

## The Planet.

Business Office ..... 52  
Editorial Room ..... 102  
S. STEPHENSON - Proprietor.

## GETTING NEXT TO THE FAMILY.

The forum of the American purchasing public is distinctly in the house. All the we eat, wear and use in a thousand and one different ways has its origin of demand in the household, and the product that succeeds in obtaining a firm footing in the household is sure to bring success to the advertiser.—Ad. Sense.

This is concentrated extract of "ad." sense. It touches the vital point. One of the chief sources of The Planet's strength with advertisers is its standing as a home newspaper. It "gets next" to all who have a voice in the appointment of the household expenditures, and is worth ten times as much to any merchant as a medium that has access only to the treasurer of the family.

## CANADA'S STATESMAN.

We hear a great deal about the ignoring of Mr. Haultain in connection with the festivities at Edmonton and Regina, but no one has yet called attention to the fact that throughout the proceedings and in none of the speeches was the name of Sir John A. Macdonald mentioned—the statesman who by his wisdom and political sagacity laid the foundation that made possible the creation of the new provinces, at least at the present time. Without Sir John with his great and abiding faith in the future capacity and capabilities of the Northwest, that vast country would not have been acquired from the Hudson Bay Co., perhaps for many years after it became truly part and parcel of the Dominion, and to the same statesman we owe the inception and triumphant completion of the C. P. R. in the face of the strenuous opposition of the glib-tongued gentlemen and their friends who played the leading parts in the inaugural proceedings at the two new capitals.—Ridgeway Dominion.

## POWER AT NIAGARA.

The Iron Age supplies the following authoritative summary of the progress of electric power at the Falls, and its present status:

"On Aug. 26, ten years ago, the Niagara Falls Power Company sent out its initial supply of electric power to its first customer, the Pittsburgh Reduction Company. This was for the operation of the upper plant of the reduction company, which was the first factory to be located on the power company's lands. The second block of power was supplied to the Carborundum Company about a month later. To-day the power company's consumers are numbered by the hundred, nearly all the factories in Niagara Falls and many in Buffalo and at intervening points being operated by this company's power. The electric power development has resulted in the location of many new electro-chemical industries in proximity to the Falls, and has doubled the population of the city. The original capacity of the power plant was 50,000 electrical horse power, which has since been doubled. In addition to the Niagara Falls Power Company, two other power companies have come into existence on the American side, and three on the Canadian side of the river, with plants having an available capacity of nearly 1,000,000 horse power."

It appears that the American interests at Niagara Falls have got a long way the start of Ontario in the utilization of the power generated there, and build on a capacity to absorb all that can be supplied. To the industries above referred to is to be added a demand for railway purposes to an extent unlimited. Already the power of the Canadian Falls is flowing to the other side of the river. It may require vigorous interference to prevent its exhaustion on foreign account, just as our natural gas has been drained away to cheapen the industrial facilities of rivals.

## DOUGH HEADS WIN

An extremely exciting game of bowling was played on the Park on Friday afternoon, when the Dough Heads defeated the Hot Heads in a closely contested encounter. As a result of the game the Dough Heads are a necktie in advance, gifts from the Hot Heads. Another game for the same prizes were played Saturday afternoon, as the losers claimed the grounds were poor. The following was the score Friday:

Dough Heads—Messrs. McGregor, McDonald, Heath and VonGuten, skip 23.

Hot Heads—Messrs. J. B. Rankin, Hodgins, R. G. Fleming, and Dr. J. L. Bray, skip 18.

Talents never wear out.

## TELEPHONE TALKS.

## TO TELEPHONE USERS AND THE GENERAL PUBLIC.

Though the rapid growth of the telephone business is one of the marvels of this generation, yet it is apparent to those who have considered the matter, that the record of the past twenty-five years will be exceeded even in the next decade.

An expert witness stated before the Special Committee that from \$15,000,000 to \$20,000,000 per annum would be required for years to come, in Great Britain alone, to meet the demand for telephone service.

Another expert stated that the investment in farmers' lines alone, in the States of Ohio, Indiana and Illinois, represented a capital of upwards of \$50,000,000.

In Canada, the number of telephone subscribers has doubled in five years, and the long distance line mileage has increased in the same proportion.

The capital investment has likewise been doubled, emphasizing the fact that a telephone company, to maintain its existence, must have a continuous increase of capital.

The greatest of all telephone problems is the extension of the service to farmers. An expert witness declared before the Special Committee that the financial obligations in providing a farmers' telephone service in Canada, were greater even than the Dominion Government could safely undertake. His advice was that the farmers should unite with the Company in providing telephone service for themselves, upon the co-operative plan, thus securing service at the lowest possible expense, while securing the advantages of both local and long distance connections.

