

THE  
GORDON  
STORE

# MAY SALE

THE  
GORDON  
STORE

Commencing **TUESDAY, MAY 1st**, we will Inaugurate an **UNDERPRICED SALE**. Wonderful Reductions in Prices in all Departments Throughout the Store

2582 Yards Fancy Wash Muslins, Regular Price 8c, May Sale Price **6 1-4c**

A Table of Fine Laces worth up to 50c. a yard, May Sale Price, **5c. Yd.**

1250 Yards of Ends of Fine American Zephyrs, reg. price 18 to 20c, May Sale **9c. Yd**

**...Black Chiffon Taffeta Silk, Regular Price 50c., May Sale Price, 36c. a Yard...**

THE NEWEST THING FOR SUMMER DRESSES

## Ladies' Cloth Skirts

We have the largest and finest stock of Ladies' Cloth Skirts ever shown in Chatham. All new Spring Goods from the best makers.

Special Black, Blue and Grey Skirts at **\$1.95**

Regular \$3.50 and \$4.00 Skirts at **2.95**

Fine Light Tweed Skirts, Lustre Pleated Skirts, Black Skirts, etc., regular \$5.00 and \$6.00, May Sale **3.95**

Black, Navy and Brown Venetian Skirts, latest styles, value \$9.00 and \$10.00, May Sale **6.95**

Finest Quality Skirts in Black and Navy, Special \$12.00 and 14.00 values **9.95**

## Dress Goods

**Table No. 1**—25 pcs. Fancy Brocade and Shot Lustres, Armours, Check Lustres, value 35c, 40c, 50c and 60c, May Sale, per yd. **.25c**

**Table No. 2**—One Lot of Wool Voiles, Albatross, Cashmeres, Etonnes, Crepe De Chines, all shades, regular price 60c and 70c, May Sale **.35c**

**Table No. 3**—Silk and Wool Etonnes, Plain and Figured, all light shades, regular \$1.25 and 1.50, May Sale **.75c**

## Ladies' Spring Jackets

All lined short Covert Cloth Jackets **\$4.45**

Black Cloth Jackets, Collivers, silk lined, \$7.50 values, May Sale **5.00**

Fine Covert Cloth Jackets, heavy satin lining, value \$12.00 and \$13.00, May Sale **9.00**

Fine Covert Cloth Pony Coats, all silk lined, values \$13.50 to \$16.00, May Sale **11.50**

## White and Unbleached Cottons

One bale special Unbleached Cottons, per yard **5c**

One bale 36 in. fine American Unbleached Cotton, regular price 10c, May Sale **8c**

One case fine English Bleached Cotton, regular price 10c, May Sale price **8c**

8-4 Unbleached Sheatings, May Sale **7c**

8-4 Bleached Sheatings, May Sale **7c**

Special line 36 inch Bleached Cotton, per yard **5c**

**PRINTS**—50 pieces Special Light Prints at per yard **5c**

Heavy Wide Light Prints, regular 10c, for, per yard **3c**

20 pieces Fine American Muslins, per yard **12 1/2c**

## Ladies' Rain Coats

All new beautiful garments. Cashmerette Rain Coats, Black, Navy and Tan, regular price \$5.00 and \$5.50, for **2.48 and 1.98**

Ladies' 1/2 length Cravenette Rain Coats, (small sizes) Tan color only, regular \$5.00 to \$7.50, May Sale **2.48**

Dark Grey and Fawn Cravenette Rain Coats, button trimmed, strap back, value \$7.50, May Sale **5.00**

Grey and Fawn Cravenette Rain Coats, pleated front and back, \$10 value, May Sale **7.75**

\$14.00 and \$15.00 Grey and Fawn Rain Coats, all latest styles, May Sale **10.00**

5 only Black and very dark Cravenette Rain Coats, regular price \$17.50, May Sale **13.50**

## Ladies' Silk Shirt Waists

White Japan Silk Waists, Fancy Trimmed, regular 3.00 **1.98**

White Japan Silk Waists, Lace Insertion Trimmed, regular 3.50, for **1.48**

7 only Taffeta Silk Waists, light colors, regular value up to \$5.00, for each **1.50**

**...14 Only Black Taffeta and Louisine Silk Waists, value \$3 to \$5, May Sale, \$1.98...**

## BARGAIN ITEMS

Fancy Chenille Table Covers, 45 inch, regular 75c, May Sale **50c**

42 dozen Ladies' Cotton Summer Vests, regular price 12 1/2c and 15c, for each **10c**

