

The Home of Good
Clothes for Men...Chatham
WallaceburgThe 2T's for
Quality

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IT'S for you to decide whether you'll continue to put your money into clothes of questionable quality or come to this store and for the same amount get garments of the highest quality and the best values ever offered at the prices. The best need not mean the highest priced—it doesn't here—there is always one Best at each and every price, and that Best is here.

This store leads in value giving because of its buying advantages and applying modern merchandising methods, by which it does with smaller profits, it forces prices still lower—this we make so plain that no need be an expert to recognize it. We are getting bouquets every day. Everybody is praising our clothes—praising the style, workmanship and finish of every garment.

Men's Fine Overcoats \$7.50 to \$25

Spick, span new ones fresh from the hands of our best tailors—unusual values even for us, and only made possible by a special purchase made by our buyer, who has just returned from the East, which enables us to offer better values than even at these prices.

Men's Hand-Tailored Suits

Striking, snappy garments, brim full of style and splendidly tailored inside and out. Every one of them proves the truth of that well-known saying, "For highest quality without high prices—\$7.50, \$10, \$15 and \$20."

Men's Custom Made Trousers.

Several new lines of neat patterned Worsted and Cheviots. They're different than others—made different and fit different—Every Suit, pressed and altered gratis. A handsome coat hanger given with each suit or overcoat.

Sales Agents for the \$4 and \$5 Slater Shoes. The shoes that satisfies—The best on earth.

Men's Hats

Every one is new—no old ones to mar selections here—the one Hat Store where this is certain.

Hawes New York Hats—Derbys and Soft Hats.

Henry Carter \$2.50 Hats.

John B. Stetson's Derbys and Soft Hats.

The Wayne \$2.00 Hat.

The best for the price as any man who has worn one will tell you.

Cloth Caps 50c. to \$2.00.

Your name and address given with every hat you buy from us. Hat cleaner given with every hat.

Newest Shades in 'Xmas Neckwear

You can't afford to be a man of only one necktie. Styles and colors are constantly changing, and the newest things are so inexpensive the wonder is that anyone is satisfied to be out of date. We make a distinct specialty of the very latest ideas in Neckwear and charge little enough to keep business brisk.

The showing we make would do credit to a city like Toronto. Absolutely nothing missing that is likely to be in demand.

WEDDING OUTFITS COMPLETE

Dent's Gloves for Ladies.

If you are not a customer of ours and you cannot get what you want elsewhere, try us for everything that is new in men's wear.

A.C. TRUDEL

TE 2T'S

L. R. TOBEY

Garner House Block.

Chatham and Wallaceburg

We Want
Your Fruit
Order...

We want your Fruit Order. Christmas will soon be here. Are you ready for it?

SEEDED RAISINS, 12½c a package.

SELECT RAISINS, 12½c a pound.

EXTRA FINE CURRANTS, 10c a pound.

SULTANA RAISINS, 14c a pound.

COOKING FIGS, 7c and 10c a pound.

SELECT DATES, 3 pounds for 25c.

SHELLED NUTS, 40c a pound.

DARK SUGAR, 5c a pound.

PURE GROUND SPICES, 10c a pound.

BEST EXTRACTS, 2 bottles for 25c.

H. Malcolmson

Commencing to-day, Stone The Hatter offers one-fourth off all suits, overcoats and odd pants. The sale will last until the end of this month. These prices are for spot cash only. Every customer saves 25 per cent. on his purchase. Don't fail to take advantage of this sale. Stone & Co.



A man is safe when he buys shoes here. We guarantee our Men's Shoes and they must do all that should be expected of them, or they are ours again.

It means "Shoe Safety" when you buy here.

A Special Showing of
Nothing but High
Grade Shoes for Men
Now in Our Window.

Turrill & Hodges,
THE SHOE MEN

TO-NIGHT

Epworth League, Park St. S. S. Hall, at 8.
Victoria Ave. Epworth League, S. S. Hall at 8.
Y. P. S. C. E., First Presbyterian Church, at 8.
K. O. T. M., No. 8, in their rooms, I. O. O. F. Temple, at 8.
Special service in Victoria Ave. Methodist Church, at 7.45.
Ald. Thomas Scullard will address the Workmen in their hall at 8.
Peninsular Lodge, No. 2, A. O. U. W., in their hall, opposite the Ran-

LOCAL

Smoke Lord Lake Cigar—10c.
Smoke Quail on Toast Cigar—5c.
One or two good "ad" men wanted at this office.

