Seasonable Event H. W. BALL & CO.

CHATHAM'S NICEST STORE

MANUFACTURER'S SAI

This is undoubtedly the greatest holiday sale ever held in the city. We say "greatest" confidently, because nowhere else are goods of quality offered at the price we quote---we beg to offer the hint hat we can sell you gift collars in lace and chiffon and silk at prices you will like to paythese are not odds and ends but new fresh goods from the best manufacturers.

Sale Starts MONDAY and Finishes CHRISTMAS EVE.

Store Open Every Evening Until 10 O'Clock."

The Finest of Lace Collars Surpassing all Previous Values 35c Lace Collars 15c.

200 dezen and over lace collars and tabs of balz Irish guipure and pompodour lace collars in white, ivory, butter and black-also silk collars, lovely collars and at regular price would sell at 250 and 350. Manufacturers Sale Price 150.

75c & \$1.00 Collars for 25c What Better Bargains Could Be?

150 dozen col'ars in silk, chifion and lace, also some extra nice tailor made collars, white, black and colors in the fancy collars, while there is a great variety of the finest guipure and balz Irish lace collars, the regular values are 50c, 75c

Back Combs 50c to \$1.00 Sale Price 35c.
210 fancy back combs triamed with silver,

gold and jewels, not many of each kind and only one of some kind they were purchased at a round price so we could give rou your choice at one price. Manufacturers Sale Price 39c.

79.41

Hundreds of Women's Waists at Less Then The Price of Making

175 swell waists in silk, beautifully trimmed with val insertion, Justres in blacks or white with embroidered fronts; and black, white and ecru all over lace waists lined with silk, these waists are worth from \$2.75 to \$4.50. Manufacturers Sale Price \$4.08.

Fine Silk Waists Less Than Half Price

95 of the finest silk Taffetta waists in white or black and colors, also extra nice Jap taffeta waists beautifully made with lace insettion triminings, dainty waists are made—the regular prices would be from \$400 to \$1000. Manufacturers Sale Price \$2.89.

Our 50c Gift Goods

Our special purchase of gift goods at the price comprise, fancy collars, lace chemisettes and lace collars, a splendid assortment of really choice goods much under the regular prices, if we buy theap we sell cheap. Manufacturers Sale price-

HANDKERCHIEF SPECIAL

50 dozen very fine swiss Handerchiels with beautiful embroidery work—sheer centres with embroidery and plain hem-stitched borders—this is one of the best handkerchief bargains of the season and not likely to be duplicated, 15c each or 2 for 25c.

ESV Y BRACIDE Commencing Monday the commencing day of the Manufacturers Sale, we will keep our store open for the convenience of those who find it inconvinent to come through the day we kindly invite all to the store to see the electric, light illumination and roses. 6d.2 9 1 1 su n 1 2



Boxes filled with finest Candy are to be had here in large variety. Their beauty is undoubted and the quality of the Candy just as hightered y

ENGLISH BOXES, 7569, \$1 and

BIRD BOXES, 90c each,

DUTCH BOXES, 20c, 25c, to 75c

FANCY BOXES, 60c, 1\$1,201to

FILLED TEAPOTS, 25cand 40c

TOYS, filled with candy, 10c to

CHRISTMAS CRACKERS, 150

SPECIAL MIXED CANDY, 150

SPECIAL CHOCOLATES, 25c a

We are Healiquarters for all CHRISTMAS FRUITS. We would like you to come in and see

maintains t asset a confi

H. Malcolmson

TO-NIGHT

Choir practice, First Presbyterian

LOCAL

The Gordon Store, the Eur Store, Quill. 1 3 -1

Just received a bigilot of Holly. It's extra fine, with lots of red berries.

Holly Wreaths Moss Wreathing Little Red Bells

Have You Tried Sealshipt Oysters SOLID MEASURE. FRESH BY EXPRESS DATLY

The King Edward Grocery.

CHATHAM'S ONLY MILLINERY STORE

FOR FRIDAY AND SATURDAY WE ARE HAVING A MONSTER RIBBON SALE. The best values ever offered in

lack and all colors. C. A. Cooksley, KING STREET,

Clarence Birfoot left for Detroit his aftermoon on a ball sing at Park's Miss May Peate will sing at Park's freet Bible class to merrow after about

warss May Feate will sing at Park street Bibbe class to merrow after hoon.