This recommendation is the result of experience, and the advantages it contains are offered by The Bell Telephone Company of Canada to those who wish to avail themselves of it.

## THE BELL TELEPHONE COMPANY OF CANADA.

## WAS SUCCESSFUL

Big Convention of Dominion Manufacturers Held, Mr. and Mrs. John Piggott of this City Attended

Mr. and Mrs. John Piggott have returned home from Quebec, where Mr. Piggott has been attending the annual convention of the Dominion Manufacturers' Association. They report a very pleasant time, the Quebec people being excellent entertainers.

"We had a most successful convention," remarked Mr. Piggott this morning, "and of the entertainment provided by the Quebec people I can only say it was of the very highest and best. We were in Quebec three days, arriving there on Monday. There were 160 members of the association present during the proceedings, from all over Canada. There were quite a number of delegates from Winnipeg and also from St. John, N. B."

The city gave us a grand reception, one of the finest demonstrations I ever attended. It was given in the City Hall, which was appropriately decorated for the occasion. Speeches were made and musical numbers given, and refreshments were served. Mayor Parent presided and was most courteous.

"On Tuesday we had a trip in the Government steamer 'Druid' and were shown over the harbor and also visited the new Government bridge which is in the course of erection over the St. Lawrence River two miles below Quebec. It is said this will be the biggest bridge in Canada. It will cost six million dollars."

"Wednesday night we closed with a large banquet at which 200 people were present and speeches were given by prominent parliamentarians."

"The ladies were very ably looked after by Mrs. Amyott, who gave an At Home at the Government House and also provided a drive around the city. Mrs. Amyott is an excellent entertainer and she was very gracious and willing in extending courtesies to the visitors."

## GOOD TIME

Mayor Cowan has received an invitation from the Brantford authorities to be present at the ceremonies there September 30th. Brantford has had no connection with the main lines of either of the large Canadian trunk roads until it persuaded the G. T. R. to make a detour and take them in on the route of their main line. This has been done and the present ceremonies are attendant upon the inauguration of the new order of things.

Many prominent political and business men will be present, including Premier Whitney, Hon. C. S. Hyman, Sir Wm. Mellock, Hon. Wm. Patterson and others. Invitations have also been extended to the mayors of neighboring municipalities and the presidents of the banks represented in Brantford as well as the managers of the Canadian railroads and proprietors of Canadian papers. The G. T. R. has generously offered to furnish accommodation and transportation for all these who wish to attend.

## Will Burn and Sack.

Cadiz, Sept. 23.—Report from the famine districts show that the workmen threaten to burn and sack if they are not furnished with food. Appeals have been sent to the Government to distribute rations.

In order to secure the full benefit of the Government grant, the directors of the Fair on Sept. 26, 27 and 28, have increased the prize list to a considerable extent. The result is more entries and a better showing than ever.

DR. A. W. THURNTON  
DENTIST.  
Office over A. I. McCall & Co's  
Drug Store, Cor. King and Fifth  
Sts.  
Phone.  
Office 164, Residence 285.

## C. B. C. NOTES.

The following students of last term have resumed work in the business department: Sydney Ferris, Harrow; Geo. Norry, Valetta; Kate Thompson, Wallaceburg; W. H. Black, Fergus; Archie McFarlan, of Kintouh, who was a student of the business department in 1901 has returned to complete his course.

Mr. Wm. G. Smith, of Kinross, has entered upon a course of study in both departments.

Miss Malinda Palmer, of this city, began a shorthand course this week. Miss Georgina Moore and Miss Carrie Phillips are writing on examination for Senior Budget work.

Miss Rose Little, one of our office stenographers, left on Thursday to spend her holidays at her home in Hatley, Quebec.

Miss Mary Jenkinson, a graduate of the business department in June, has secured a position with William Gray & Sons, of this city.

The students in charge of the different offices this week are as follows: Wholesale—J. H. Veitch and C. B. Sheldrick; Agency—Carl Gregory and Edwin Kropf; Bank—P. C. Hooper, J. E. Richards, Gordon Fitchett and John Crotty.

Asa Stewart and Wm. Grist have charge of the Agency Department of the same work.

G. R. Smith has charge of the Banking Department of the Budget Work. This is a new departure in our work, and it means that we now have actual business from the start.

We were pleased to receive a call from Mr. W. J. Brown and bride on Thursday. Mr. Brown was a student in 1903, and is now holding an excellent position with the Canada Saw Company of Montreal.

The ground for the new College building was broken last Wednesday and it is expected that the foundation will be started next Tuesday, and the work will be pushed ahead just as rapidly as possible.