Self Raising Umbrellas, regular price \$1.00, May Sale **79c**

## Ladies' and Children's Hose

Ladies' and Children's Fine Rib Black Cotton Hose, seamless, May Sale, **12 1/2c and 15c**

Ladies' fast black mercerized Lace Hose, all sizes, value 25c, May Sale, pair **17c**

50c and 45c Black Lisle Hose, plain and fancy lace, May Sale, per pair **29c**

Ladies' Black Cashmere Hose, in 8 1/2 only, 50c quality for per pair **29c**

## Handkerchiefs

Fancy Embroidered Handkerchiefs, 10c and 12c value, May Sale **6c**

Lace Trimmed and Embroidered Handkerchiefs, regular value 15c and 18c, May Sale **9c**

Fine Lawn Embroidered Handkerchiefs, regular price 20c, May Sale **12c**

Beautiful Embroidered Handkerchiefs, regular price 25c, May Sale **16c**

**...Black Taffeta Silk Petticoats, Lined Ruffle, Special 5.75, May Sale 4.90...**

# ...WILLIAM GORDON...

## CHURCHES

### INTERNATIONAL BIBLE LESSON FOR TO-MORROW.

"The Parable of the Sower."—Mark 4, 1-20. Read Matt. 13, 1-23. Luke 8, 5-18.

Golden Text—"The seed of the Word of God."—Luke 8, 11. Don't mix the seed.—II. Tim., 2, 15.

Verse 1—The narrow streets of eastern cities were poor places in which to hold open air meetings, so Jesus chose the best places and the best lessons.

Verse 2—He uses a parable to simplify divine truth by comparing "Natural law in a Spiritual World." This lesson is a special one for religious teachers, encouraging them to sow the seed of the Word of God in the hearts of the people. The four conditions of soil illustrate four different kinds of hearers.

1st—Headless indifference to God's Word, in at one ear and out at the other, as good seed wasted on the roadway. Note how Jesus describes the prompt action of a personal devil.

2nd—The happy-go-lucky, good-natured fellow, easily led by his surroundings, with some good impulses, receives the word, but it does not change his natural condition to conviction and conversion; all is on the surface and transient, without penitence and prayer.

3rd—Good citizens and church members, who hear, assent, and act.

### Iappy at Last

His husband no longer gets intoxicated—his wife no longer gets hysterical—his children no longer get into mischief—his life is a joy.

This lady says: "For the first time since I have been married I can be happy and content—my husband is cured of his bad habit of drinking. Several months ago you sent me a free sample of your remedy at my request, and without my husband's knowledge I gave it to him in his tea and food. I then got a full treatment and gave it regularly. It is wonderful, and I cannot sufficiently thank you for the blessed change it has brought to my home."

Free package and pamphlet giving full particulars, testimonials, and plan in plain sealed envelope. Correspondence solicited. Address THE LARIA REMEDY CO., 11 Jordan Chatham, N. Y., Toronto, Canada.

When we seem the hardest heart will should be the strongest.

according to God's Word, but who are double-minded, their energy and attention divided between Christ and the world; "some of self and some of Thee," with natural affections that God's Word and Spirit do not control and cleanse, the thorns and thistles of the flesh, cares of the world, deceitfulness of riches, and numerous lusts; whatever was good and of God was eventually choked.

4th—See Luke 8, 15. An honest and good heart, having heard the Word of God, holds it fast, and the Word and Spirit, lead him fast, and he bears fruit, 30, 60 and 100 fold. Let there be real honesty toward God, three own soul and thy fellow-man, and the Holy Spirit will make the most unpromising fruitful.

We are taught that though multitudes hear, few profit. Luke 8, 15—Take heed, therefore, how ye hear, etc.

Verse 9—Note the value of an enquiry meeting.—Matt. 13, 10-15. They that sow in tears shall reap in joy. He that goeth forth and weepeth, bearing precious seed, shall doubtless come again with rejoicing, bringing his sheaves with him.—Eph. 128, 5-6.

## CHURCH NOTES.

### First Presbyterian.

The pastor, Rev. A. H. MacGillivray, will preach on both occasions to-morrow.

Sunday School and Bible Class at 3 p. m.

Regular weekly prayer meeting on Wednesday evening at 8.

### Christ Church.

Rev. R. McCosh, rector, will conduct the services and occupy the pulpit on both occasions to-morrow.

Sunday School and Bible Class to-morrow at 3 p. m.

Christ Church Junior Guild meets every Monday evening at 7.30.

The Church Woman's Missionary Society meets every Monday afternoon at 3 o'clock in S. S. Hall.

Teachers' meeting every Monday night at 7.30.

