, of Dover, had a large tumor removed from his breast in St. Joseph's Hospital on Monday.

Mr. McCreary and L. P. Miller, of Florence, were visitors in the city yesterday.

Miss Romanda Epaullet, of Toronto, who has been visiting her sister, Mrs. Knox, Elizabeth St., for the past two weeks, returned home Thursday.

Each member of the P. S. M. Church should bring one friend to the re-opening tea-meeting on Dec. 14, between the hours of six and eight o'clock.

Wood cutters wanted for the woods, \$1.20 per cord for hard wood and \$1.00 per cord for soft wood, four foot lengths, good bush. Apply to W. M. Drader, Queen Street office.

John H. Carson, Pasadena, Cal., brother-in-law of Albert Sheidrick, is spending a few days in the city. Mr. Carson is largely interested in fruit and has been spending some time in Nova Scotia.

Allen's Lung Balm contains no opium, is efficient, since it heals the irritated, inflamed throat and lungs, and so prevents a deep-seated cold from running into incurable forms of consumption.

Dr. Griffith and Dr. Langford, who will take part in the re-opening services in the Park St. Methodist Church, will extend the tea-meeting on the following night. Will you be there? Dec. 14 will be the date.

Fruit is nature's laxative. All the laxative and tonic properties extracted from the juices of pure ripe fruits are combined in

Abbey's Effervescent Salt

At all drug stores. Price 25c. and 50c.

Crown Huron Ranges

Have made many warm friends this year. It's a strictly up-to-date production of Canada's most up-to-date stove foundry. Ask any of the numerous users what they think of it. They will quickly tell you that it is the best range made. Swell decorations, finely finished castings, square aluminum steel oven, best fire pot in the world, perfect flue construction and very moderately priced.

\$30.00 to \$50.00

J. C. WANLESS

4 Doors East of Market, King Street, Chatham.

Changeable...

Thaw one day and freeze the next, isn't conducive to good health. Protected by an Overcoat of Our Make, the dangers you will run will be largely obviated. We can fill orders on the least possible notice.

W. N. Morley & Co.
Merchant Tailors.

1904. CALENDARS 1904

More Beautiful, More Artistic Than Ever Before.

As I have had this line for many years, the mere mention of Raphael Tuck & Son's goods is enough to sell them. They cover everything. Beautiful and sublime. A call will greatly please you.

Prices, 5c. to \$3.00

W. J. KENNY,
Phone 225, King St. East.

Slater Hockey Shoes \$3.00 pair at The 2 Ts.

Take advice from the Urban Store ad. of this issue.

Dressmaking and sewing by the day, Miss Forsyth, Wellington St. East.

Metal and Wood Bound Weather Strips at "The Ark." Have you seen them? They are money savers!

Hugh Kerr, Jr., is in the Public General Hospital, suffering from a dislocated shoulder.

Lost, black brooch pin with diamond in centre. Suitable reward for returning to Planet.

Lost! Last Monday, a coral brooch. Finder will be rewarded by leaving at this office.

The closing exercises of Bloomfield school will be held in the schoolhouse on Tuesday afternoon, Dec. 22nd. All are cordially invited to be present.

Mr. J. Milton Pike will lecture in aid of the Ladies Guild in Christ Church S. S. Hall on Tuesday, Dec. 8, at 8 o'clock. Arizona and California Silver collection.

Go to McConnell's, Park St., for Fancy China, Dinner, Tea or Chamber Sets.

Art Garland Base Burners use least fuel and give most heat and are the most handsome stove made. Don't eat any more than inferior stoves. Geo. Stephens & Co. if

Geo. A. Taylor, the well-known barber, is confined to his home, Duke's St., by a sprained ankle and lame shoulder, as a result of the defective sidewalk on the south side of King St. East, between Princess and Duke streets.

SHAKESPEARE STUDY

A large number of ladies and gentlemen assembled Thursday afternoon, on invitation of the Macaulay Club, in the reading room of the Public Library and enjoyed a delightful talk from Elmer Buffham, who played Shylock in the Merchant of Venice at the Grand at night.

Mr. Buffham is an ardent Shakespearean student and his exceptional histrionic ability enabled him to make his address wonderfully interesting and entertaining. The main portion of his address was devoted to the third act of King Henry VIII, which the Macaulay Club purpose producing this season. He outlined the historical associations of the scenes and dramatically outlined the banishment of Queen Katherine and the fall of Wolsey. Mr. Buffham, with splendid elocutionary effect, recited the closing scene of the act, depicting most realistically the emotions of the stricken cardinal and his stirring and memorable soliloquy and the sympathetic words of his friend Cromwell. At the conclusion, on motion of Messrs. J. M. Pike and J. S. Lane, a hearty vote of thanks was tendered to Mr. Buffham.