Warden Cammissioner Stephen Parnall Strucis, of Dresden, was in the city of beiness to-day.

Miss Carper Macintyre and Miss Badgely welfed in the city from Lecton this merring. They will put ca a rearral at the Erisco Theatre Monday werning.

Parties having inste boxes belonging to the Ladies Aid of the First Presbyterian chuich will kindly leave them at the Garden Store or at Whos. Stone & Son by Jan 185.

The remains of the late Mrs Raley, who passed away sindendy while on at visit to her esser. Mrs Bartliff, of this city, were conveyed to Chicago this morning on the 1.52.

A very fine the of letter seals, prices ranging from 50 to \$2.00; and mail files from 18 to \$3.00 at R. J. MacIntyre's, leiding is weller, and opticidn.

Mr. and Mrs. (Dr.) Mills were in

opticials.

Mr. and Mrs. (Dr.) Mulls were in Chatham, Sunday, visiting the form be's mother at the General Hospital where she recomply under went a successful operation. Thour Times.

Mis Hope Rahlkin tend a paper on the lesson at the meeting of the Young People, of the Eirst Church List night, and an interesting address on Pous and his contemporaries was given by Mr. J. S. Erne.

A. I. McCoil & Co. I. mitel, diuggists, announce the arrival to day of the Christmas shipments of Lowneys. Checolates. The Checolates area as good and the packages much pretiter than eyer before; 200 to \$5.00 mer box.

Smoke Lord Lake, Gigar 19a.

Smoke Lord Lake, Gigar 19a.

The Gordon Store, the Fur Store, Holly Wietths at Extense Elorist.

Smoke Quali on Total Cigar 50.

Smoke Quali on Total Cigar 50.

Dail.

Dusiness yesterday in Bondon on The For Store, the Gordon Store, James Biker, of Dresden spent ye terday in the city.

Miss Hope Tillson, of Michigan is home for the holidays.

Christmis Bells, and Baiss at Crump's, 5, 10 and 45 cents.

Tillury East, Council on Mondae in the city of Blenhaim was in the city. Earl Spratch was in London on A most unfortunate actident hap-usiness yesterday.

Miss Hope Tillson, of Michigan, have been the matter mone to the makes the matter mone and or the first matter matter matter matter matter matter mone and or the first matter matte

For Your Christmas Shopping at The GORDON STORE

Sit down now, take your pencil, write your friends ames, then read carefully these two columns, and if you on't find all you want, remember we don't own the whole

Handkerchiefs

A leading line of 56 Irish Linen Embroidered Hdkfs; the demand will exceed the supply, for we sell them at, each 25c Linen Initialed Hdkfs, half dozen in box, 1.25, 150c and 60c all Linen Embroidered Hdkfs for 25c; 80c, 90c, 1.00, 1.25 fine Linen Lace Hdkfs for 50c; Fine Hemstitched Lawn Hdkfs 3c to 10c; all the Pictured and Bordered Hdkfs from 2 for 5c up; special values in Men's Plain and Initial Silks and Linen Hemstitched.

Ladies Collars

Can be sent in a letter—Tasty Turnov to 10c; to 25c; special lines of Lace Collars at 10c; Ladies Fancy Collars, very choice and selected specially for holiday trade.

Our splendid collection of Furs and Fur Coats.

Our splendid collection of Furs and

Babies' Booties, plain and fancy 15c; Ladies Mitts
25c, 36c, 42c, 50c; Babies' Mittens, all Pine Wool Mitts, white, black, navy Bibbs, fine selection at 6c, 8c; 10c, 20c, and cardinal, per pair 15c; Children's Kid Lined Mitts 25c.

Astonishing Dress

Fur Lineat Coats, Neck Bices, Muffs and Sets and are on sale at lowest city prices for the holidays. Scarfs and Neck Piece reductions, your pick of our 6.50, 7.50

A Christmas extra, in good White Kid Gloves at 590; black, tan, grey and white, and Sweight Gloves, which we guarantee per pair 1.90; all sizes Ladies' Mocha Kid, Gloves 1.25; all our 1.75 Ladies' Washible Kid, Gloves now 1.29; a holiday and in 12 button elbow length, Black Glace Kid Gloves at 1.69.

For the Kiddiwids

Babies' Booties, plann and fancy 15c.