The Brotherhood of St. Andrew meets every Tuesday night at 7.30 in S. S. Hall.

Holy Communion will be administered the first Sunday of each month at 11 o'clock a. m., and on the third Sunday of each month at 8 o'clock.

### St. Andrew's.

The pastor, Rev. Dr. Battisby, will preach on both occasions to-morrow.

Sunday School and Bible Class at 3 p. m.

Regular weekly prayer meeting on Wednesday evening at 8.

## Holy Trinity.

Rev. J. W. Hodgins, rector, will preach at both services to-morrow.

The officers and men of the 24th Regiment will attend divine service to-morrow morning.

Sunday School and Bible Class at 3 p. m.

The congregation will hold a social evening in the school room on Friday at 8 o'clock.

The Willing Workers will meet on Monday evening at 7.30.

W. A. M. A. Thursday afternoon.

Holy communion on the first Sunday in the month at 11 a. m. and the third Sunday at 8 a. m.

Baptism any Sunday at 4 p. m. at which previous notice has been given.

## Park St. Methodist.

Rev. W. L. Rutledge, pastor.

The pastor will preach at both services. Morning theme, "The Power of a Personal Presence." Evening sermon will be a special one to the Oddfellows.

Christian fellowship meeting to-morrow morning at 10 o'clock, in S. S. Hall.

Sunday School and Bible Class at 3 p. m.

Regular weekly prayer service on Wednesday evening at 8.

Young Men's Club every Tuesday evening at 8, in S. S. Hall.

Epworth League on Monday evening at 8, in S. S. Hall.

## Victoria Ave. Methodist.

The pastor, Rev. F. E. Malott, B. A., B. D., will preach in the morning on "Whole-heartedness," and in the evening on "The Boy You are Worshipping About."

Classes meet to-morrow morning at 10 o'clock and 12 noon.

Sunday School and Bible Class to-morrow at 3 p. m.

Regular weekly prayer service on Wednesday evening at 8.

The Epworth League meets on Friday evening at 8.

## William St. Baptist.

Prayer meeting to-morrow morning at 10.

The pastor, Rev. J. W. Hoyt, will preach on both occasions to-morrow.

In the evening Mr. Hoyt will preach the second sermon of the series on "Dramatic scenes from the life of a great man."

The sacrament of baptism will be administered at the close of the evening service.

Sunday School and Bible Class at 3 p. m.

Regular weekly prayer meeting on Wednesday evening at 8.

## Latter Day Saints.

Services will be conducted to-morrow as usual.

Religious Society every Sunday evening at 8.15.

Sunday School to-morrow afternoon at 2 o'clock.

Prayer service to-morrow at 3 p. m.

Regular weekly prayer service on Wednesday evening at eight. Question box at the door.

## Salvation Army.

Salvation Army, Union Depot—Knee drill at 7 a. m., meeting for promotion of holiness at 11 a. m., Christian fellowship meeting at 3 p. m., soul-winning service at 7.30 p. m. All services for citizens and soldiers.

## Campbell A. M. E.

The pastor, Rev. Wm. Clark, will conduct the services and preach on both occasions to-morrow.

Sunday School will meet to-morrow at 3 p. m.

## Mount Zion Baptist.

Rev. W. T. Nickerson will preach at 11 a. m. on "The Christian Soldier," and at 2.30 p. m. on "Apostasy and Restoration of the Church." Subject at 7.30 p. m., "Baptism."

## Union A. M. E.

Services will be held as usual to-morrow.

Sunday School will meet to-morrow afternoon at 2.30.

Regular weekly prayer meeting on Wednesday evening at 8.

## First Baptist.

Services will be held as usual to-morrow.

Sabbath School at 12.30.

Regular weekly prayer meeting on Wednesday evening at 8.

## B. M. E.

Services will be held to-morrow at the usual hours.

## A. U. M. P.

Services will be held as usual to-morrow.

Regular weekly prayer meeting on Wednesday evening at 8.

Go to New York on Lehigh Valley Valley Railroad. The next and last \$9.00 New York excursion this season Friday, April 27th, tickets good ten days, and only \$9.00 from Suspension Bridge or Buffalo to New York and return. For tickets and further particulars call on or write Robert S. Lewis, passenger agent, 10 King street east, Toronto.

It's the hardest thing in the world to be frank and popular at the same time.