In the evening, in the Merchant of Venice, Mr. Buffham presented at the Grand a magnificent portrayal of Shylock. He possesses marvellous ability and a keen and clever conception of the part. Mr. Buffham's supporting company have a difficult task to play up to the standard he establishes.

There is no one better qualified than Mr. Buffham to inaugurate a revival of Shakespeare, and the performance delighted a large and appreciative audience.

YOUNG FOLKS ON PLANET ADS.

Interesting Competition for The Planet Junior on Merchants' Advertisements

How they Appeal to the Girls and Boys—The Choice of Announcements—Series to be Published

The Planet Junior essay competition—the results of which are announced to-day—will prove a very interesting one to Planet advertisers and the thousands of readers who follow their announcements from day to day. Each girl or boy based the essay upon some Planet advertisement and it will be interesting as the compositions are published from time to time, to note how the announcements of the various enterprising merchants have appealed to the minds of our young readers.

From some four score and over of essays from all parts of the County the judges—to whom The Planet tenders its sincere thanks—have selected twenty-four as worthy of special mention. A hurried glance over these displays a wonderful and unique diversity of opinion on the advertisements and their publication—and, perhaps, the publication of some of the others if space permit—will be of exceptional interest both to advertiser and patron.

For instance: Mac McAuley, the prize winner, bases his essay upon five Planet advertisements. These he has clipped out carefully and attached to his manuscript in the following order:—Hugh McDonald & Co., Westman Bros., Thos. Stone & Son, C. Austin & Co., and The Ark.

Little Norma Wardell, who comes in for special credit, tells a pretty story of her experience in connection with the Thornton & Douglas store.

Laura Ainsworth writes an admirable essay on the science or successful advertising and illustrates her comment by the advertisement of C. Austin & Co. in The Planet of Saturday, October 31st.

Winifred Arnold contributes a clever dialogue, "The Quarrel between the Store and the Coal," capitalizing on the advertisement of H. Macaulay of The Ark, and J. G. Steen, coal merchant.

George Baines sends along the advertisement of George W. Cowan, the artist, and the advertisement of a pair of Comfort shoes, advertised therein. This is very original.

Katie Charbon, of S. S. No. 1, Chatham Township, selects the advertisement of Thibodeau & Jacques announcing dress goods and follows it up by a visit to town and the purchase of her dress—a splendid description.

Viola Dyer has chosen the advertisement of A. L. McColl & Co. and writes charmingly of its attractions. Jerome B. Eberts, Lilla M. Jorrey and Willie Slater note the advertisement of Thos. Stone & Son and write of their goods and manufacture.

Lenor Field selects the advertisement of A. L. McColl & Co. and writes a capital history of a sponge. Mabel Handysides writes on the advertisement of Peace & Co. and the Dorothy Dodd shoe.

Viola Dyer contributed a capital description of the big Austin store. Harry Kellar writes splendidly in serial form upon the advertisements of the T. H. Taylor Co., Thos. Stone & Son and The Planet's Commercial Printing Department.

May Lamper bases her essay upon

Worth its Weight in Gold



BABY'S OWN SOAP

Keeps the most tender skin, soft, smooth, and free from chaps. No Other is just as Good.

ALBERT TOILET SOAP CO., Ltd., Montreal.

Westman Bros. advertisement of stores. Orvil Link chooses the T. H. Taylor Co. and Austin store advertisement.

Paul McArthur encloses the advertisement of H. Macolmson and writes on the "Lives of Raisins." Christina Pritchard has a splendid story on the Surprise Soap advertisement.

Viva Alta Roberts gives the history of Flour from the Canada Flour Mills advertisement.

Cora L. E. Stringer, of S. S. No. 8, Harwich, read the advertisement of W. H. Harper in The Planet, purchased her ticket from him and takes a trip over the C. P. R. to Vancouver. This essay is a splendid production.

Pauline Stringer writes a capital autobiography of a coat from Thos. Stone & Son's advertisement.

Lawrence H. Thornton gives a realistic description of the Austin store.

Margie Walker's is particularly good. It is entitled "The Seal-skin Jacket and the Counter" and is based upon the advertisement of Thos. Stone & Son.

Anna June Weir writes capital from the advertisement of the Gordon store.

