

IN ADVERTISING

to-day it is pitiful to note how the rage for cheapness has led, or rather misled, even old established houses to forsake their high standards. They sometimes go to the length of forgetting even truth, in the desire to get business.

A store's chief attractions are, and ever will be, service and satisfaction. We try to make our service the very best, and our goods entirely satisfactory, but even with our best endeavors we sometimes fail.

Should you have any complaint to make—or should you have anything that does not come up to your standard, let us know, and we shall exchange it—cheerfully.

There's one thing we had quite overlooked in our advertising the past two weeks, and that is the advance in the price of sugar. Just why it should advance at present is not easy to state. The fact remains that it has been going steadily up, and apparently will go higher. The carload price of granulated sugar in New York to-day is slightly over five cents a pound, and that market governs ours to a large extent.

H. Malcolmson

A Step-Ladder

that won't break is impossible to get, although the ones we are showing now are the next thing to being unbreakable. Our step-ladders are made of selected hard wood, and are very strongly put together.

5, 6, 7 and 8 ft. Hardwood Step-ladders.
Alabastine, Jellstone, "New Era" Prepared Paints, Brushes, Pails, etc.

J.C. WANLESS

4 Doors East of Market,
King Street, Chatham...

Sure Sign of Spring.

People are beginning to leave their orders for papering and painting now. So be wise and don't wait until the rush is on. Come now and pick your papers and set the date for your work, and we will do the rest.

TILT'S ART STORE.

19-Spring-04

Our importations for the coming Spring and Summer Seasons are now to hand and ready for inspection :

Tailors... MORLEY & CO. Importers

TO-NIGHT.

Macaulay Club, Auditorium, Public Library, at 8.

PROBABILITIES.

Special per G. N. W.
Toronto, March 19—11 a.m.—Unsettled, with sleet or rain. Sunday, fair and colder.

Local Briefs

Wanted—A good press feeder at this office, at once.

There will be an emergent meeting of Wellington Lodge, No. 46, G. R. O., A. F. & A. M., on Monday evening, for the purpose of conferring degrees.

We are helping to build up this community and all we ask is for you to try Crystal Granulated Sugar. If you use it once you will always want it.

When you want an artistic design, call up or visit Victoria Avenue Green Houses. Phone 181.

Found—On Queen St., March 16th, a pair of gold-rimmed eye-glasses. Owner can have them by paying for this advertisement.

We are extremely proud of our "Ackerman's Hand Made Harness." Take time to look at it. Geo. Stephens & Co.

Bargain—Farms to Rent—Two first class farms, good buildings on each. See S. Barfoot's advt. in another column.

Prof. A. J. Bell, Ph. D., Toronto University, will lecture in the Park St. Methodist S. S. Hall, Friday evening, March 25th, on "Shakespeare's Julius Caesar," under the auspices of the Reading Circle. Admission 15 cents.

"Thanks be unto God who giveth us the victory through our Lord Jesus Christ." "This is the victory that overcometh the world, even our faith." Prohibition for the World. M. A. Morris.

The present is a good time for borrowers who wish to change their loans, or make new ones, either on farm or city property and we would recommend persons requiring anything of this nature to call on W. E. Rispin, 115 King Street, who has made arrangements with three different loan companies and can grant most favorable conditions and terms to borrowers.

The deep snow of the winter will cost residents of Windsor hundreds of dollars worth of shrubbery and fruit trees. Wild rabbits, which infest the low ground south of the city, were unable to secure food, and driven into the city by hunger, they attacked the trees in the gardens, gnawing many valuable ones in such a manner that they were destroyed. Field mice assisted the rabbits in their work of destruction.

The cheapest lots in the city to-day for sale, actual value considered, are those still left in the Athletic Grounds survey. They are the most convenient to churches, market, station, and are by long odds the best value in the city. One still left on last year's portion of William St. pavement and five on the new portion, with a number still left on Queen and College Sts. Terms easy. For particulars apply to Dr. McEachlan, William St.