For nice neckwear see Masse & Co.'s window.

Frank Phelps is spending the day in Wallaceburg.

Special bargains in clothing at Masse & Co.'s.

N. Lindsay was a city visitor from Dresden yesterday.

J. W. Smith, of Stewart, spent yesterday in the city.

Steam heating is being installed in the Rutherford Block.

Mr. and Mrs. W. T. Weis, of Dresden, spent yesterday in Chatham.

Walter Mills and son, of Ridgetown, were city visitors yesterday.

Percy Braddon, of London, is in the city visiting friends and relatives.

The Misses Guttridge and Miss Taylor were Blenheim visitors last evening.

Bargain days at Crump's; great big bunches of fresh cut chrysanthemums for ten cents.

Mrs. Labadie, of Cranbrook, E. C., and her two children, are the guests of Mr. and Mrs. N. H. Stevens.

Mr. Solomon Gossnell, proprietor of the Highgate Monitor, was a caller at The Planet office to-day.

Big Fur Sale now on at Agar & Neff's—\$17.00 Alaska Sable Scarfs going at \$12.50.

Gray's China Hall open until 10 o'clock to-night; in aid of Hospital.

Connel Every little helps.

Engineer R. K. Wanless, of the Pease Marquette, who was recently transferred to St. Thomas, has again been shifted back to the local route.

The many friends of Mr. and Mrs. F. M. Bedford will be pleased to learn that their little daughter is improving nicely from her recent severe illness.

I have a beautiful line of odd solid silver teaspoons, also fine line of solid silver butter knives. E. J. MacIntyre, leading jeweler and optician.

Last night was the coldest yet this season. The thermometer went as low as 13 degrees above zero during the night. The lowest yesterday was 15, and this morning at seven o'clock it registered 16.

Michael Cleary, of Eberts, passed away at St. Joseph's Hospital, this city, last night. The deceased, who had been ill but a short time, had reached quite an advanced age. He was unmarried, but has relatives in the County. The funeral arrangements have not yet been made.

Don't
Wait!

We have everything of the very best for your Christmas baking. There is nothing that enters into your pudding, cakes or mince meat that we don't keep, and of the very finest quality.

Mixed Peels 25c. per lb. (no sugar; no waste.)

Seeded Raisins 12 1-2c. per Pound.

(The very finest)

Boiled Cider

Celery

Lettuce.

Seaship Oysters

The King Edward

Grocery.

PHONE 51

CHATHAM'S ONLY
MILLINERY STORE

The very latest and most desirable styles in Beavers' Plaques and

Felt Shapes, Hoods, etc., stately high grade goods. Velvet Hats very much reduced in prices. One

Table Trimmed Hat: \$1.98, \$2.48

C. A. Cooksley,

KING STREET

Roy Brisco was in Blenheim last evening.

Teddy Griffith is visiting friends in Kingsville.

S. H. Curry, of Merlin, was in the city on business yesterday.

Richard Hughson, of Dresden, spent yesterday in the Maple City.

Miss Almada Martin was the visitor of Miss Lillian Mannion, Park street.

Mrs. Fred. Chanter, of St. Louis, is the guest of Mrs. Fred. Goodland, of this city.

The hop given by the Social Dancing Club in the I. O. O. F. Auditorium last evening was very largely attended.

P. H. Bowyer, M. P. P., editor of the Ridgeway Dominion, was a welcome caller at The Planet editorial rooms to-day.

J. J. Stevens, of Montreal, paid a flying visit to his parents, Mr. and Mrs. N. H. Stevens, last night. He left for Detroit this afternoon on business.

We invite every man, woman and child in Chatham to call and look over our Christmas stock. We are proud of this year. A. I. McCall & Co., Limited, druggists.

A lecture with stereoscopic views, entitled, "City of Seven Hills," will be given by the Rev. J. J. Rose, in the Wm. St. Baptist Church, Tuesday, Dec. 11th. Admission 10c.

Rev. E. Fulton Irwin, of Thamesville, will speak to-night at the special services to be held in Victoria avenue Methodist church. Rev. Mr. Irwin will be the guest of Mr. and Mrs. Ed. Horning, Head street, while in the city.