All these have secured special mention and will be published; but they do not embrace nearly all. The remaining competitors divide their choice of advertisements as follows:—Gordon store 4, Westman Bros. 3, Thos. Stone & Son 15, W. H. Harper 3, H. Macolmson 1, T. H. Taylor Co. 10, H. Macaulay 1, McColl & Co. 2, Thibodeau & Jacques 4, Wm. Forman 4, J. J. Peace 1, The Planet 6, The Urban 2, Northway & Co. 6, C. Austin & Co. 10, McDonald & Co. 2, Stephens & Co. 1, Royal Baking Powder 1, G. W. Cowan 1, Mrs. J. B. Kelly 1, Thornton & Douglas 7, W. N. Morley 3, Turner's Drug Store 1, John McConnell 1, The 2 Ts, 2, Turfils Shoes 2, A. Sheldrick 1, J. L. Campbell 1, Canada Flour Mills 1.

The Master Mechanic's Pure Tar Soap heals and softens the skin, while promptly cleaning it of grease, oil, rust, etc. Invaluable for mechanics, farmers, sportsmen. Free sample on receipt of 2c. for postage. Albert Toilet Soap Co. Mfrs. Montreal.

A NEW FIRM

J. H. Dunn and F. W. Chartoris have entered into partnership for the transaction of general insurance, including fire, life and accident. Real estate bought and sold. Money loaned and rents collected. Both gentlemen are well known and business entrusted to them will always get prompt and satisfactory attention. See their advertisement in this paper.

GAS COKE AGAIN.

James Watt & Sons are installing in the improved office building of W. E. Rispin, a steam boiler, designed for the use of Gas Coke exclusively.

The entire building will be heated from this boiler, and a large saving will be effected by the use of Gas Coke.

Ayer's Cherry Pectoral

Cures consumption. Not all cases, but very many. Your doctor will tell you more about this cough remedy.

DRY Wet-Weather SHOES



This is the season of the year when the ground is covered with sloop and slush. Don't get wet feet—that means rheumatism and pneumonia. Get a pair of our strong, dry, serviceable shoes. Men's \$1.50 to \$3.00; Ladies' \$1.00 to \$3.00. They look well, cost little, and insure dry feet.

Ladies' Rubbers, all sizes, 25c.

Men's Rubbers, all sizes, 50c.

GEO. W. COWAN.

Knowledge is Power

so is cash if you want to test it, read, mark, learn and immediately invest

At The Gordon Store

Our Coat items and Dress Goods doings make good profitable reading.

- \$5.00 Coats of black, fawn, kersey, velvet collar, silk lining,
- \$5.50 8 only black and grey Zibeline Jackets, satin trimmed, nicely tailored, lined throughout, value \$10.00, and fawn and kersey jackets, silk lined,
- 10.00 Black Kersey Jackets, large capes, satin lined, stole front, metallic buttons, value \$12.50, and \$14.00
- 12.50 Black and Tau Jersey Jackets, silk lined, large capes, finest tailored, worth \$14.50, \$15.00, and \$16.00
- 25c Dress Goods, 54 inch Cheviots, navy, grey and black, very special, worth 40c and 50c per yard
- 25c Flaked Suitings, all wool, navy, brown, green, grey, worth 75c per yard
- 50c Cheviot Suitings, 58 in. wide, all wool, new blue, navy and dark grey, and Black Venetian Zibeline finish
- 75c Flaked Suitings, 10 pieces grey, brown, navy, all new combinations, 50 ins wide, worth \$1.25 per yard
- \$1.00 A fine line of Flaked Zibeline Suitings, navy, brown and grey, worth \$1.50, \$1.75 and \$2.00 per yard at

Winter Millinery.—Attractive hats, fur hats of the latest, and lace hats, so decided novelties, trim little toques, girls' hats, neat and novel, and children's hats, chic and cheap. Order early. Prompt attention.

The Standard Designer, the greatest help to Christmas Customers, too. Standard Fashion Sheets for all, free.

WILLIAM GORDON.

Brisco's skate department is complete. Skates sharpened. Hockey outfits.

Old pipe and tea lead wanted immediately at The Planet Office!

Minard's Liniment Cures Burns, etc.

Birth Stones

Together with number and price, we publish here a list of special Birthday Rings.

All stones mounted in 14k gold.