The Busy Bees certainly collected all previous entertainments on Thursday evening when they held an Irish supper at the home of their President, Lillian Kelley, Adelaide street. The tables, which were tastefully decorated in green in honor of St. Patrick, and in red and blue, the young ladies chosen colors. The guests did ample justice to the Irish stew and other good things provided for them. The successful couple in the guessing contest were Miss Mary Gamble and Mr. Richard Burke.

HOUSE BROKEN INTO AND ROBBED

Will pay a reward of fifty dollars for information leading to the arrest and conviction of the thief who broke into my lodge at the mouth of the River Thames, and stole various articles therefrom.

JAMES B. MCKAY, Detroit, or H. J. CARTIER, Jeanette's Creek.

Barrister W. Harold Barnum, of Dutton, acting for Ernest H. Wemmott, of Dutton, has entered an action against Henry Hibbes, of Oxford, claiming \$5,000 damages for his alleged alteration of the affections of his wife, Ida Louise Wemmott.—Blenheim News.

A woman rarely sees beauty in a woman as a man sees it.

In a school of chiropody the pupils are all at the foot.

YOUR BABY'S COMFORT

depends greatly on the use of a good Soap.

Baby's Own Soap

is Canada's Standard and recommended for toilet and nursery use by hundreds of Doctors and thousands of Mothers.

Don't buy Soaps made by dishonest manufacturers to sell as being "just as good" as Baby's Own.

Albert Toilet Soap Co. Mfrs.
MONTREAL

PROFESSOR BELL'S LECTURE

Last year the Reading Circle in connection with the Park street Young Peoples Society studied Tennyson's "In Memoriam," and at the conclusion of the season brought Professor Reynor from Toronto to lecture on the poem. The venerable doctor delighted a large and distinguished literary audience.

This season has been spent in the study of Shakespeare's Julius Caesar. Next Tuesday evening the final meeting will be held, and papers on Brutus, Cassius and Antony read by Misses Lafferty, Lapp, Irwin and Munro. For Friday evening the Circle has been fortunate in securing the services of Dr. Bell of the University of Toronto, professor of Latin, Victoria College, who will lecture on "Shakespeare's Julius Caesar."

After graduating from the University a double gold medalist in classics and modern languages, he studied some years in Germany, received his doctor's degree at Breslau, and returned to accept his present position. The doctor is a profound student of Shakespeare, and an especially pleasing speaker, so that the literary public of Chatham may anticipate an evening no less enjoyable than that of last year.

It is a matter of regret that many of those who will attend Dr. Bell's lecture, which was announced some two weeks ago in The Planet, will be prevented from attending the Westminster concert.

POPULAR OTTAWA MAN IN LUCK

Dodd's Kidney Pills Cured Blm of Stone in the Kidneys.

Mr. S. A. Cassidy, the Well-known Sportsman, Tells Why He is Grateful to the Great Canadian Kidney Remedy.

Ottawa, Ont., March 14.—(Special)—Few people in the Capital are as well known and popular as Mr. "Sam" Cassidy, proprietor of the Bijou Hotel, Metcalfe Street. As a hunter and fisherman of more than local reputation, he has become known to followers of the rod and gun all over the country, and many of the members of parliament who make an annual sojourn here are counted among his personal friends. The news, therefore, that he has found a complete cure for a dangerous malady will give general satisfaction. Speaking of it he says: "My friends all know that I have been troubled for years with Stone in the Kidneys; that though I consulted the best physicians and tried nearly every remedy I could think of, I was unable to get better."

"Some time ago a friend told me Dodd's Kidney Pills would cure me. As a last resort I tried them and they have cured me. I cannot imagine more severe suffering than one endures who has Stone in the Kidneys, and I feel the warmest gratitude towards Dodd's Kidney Pills." If the disease is of the Kidneys or from the Kidneys, Dodd's Kidney Pills will cure it.

Rich ribbon belts with sash ends are a feature of the evening gowns.