I have the finest line of Bracelets that has ever been shown in Chatham; prices ranging from 75c. to \$3.50, at E. J. MacIntyre's, leading jeweler and optician.

Ernie Harvey entertained a number of his young friends to a progressive party at his home on Park avenue Wednesday evening. About twenty couples were present, and a most enjoyable time was spent. The ladies' prize was won by Miss Moore and the gentlemen's by Harry Avichouser. Refreshments were afterwards served.

Miss Carmen MacIntyre, the gifted daughter of Mr. E. J. MacIntyre, of this city, took part in a concert in Rochester, N. Y., Monday evening with the Bunting Concert Company, of Boston, one of the foremost concert companies of that city. Miss MacIntyre was well received, and she had to respond to several encores.

The Ministerial Association met this morning at the home of Rev. F. E. Majott for the purpose of considering the dates and subjects for the World's Week of Prayer, which will be held in the various city churches during the first week in January.

Robert Potter, who has been keeping tab on the river the past few days, says that the stream has risen three feet since Monday. He says that it went up two feet last night. The river was still rising this morning, and was covered with ice floes.

Four fine prizes are now being contested for at Dean's bowling alley. The contest will be closed on Dec. 24, and the prizes in order are as follows: 1st, one box of choice cigars; 2nd, a \$2 pipe; 3rd, \$2 cigar case; 4th, tobacco pouch. The highest score at present are: Jack Hardaker 215, Fred. Blomdour 212 and R. A. Harrington 211.

A fire alarm wire became grounded somewhere in the city yesterday, and sounded the gong at the waterworks. The waterworks employees immediately notified Chief Prichard of the fire department, who immediately set to work to look up the break. Up till ten o'clock this morning, however, no defect could be found in the lines.

Gordon's Annual
December Sale

Our Great Reductions

on Seasonable Goods and Garments will help you save money while you spend it.

Furs! Furs! Furs! Silks! Silks! Silks!

SPLENDID FUR EXHIBIT. SENSATIONAL FOR CHRISTMAS

To miss a visit to our Fur Section is a mishap, especially to fastidious economists. Our stock comprises the best of mink, grey squirrel, sable, bear, etc. For variety, quality, and economy of price we are headquarters.

Isabella Fox Boas, large and lovely, our regular \$16 value, December sale \$12. Longer Double Isabella Fox Boas \$25, charming and captivating, reduced to \$19. These boas have two large brush tails and 4 smaller.

A choice assortment of Fine Fur Scarfs, ranging up from \$6.50, \$7.50 and \$8. Your pick of the lot, and the sooner the better, at \$5.

A prime lot of superior Scarfs and Stoles to select from, for Christmas gifts. Nothing nicer, \$10, \$12 and \$15 Furs for presents, now \$8 and \$10.

Ladies' Fur-lined Cloth and Tweed Coats, leaders this season, 5 colors. All our \$70 and \$50 coats this December sale for \$50 and \$40.

Black Fur Coats, Astrachan collar and 100s, even better wearers than Astrachan. Our regular \$25 reduced for this sale to \$20.

Great variety of Fur Muffs from \$20 to \$40. Nice lines of white Thibet Furs in stock.

Novelty Tweeds. Checks, Overblends, and Mixed Fancies, 50c, 60c, and 75c for 43c.

Black Dress Goods. "For a Sensible Gift Give Me a New Black Dress for Mother."

Black Chiffon Venetians, shrunken and unsuitable, special sale per yard, \$1 to 75c.

Black Silk and Wool Eolienues, very wide, regular price 85c, December sale per yard 60c.

Black Roxanas, Satin Cloths, Granite Cloths, this sale per yard 75c and 50c.

Colored Dress Goods. Mixed Tweeds, the popular colors, wide and heavy, for skirts and dresses, 40 and 35, for 27c.

To Clear. A choice lot of Plain Cloths, Checks and Mixtures, former price from \$1 up to \$2.50 per yard. December sale your pick for 59c.

Children's and Misses' Coats. Heavy weight Cloths and Tweeds, double-breasted, full pleated backs, light and dark greys and navy, with or without capes, \$4 to \$6, December sale \$3 to \$4.30.

42 to 50 inches Long Coats for young girls, fly fronts, full pleated backs and fancy buttons, during this sale \$6 and \$7 coats for \$4.50 to \$5.25.