HERE YOU HAVE IT, OLD MISTER SANTA CLAUS

City Skirt Depot Holiday Silks

Bright it Black Mercerized Petticoats, very full and flounced, all sizes from 75c to 2.00; Silk Moire Petticoats, many and and you cannot visit this holiday safe any black, a great X mas present 3.95; Black too soon to secure a bargain that any Laffeta Silk Petticoats 5.75; a regular 6.00 Moire Skirt, green, garnet, brown, navy and black, X mas cut 4.98.

DRISS SKIRTS, navy and black taged seems, good material, a surprise taged seems, good seems, go

aped seems, good material, a surprise at 1.68; Navy and Black Cloth Skirts, more pleats and more trimming, at 1.98; Handker Hemstitched Silk Handker

Beautiful Beaded Wrisk Bags, 2.45-79, 3.00 to 5106 Heavy Coats for little girls—
Beautiful Beaded Wrisk Bags, 2.45-79, 3.00 to 1.30 1.285, to 4.00 Unild's Grey
3 oo; Fancy Opera Wrist Bags 50c to 2.25 Tweed Coats at 2 oo and 3.00; 4 50 to
Leather Hand Bags range from 50 to 5.00 extra nice trim and buttons 3.00 to
25% ladies' back and white Leather
Belts 25c and 50c; Purses and Ports
Child's and Mis.es', reduced to 1.50 and

Handkerchiefs 90 ; dark shaded checked grey Skirts chiefs, 50c. Irish Lipen Hemstitched thitisted Hakis, Xmas box of 6 for 1.35 ; suprising qualities in Men's Lawn Hakfs 52 Igc and 156 each

Leather Goods and Children's Coat Wilst Bags And Children's Coat

EPPEDE SOCIETY

YOU CAN LOAD UP AT THE GORDON STORE

Men's Kid Gloves Christmas Linens. XMAS KID GLOVES, tan and black, ur-lined, silk-lined, plush lined and united, at 50c. 85c; \$1, 1.26, 2.00 and 2.50, in Fownes; Jammette and other makes.

MEN'S MITS, wool, leather and mocha

oc to 1.20

TIES .- The new styles in fancy neckear, bows, ties, etc., 25c and 5oc. MUFLETTS, the new neck and chest protectors, 25c, 35c, 50c and 65c.

NECK SQUARES, plain silks, fancy tyles, and black, 25c, 50c, 75c, 1 to and 57.

SOCKS, black and fawn cashmere, all-ine (wool, scamless and stainles and leavy, 25c, 42c, 50c, and ribbed 25c and

Ladies', and Gent's "Umbrellas:

These are as neat a Christmas Present as any maid or man could wish for. Paragon steel frames, the best of coverings, the most futery handles yet teen. These imbrellas range from a up to 5.00, and the weather wise sayan open winter.

Ladies Coat Snaps Some \$5 to \$10 Ladies' Heavy Coats at 12 and \$3. \$10 and \$12 Long Heavy Freed Coats at \$5. \$10 and \$12 Coats, is inches long, for \$7.50. \$15 and \$18 Coats, latest and smartest, \$10 and \$12.

Open Work Pillow Shams, Dressers and

Linen d'Oylies, hand embroidered and

BOYS' MITS, in wool, black curl and accha, from 20c to 72c. BOYS! MITS, in wool, black curl and Damask Lunch Cloths, 50c to \$1. Ditto-Tray Cloths, 25c to \$1. Ditto Linear Scaris, 50c to \$1. Ditto Linear Scaris, 50c to \$1.25. Hemstitched Speets and Pillow Cases to meter.

Mill Ends and Short Lengths in Tablings. See our Lineh Damask Table Cloths

\$1.20 to \$12.00.

styles, and black \$50.500, 750, 1 co and
I 50.

Damasis Table Cloths, Nankins to match, 2 by 2½ at \$4.50, 2 by 3 yds. at \$5.00, 2 by 3½ at \$6.00, ranging per set. from 4 50 to \$10.00. Towels, Linen Damask Huckaback from

German Linen Towels, fancy borders,

Soc to \$1. TAARANTEA Silk Waists For Christmas Week, black and white chiffon Taffeta Silk Waists, tucked and strapped in front, open backs tucked, regular \$5 waists, special at \$3.45:

Christmas Bargains

in our Millinery Departm't.

Standard Fashion Sheets for January!

JOAC!