THE LONDON LIFE

The twenty-ninth annual report of the London Life Insurance Company appears in another part of this issue of The Planet. The results of this year's operations were most satisfactory. The excellent position of the Company being still further strengthened in all essential particulars. The premium and interest receipts of the year showed an increase of \$42,008.17 over the previous year and amounted to the handsome total of \$389,011.28; out of which \$105,169.14 was carried to the investment account. A very noticeable feature of the report is the clean list of assets presented, nothing of a questionable nature such as unpaid capital, agents' balances, or office furniture appearing therein. On the other hand, as appears from the Actuary report, the liabilities have been provided for in the most ample manner. The Company's standard in this respect largely exceeding the government requirements.

We would draw attention to the remarks of the President, Mr. John McClary, and of the Vice-President, Mr. A. O. Jeffery, as indicating the excellent character of the investments, the favorable rate earned—five and two-thirds per cent., being conclusive evidence of exceptionally able management.

The whole report will undoubtedly prove most gratifying to shareholders and policy holders alike. A woman knows how to turn an apology into a word of praise.

SACHEL OF THE SATELLITE

Remember Macdonald day. The five snow plough did good work yesterday.

I still predict a flood when the river breaks up.

No owner has yet turned up for those ballot boxes.

It's to be hoped that I don't go out and shovel snow any more this year.

Has your wife's hint that she is going to start housekeeping soon, made you sick?

I reckon the bear did see his shadow, but thank goodness, the six weeks are nearly up.

We might have stood this last snow storm without grumbling, but here John Dittmar comes along and promises us another.

Now, if Frank Babcock puts up a gold medal for the best rooster this summer, I'll be wearing jewelry in the fall.

The Urban Store should not be accused of encouraging prize fighting just because many people have gone there of late to see the ballot "box."

Manager Frank Babcock, of the Tecumseh Lacrosse Team, is the goods. That engraved locket he gave "Bobbie" Grant was peaches and cream. I'm going to join his team.

Cheefoo (special) Ping Pong has fallen. It was all the go a year ago but the Japanese have taken it and hid it in the top attic.

Your Correspondent,
DAM LI.

Another survivor of the Light Brigade, which made the famous charge at Balaklava, cashed in this week at New London, Conn. So many survivors have already passed away that I guess that Light Brigade must have been a sort of hen and chickens plant.

An Ontario contemporary says the old motto "God Bless Our Home" is disappearing. Perhaps the following from the Toronto Star may partially explain the reason:—

"A man was hauled before Police Magistrate Denison, charged with beating his wife. The Colonel asked the fellow if he admitted the charge, when the man replied:—

"Well, it was this way, yer Worship. I comes 'ome tired and as 'ungry as a hawk, and found that supper was rotte d. W. 'als m. ot words, the missis and me, and I lost my temper, and I ups an' 'its her."

"You acknowledge, then, that you struck her?" queried the magistrate.

"Yes, sir, I 'its 'er first; but I gets the worst of it. Why, she knocked me down with a chair, yer Worship, and then she takes down the motto from the wall, sir, and she smashes it all over my 'ead, and cuts me 'awfully with the gloves. That's why I'm all plastered up, yer Worship."

"And what was the motto?" asked the Police Magistrate.

"It was 'God Bless Our 'Ome,' yer Worship."

SPRING HINT.
When Ruben comes to town isn't it with the new lay "when Robin comes to town."

LONDON'S UNIQUE RECORD.
Two young women friends, one long a resident of Detroit, the other just arrived, both from London, Ont., originally met in a Detroit home the other evening and began exchanging reminiscences and gossip.

"And how is Mrs. X?" asked the talk.



Too Bad

to have the little feet spoiled for life while they are under the charge of their elders!

Blisters, callouses, corns, enlarged joints, all wait on ill-fitted, poor-quality shoes.

You'll find here only the best quality of leather made up by the best workmen and sold by people who can fit shoes.

With all this you'll find the lowest prices in the city—at—

Cowan's

The best repairing and quick.