## PLEASANT EVENING

The Victoria avenue Methodist League gave a reception to students and strangers last Friday evening. A crowded hall and a good program contributed to one of the most successful functions in the history of the organization. Lindsay Parrott occupied the chair. The following was the program:

Solo—Miss Hollinrake.  
Solo—Mr. Arthur Martin.  
Solo—Mr. Shackleton.  
Duet—Messrs. Hollman.  
Trio—Misses Dyer, Bowers and Burgess.  
Recitation—Miss Gert. Day.  
Recitation—Miss Mabel Cartier.  
Instrumental trio—Messrs. Morrison, Side and Wrigley.  
Speech of welcome—Rev. Mr. Malott.  
Topic and lesson—Mr. Bushell.

## THE FAST TRAINS.

To California are run over the Union Pacific, via Omaha, 16 hours quicker to San Francisco than any other line. No change of roads, no detours, "The Overland Route" all the way. Be sure your ticket reads over the Union Pacific. Inquire of H. F. Carter, T. P. A., 14 James Building, Toronto, Canada, or F. B. Choate, G. A., 126 Woodward avenue, Detroit.

The week of Sept. 26, 27 and 28 promises great things for the children. Come and bring them to the Fair. They will enjoy it and remember it for years.

The Northway Ltd. Co.,

The Busy Cash Store.

The Northway Co., Ltd.



## NEW DRESS GOODS...

One of the very liveliest subjects to every woman at this time of the year. Just now we are showing the largest range we have ever had—bright new goods that will please the fancy of those who appreciate goodness and elegance in dress fabrics. You'll be interested in the display. So come along and enjoy the goods as your fancy may dictate; there's advantage in early choice.

## CHIFFON BROADCLOTHS—

Black and colors, correct fall weights, finest pure wools, best dyes, superior finish, matchless values at a yard \$1.00, \$1.25, \$1.50, \$1.75 and \$2.00.

## COVERT SUITINGS 50c YARD—

43 inches wide, fall weight, fine pure wool, black and seven leading colors, special a yard 50c.

## CHIFFON VENETIANS—

Fine pure wools, 44 to 46 inches wide, rich bright finish, warranted sponged and shrunken, black and all fashionable shades, special a yard 75c, 90c and \$1.00.

## NEW SUITINGS 50c YARD—

46 inch Armures, 44 inch Panamas, 42 inch Roxanas, 44 inch silk finish Mohairs, 44 inch Granite Suitings, pure wools, in full range colors and black, the choicest range of suitings we have ever displayed, at a yard 50c.

## CORDOVA SUITINGS—

46 inch fine soft corded weave, medium weight fabric, finest French wool, superior dye and finish, colors black, castor, navy, myrtle, and cardinal, special a yard \$1.00.

## TWEED SUITINGS 50c YARD—

44 inch wide new mixtures in choice range colors, medium and heavy weights, special a yard 50c.

## 56 INCH TWEED SUITINGS—

Harris and Clyde mills, superior pure wools, in wide range new designs and colorings, medium and heavy weights, at a yard 75c, 90c, \$1.00, \$1.25 and \$1.50.

## FRENCH CASHMERES 50c YARD—

44 inch fine pure wool French cashmeres, rich silky finish, black and full range colors, extra value at a yard 50c.

## NEW WAISTINGS—

Fine pure wool French flannels for waists and kimono, choice range spots, stripes and new floral effects, fast colors, special a yard 50c.

## MOHAIR WAISTINGS—

Fancy mohair waistings, 42 inches wide with fancy spot designs, colors brown, russet, navy, black and cream, special a yard 35c.

## ALBATROSS WAISTINGS—

42 inch fine pure wool in wide range colors with embroidered silk spots and floral designs, special a yard 50c.

## 36 INCH BLACK TAFFETA \$1 YD.

Superior quality dye and finish, will not cut, full yard wide, a good \$1.25 quality, our special price \$1.00.

Seven  
Stor s

The Northway Company, Ltd.

Two  
Factories

## THE LOCAL BUDGET

Guns and Ammunition at Brisco's.  
E. Wells, of Dresden, was a visitor in the city Saturday.

Mr. and Mrs. Walter Mills were in the city Saturday.

G. W. Sulman returned Saturday from a business trip to Hamilton.

J. E. Taylor, of Blenheim, spent Saturday with his Chatham friends.

Miss Lottie Mason, of Dover, is spending a few days with Chatham friends.

David Le Favour, of Wallaceburg, called on his many Chatham friends Saturday.

Miss Hollinrake, leader of Park street choir, will sing at St. Andrew's annual tea Monday evening.

Mr. and Mrs. H. B. Lamson, of Cleveland, were guests in the city Saturday.

Miss Burns has reopened classes in China Painting at her studio on Thames street, opposite greenhouses.

The steamer City of the season on Monday, October 2nd.

It is now assured that the Honorable Minister of Agriculture for Ontario, Mr. Monteith, will be on hand to open the Fair on Sept. 26th, 27th and 28th.