Month	Birth Stone	Price
January	Garnet	No. 457—Price, \$2.50
February	Amethyst	No. 457—Price, \$2.50
March	Emerald	No. 457—Price, \$2.50
April	Diamond	No. 457—Price, \$2.50
May	Opal	No. 457—Price, \$2.50
June	Peridot	No. 457—Price, \$2.50
July	Ruby	No. 457—Price, \$2.50
August	Sapphire	No. 457—Price, \$2.50
September	Opal	No. 457—Price, \$2.50
October	Sapphire	No. 457—Price, \$2.50
November	Topaz	No. 457—Price, \$2.50
December	Peridot	No. 457—Price, \$2.50

These with innumerable other choice Rings at very low prices are illustrated in our new catalogue, ready Nov. 15th. Write for a copy.

RYRIE BROS. JEWELERS
118, 120, 122 and 124 Yonge St., Toronto



We Weigh Out

more delicious candy in a day than many stores do in a month. The superiority of our

CONFECTIONERY

has made firm friends for us among young and old and many people will walk blocks to get some of Sea Salt Kisses. And it is really worth the trouble. Just try some of these and see if they don't taste like more. Spanish peanut bars 10c. pound; Chocolate and Vanilla Fudge 20c a pound, etc.

Willard McKay,
Garner House Block.

This paper is printed with the Queen City Printing Ink Co. Ink, Cincinnati, Ohio. A Wann'ed Representative

Repairing!

Baby Carriages and Go-Carts re-wheeled and repaired.

Saws, Axes, Knives, Scissors, etc., sharpened.

Guns repaired.

Bicycles and Lawn Mowers cleaned and stored for winter.

BRISCO'S,
Opera House Block.

BE A GOOD

DRESSER

There is no new dress if it be otherwise new, as it is to say the least, a new dress.

SEEMY V.

And he will try to do it for you. How to do it for you.

Call at Room 2 over McCall's drug store.

Minard's Liniment for Sale Every where.

DRY GOODS. Thibodeau & Jacques MILLINERY.

Have You Christmas Gifts to Buy?

We have made ample preparations for your holiday needs. A few lines only can be mentioned.

DRESS GOODS.—5 pcs. novelty waistings, beautiful blend of colors, very special 69c.

6 pcs Scotch Suitings, latest coloring, worth \$1.25, for 98 cents.

Lustres, Canvas Cloths, Albatross, Corduroys, Bedford Cords, Crepe de Chine, all the evening shades, 25c to \$1.00.

WAISTINGS.—Vesting satin stripes, in light and dark shades, newest colorings and patterns, spec. 19c.

Cheviot Vestings, new colorings, 25c.

Heavy English Vestings, mercedized, guaranteed permanent finish, in cream and white, 75c.

Embossed satin cloths, French flannels, mohair at 50c and 75c.

PERRIN'S CELEBRATED KID GLOVES.—Every pair guaranteed, \$1.00, \$1.25, \$1.35 and \$1.50, in black, colored and white, including the washable kid gloves.

LADIES' AND GENTLEMEN'S UMBRELLAS.—With beautiful handles, very suitable for Christmas gifts, \$1.00 to \$7.00.

HANDKERCHIEFS.—All kinds, from 3c to \$2.25. See our specials at 10c, 12 1/2c, 20c and 25c.

SLIKS.—For waists and dresses. See our assortment of Taffeta and Peau de Soie, at from 50c to \$2.00.

A large assortment of Japanese Silks, suitable for fancy work.

LINENS.—5 o'clock Tea Cloths, in beautiful designs, just received, 69c to \$2.50.

Sideboard and buffet covers, new designs, 50c to \$1.50.

Linon Table Cloths, 8-4, 10-4, 12-4, in Irish and Scotch linens, from \$1.00 to \$3.00.

Napkins to match from 75c to \$5.50.

Tencrife Doilies, in plain and drawn work centres, 15c to \$1.50.

Pillow Shams and dresser Covers, in applique work at special prices. See window display.

Endless variety of ladies' neckwear, 25c to \$1.75.

THIBODEAU & JACQUES.

FURNISHED AT
THE PLANET OFFICE

near the ground.
Process of Making.
At Elswick one may see these guns in the making and passing through

quite cool and calm. In fact, as he shot past a friend on the twelfth storey he sang out, "Oh, Saundy, sic a fall as I shall hae."

Cleanse and stimulate the digestive apparatus. Only 10c. for forty doses.
Sold by Messrs. Gunn and McLaren, Druggists, Chatham.

"Why so, Tommy?" asked his mother.
"Why, if I had another one it might be in that!" replied the small philosopher.

Sunlight Soap washes the clothes white and won't injure the hands.
LEVER BROTHERS LIMITED, TORONTO