Don't Trust to Luck!

But read our ads. and you will be guided right to

THE GORDON STORE

Mark this and look out for some of the nicest Easter outfits now being wrought out in our Millinery and Dress Making Departments.

Cotton is King

We are selling more cottons than ever by the yard and piece. No wonder, we bought anticipating the advance. Every buyer is wise.

Wrapper Clearing Sale

We make every one who buys a wrapper from two lots at 75c and \$1 each, a present of our profit, every sale.

Dress Making

Miss Symes is proving her complete fitness (as an advanced artist in costume) to cater to the ladies of town and country and to their entire satisfaction in Dress Making.

Belts and Wrist Bags

Every new and nobby thing in the belt line. Tassell girdles the very latest. All the new shapes in wrist bags, prices 25c, 35c, 50c, 75c, \$1.00.

Lace Curtains

We are determined to maintain our well earned reputation as the leading curtain house. Our prices, qualities and advanced styles does it. 25c, 35c, 50c, 75c, \$1.00 to \$12.00.

Spring Millinery

Our annual spring opening will take place

Next Week

The New Slip-on Kid Gloves

For morning wear

No Clasps : Only
No Hooks : Slip On
No Buttons : Slip Off

Novi Modi Costumes

We have the pleasure of introducing the most stylish tailored suits, skirts and waists, ever shown here, fitted and made to your order, with the best of linings and trimmings and guaranteed.

Our White Squadron

Sails to victory with its night robes, skirts, corset covers, drawers, aprons, etc. Qualities best, prices lowest. Children's whitewear of all kinds.

White Mercerized Waistings

Black and white, blue and white, brown and white, heavy and light weights. They surpass silk in beauty and in laundry and sell on sight. Printed cashmeres, challises, satin stripes, beautiful spring designs at 25c, just half price.

Kabo Corsets

We hold the agency for this county of the most modern and approved Kabo corsets. 50,000 ladies have voted this corset the best fitting, best style, best looking, best wearing corset yet made. We want your vote also. Price \$3.25 to \$3.50.

Dress Goods

See Our Windows

A beautiful line of all wool etamines, blues, greys, fawns, creams, extra wide, special value 39c a yard.

March and April
Designers, too...

William Gordon

Standard Fashion
Sheets FREE...

We Teach Illustrating.

YOU may have some talent for this line of work but you have been handicapped from perfecting yourself in the art.

You Can Do it Now.

YOUR TERMS ARE OURS.

An Arts and Crafts outfit value at \$22 Silver Frame with course to students enrolling in March.

The International Correspondence Schools, Scranton.

Canada's Office, 413 Temple Building, Toronto. W. W. SNYDER, Local Rep., Box 547, Chatham, Ont.

Minard's Liniment Cures Dandruff.



EMPTY A BOX

of any of these delicious confections and you'll have sufficient proof of the richness and exquisite flavor of our offerings. Won't cost much to gratify your taste for good things. Our confectionery possesses the merit of being cheap as well as being of high quality. These are all excellent assorted chocolates, taffies, nut rock, etc.

When in want of a first class lunch or full meal give us a call. Open until midnight, and all day Sundays. Meals at all hours. Single meals 20c, 21 meals \$3.00.

Willard McKay

King St.
Garner Block, Chatham.

Minard's Liniment is used by Physicians.

Dry Goods

Thibodeau & Jacques

Millinery

HIGH CLASS DRESS GOODS.

Never in the history of this store have we shown such a varied multiplicity of tasteful exclusive dress goods, as we are showing for this Spring's wear.

Our stock of Silks and Trimmings is not surpassed by any house in the West.

Our New Dress Making Department.

in charge of MADAME WEST, is now open for orders. Let us make you a Spring Gown?

MILLINERY will soon take your attention. Our milliners are showing the latest ideas in Outing Hats.

Our Grand Opening of Millinery will be announced later.

A CALL SOLICITED.

Thibodeau & Jacques.