Grey Tweed Coats for Children with velvet trimming.

\$2.85 to \$4. Our Sale Prices \$2 to \$3. Also a large variety of styles, prices, colors and materials in coats for children. All reduced about half price.

Ends, Mill Ends. We have secured for this sale several Bales of Mill Ends, direct from the factories, comprising thousands of yards, wide English Prints, from 1 to 8 and 10 yds., priced from 7c to 10c.

White Flannelette 1 to 10 yds. at 5 to 10c. Factory Cotton, 36 in. sheetings, 10 and 12 for 8c.

India and Victoria Lawns, price 7 to 10c. White and Cream Tabling Ends, 23c to \$1.00.

Lonsdale and Cambrie Ends, 7 to 10c. Ends of Fancy Dress Goods about half price.

They are not the usual run of Christmas stuff, but come mighty handy at these prices all the year round.

Linen Section. Besides our Mill Ends of Tablings, we show beautiful Linen Damask Table Cloths, 2 yds sq., \$1.20 to \$3.00. 2 by 2½ yds. \$1.50 to \$6.00, 2 by 3 yds. \$1.90 to \$7.00. 2 by 3½ yds. \$4.00 to \$8.00, 2½ by 3½, \$4.50 to \$10.00, other and finer each from \$3.00 to \$12.00.

Damask Table Cloths, Napkins 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 to \$10.00.

Towels, Linen Damask Huckaback from 10c to 50c each.

German Linen Towels, fancy borders, 50c to \$1.

Don't delay, buy to-day, early shopping sure to pay

William Gordon

Flannelette Blankets. Special lines of these, per pair 75c to \$1.25.

Wrapperettes and Outing Flannels. Double fold American Wrapperettes, 16c, for 12½c.

New striped Outing Flannels, regular 15c goods, 12½c.

Heavy Grey Flaid Shirtings, at 7c, 8c, 12½c, 15c.

Black Cashmere Hose. 70 dozen, Ribbed or Plain, value to 36c and 40c, at 25c.

Fine Embroidered Black Cashmere Hose, 50c and 75c.

Ladies' Combinations. \$4 and \$5 each regular price, sizes 36 & 38 only, our December price each \$2.50.

Silk and Balbriggan Combinations, 36 and 38 sizes only, beautifully soft and silky, regular \$7.50 garments, December sale only \$5.

Hygienic Vests and Drawers. Wool and Union, White and Grey, ladies' size, reg. 50c and 75c, on sale 39c.

Children's size, prices 35c, 40c and 45c. This Sale 25c.

Black Wool Tights. Full sizes 50c and 75c.

Winter Millinery. Our December Sale attracts in this Department. Here you have a bargain Table of Ladies' Trimmed Hats each 98c, and some very choice Hats, beautifully trimmed, at \$2.95 and \$2.45.

Rain Proof Coats. There are about one dozen Ladies' Fine Tweed Cravenette Water Proof Coats, the new styles in color and cut. Their regular prices are \$10, \$12, and \$15, for a present just grand, on sale only \$7.50.

Good Rainproof Ulsters, \$1.98 & \$2.48.

Men's Underwear. Penman's Sanitary Wool Fleece Pants and Vests, usual 75c goods, each 50c.

Tiger Brand Wool Ribbed heavy weight Underwear, for fathers and grandfathers, our regular \$1.25 goods, on sale 98c.

Scotch Wool Shirts and Drawers, each 40c. Penman's natural wool fawn and grey.

Gloves, Etc. Fowen's Fine Fur Lined Kid Gloves, the best makes in the trade \$2 and \$2.50.

Kid Gloves, plush lined, \$1, 85c & 50c.

Silk lined, per pair \$1.25.

Mocha Mitts, plush lined 85c. Leather double lined, at 50c.

Boys' Mocha Mitts, plush lined, 75c.

Braces, in fancy Christmas boxes for special friends, \$1.

Men's Ties and Mufflers. Fancy Bows in all the new shades, 25c.

Four-in-hands, choice styles, 25c & 50c.

Special Satin Puff Ties, each 25c.

Padded Mufflers of Black Satin, fancy lined, new shapes, 50c to \$1.40.

Black and colored Silk and Union Squares in plain, plaid and new designs, 25c to \$1.50 each.