Freda Dorothy, the two-year-old daughter of Joseph Capman, of the 2nd concession of Chatham Township, died on Friday. Mr. and Mrs. Capman are deeply sympathized with in their loss.

## HAVE ARRIVED

Two of the passenger cars purchased by the Chatham & Wallaceburg electric road, from the Ottawa Car Company, have arrived in the city and will soon be placed in commission. The cars are of a large type, commodious and present a fine appearance.

## AT HOME

A very pleasant At Home was held on Wednesday afternoon by the officers of the W. M. S. Cradle Roll of Park street church for the children and their mothers. Mrs. S. F. Gardiner welcomed the visitors in a most cordial manner, after which Mrs. Rutledge gave a very instructive and helpful talk. Miss Minnie Cumming gave two well rendered selections of music. Light refreshments were served.

## EASTERN RESORTS

Are always popular for their healthy climate, and excellent hotel accommodations. Best of service when travelling via Grand Trunk. Secure tickets and make reservation at Grand Trunk City Ticket Office. W. E. Rispin, City Ticket Agent, 115 King St.

## STRIKING SCHOOL BOYS.

Will Not Go Back Till Peterboro School Plumbing Is Repaired.

Peterboro, Sept. 23.—A peculiar state of affairs developed early yesterday morning at the Central school, when twenty-five boys in J. T. Wallace's room went "on strike," as they call it, until the alleged unsanitary condition of the building is remedied. The boys will not return until the plumbing beneath the floor has been fixed. The School Board maintains that the conditions are not unsanitary, and have strongly denounced the action of the lads. The boys are considered as truants in the eyes of the law and will be severely dealt with.

## Turbina Was In Fault.

Toronto, Sept. 22.—As a result of the inquiry into the Turbina-Primrose collision of August 12, Commander Spain has suspended the certificate of Capt. Bongard of the former steamer for nine months from that date. Capt. Bongard holds a certificate of service as master of a fore-and-aft rigged sailing ship in inland waters. This certificate is endorsed to permit him to act as master of a steamer also, but Commander Spain finds that it does not entitle him to command a passenger steamer. He is not censured officially for this but to resume command of a passenger steamer he must possess himself of the requisite papers. Both steamers are held to have been transgressing the harbor rules in the matter of speed, but the Turbina, being the overtaking vessel, should have kept clear of the Primrose.

Orders for bookbinding should be left at this office. It is surprising how nice a volume can be made of these magazines, even though they are somewhat soiled from much handling. Books, magazines or periodicals bound or rebound in any style at very reasonable prices. Blank books, such as journals, ledgers, day books with any kind of ruling, made to order. All work warranted first class.

Minard's Liniment is used by Physicians.

## W. W. SCANE

For the Best

Cylinder Oil Farm Machine Oil  
Engine Oil Cream Separator Oil  
Gas Engine Oil Harness Oil  
Cup Greases Stainless Floor Oil  
Thresher's Supplies Gasoline  
Special Automobile Oil

Office and Warehouse

THAMES ST.,

Next to Canada Flour Mills.

PHONE 147.

## GRAND OPERA HOUSE

ONE NIGHT, MONDAY, SEPT. 25th.

B. C. Whitney's

PIQUANT MUSICAL MIXTURE.

ISLE

New York, Cast, Famous, For, Fun, Music, and Beauty

SPICE.

75—PEOPLE—75

MOSTLY GIRLS.

PRICES: 25c, 50c, 75c, \$1.00, and \$1.50

Seats on Sale Friday.

## GRAND OPERA HOUSE.

FAIR NIGHTS,

WEDNESDAY AND THURSDAY,

SEPT. 27 AND 28.

A DEPARTURE FROM THE USUAL

Fathers, Mothers, Sweethearts, and Wives

will enjoy the Far-act Comedy Drama

of Life on the New England Coast,

DOWN

BY THE SEA

A WORTHY SUCCESSOR TO HEARTS OF

OAK &amp; D SHORE ACRES.

Pathetic Scenes True to Life Characters of

Nature.

Comedy of the Legitimate Kind.

SINGING AND DANCING SP. CACTIES.

PRICES: 25c, 35c, 50c, and 75c.

## THE HIGHEST STANDARD

of excellence in equipment

and work is found in the

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University Building, 11-21 Wilcox St.,

Detroit, Mich.

It has few equals. The cost of a term

may be slightly higher than in a common

grade Business School, but the conditions

and results amply justify it.

Enter any time; Catalogue Free; Write

for it.

W. F. JEWELL, Pres.

R. J. BENNETT, C. A., Principal

W. H. SHAW, Secy.

## WEDDING STATIONERY

—The latest in Wedding

Stationery and Cake

Boxes can be had at the

PLANET Office.

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