## To Keep Bread Fresh.

In Swiss and German farmhouses where the baking takes place once a fortnight or certainly at fairly long intervals, such a thing as unpleasantly stale bread is almost unknown. It is put away in a peculiar manner, which enables it to preserve its freshness. Sprinkle flour freely into an empty flour sack, and into this pack the loaves, being careful to have the top crusts of two loaves touching. Where they have to lie bottom to bottom sprinkle flour between them. Tie up the sack and hang it up in an airy place—not against a wall, but so that it can swing. The day before the loaf is wanted take it out, brush off the flour and stand it in the cellar overnight. In this way bread remains edible for three or four weeks.

## Whose Say-so is Best?

With nearly all medicines put up for sale through druggists, one has to take the maker's say-so alone as to their curative value. Of course, such testimony is not that of a disinterested party and accordingly is not to be given the same credit as written by a disinterested party. Dr. Pierce's medicines, however, form a single and therefore striking exception to this rule. Their claims to the confidence of invalids does not rest solely upon their makers' say-so or praise. Their ingredients are matters of public knowledge, being printed on each separate bottle wrapper. These invalid sufferers are taken into Dr. Pierce's full confidence. Scores of leading medical men have written enough to fill volumes in praise of the curative value of the several ingredients entering into these well-known medicines.

Amongst these writers we find such medical lights as Prof. Finley Ellingwood, M. D., of Boston Medical College, Chicago; Prof. Hale, of the same city; Prof. John M. Scudder, M. D., late of Cincinnati, Ohio; Dr. George C. of New York; Dr. Bartholow, of Jefferson Medical College of Pa., and scores of others equally eminent. Dr. Pierce's Favorite Prescription cures the worst cases of female weakness, prostrates antenatal and retroversion and other irregularities, cures painful periods, dries up disagreeable and weakening discharges, sometimes known as pelvic catarrh and a multitude of other diseases peculiar to women. Bear in mind, it is not a patent nor even a secret medicine, but the Favorite Prescription of a regularly educated physician, of large experience in the cure of women's peculiar ailments, who frankly and confidently takes his patients into his full confidence by telling them just what his prescription is composed of. Of no other medicine put up for women's special ailments and sold through druggists, can it be said that the maker is not afraid to deal thus openly with his patients. My fellow sufferers, every patient using the same knows exactly what she is taking.

Sick women are invited to consult Dr. Pierce, by letter, free. All correspondence is guarded as sacredly secret and womanly confidences are protected by professional privacy. Address Dr. R. V. Pierce, Buffalo, N. Y. Dr. Pierce's health and beauty is told in Dr. Pierce's Common Sense Medical Adviser. It is free. For a paper-covered copy send Dr. R. V. Pierce, Buffalo, N. Y. A one-cent stamp to cover mailing only; in cloth binding 50 stamps. Dr. Pierce's Pellets cure constipation.

Minard's Liniment cures Burns, etc.

## DOYLES.

School re-opened here on Monday with a large attendance.

Mr. Jas. Doyle was a guest of Mr. Jas. Woods on Sunday.

Mr. and Mrs. D. Brown, of Chicago, spent last week with their parents in this place.

Will Ball was a guest of F. West on Sunday.

Mr. Michael Toomey, of New York, arrived here on Saturday to spend the summer with his cousin, Mrs. Catherin Doyle, Con. 9, Raleigh.

Peter Doyle and Wilber Horne spent Sunday at M. Barron's.

Miss Macklin has returned, after visiting at her home in Strathroy.

## Thin Blood

Experience count anything with you? Then what do you think of 60 years' experience with Ayer's Sarsaparilla? Sixty years of curing thin blood, weak nerves, general debility! We wish you would ask your own doctor about this. Ask him to tell you honestly what he thinks it will do for your case. Then do precisely as he says.

We have no secrets! We publish the formulae of all our medicines! J. C. Ayer & Co., Lowell, Mass.

## NORTH ORFORD.

Mr. and Mrs. W. Bateman have returned from an extended visit to Detroit.

Miss Culman, of Toronto, spent her Easter holidays at her home here.

George Dowd has purchased a new Chatham incubator.

Mrs. Moore is recovering from her recent illness.

Miss S. Hetherington, of Chatham, spent a few days at her home here.

J. Secord purchased a valuable horse this week.

Miss S. Hetherington has returned from a few days visit at Newbury.

D. J. MacPherson and J. Hetherington were Highgate visitors on Tuesday.

Miss Alberts Ripley is spending a few days with her friend, Miss Rae MacPherson.

Robert Dudgeon secured the prize in his class from the Presbyterian Sunday school for reciting the greatest number of verses in the Bible.

## CON. 7, CHATHAM TP.

Crops are looking fine in this locality.

Mr. D. Burrell purchased a fine violin Saturday last.

Miss B. Gillett was the guest of Miss Ball a couple of days during last week.

Miss Ada McClellan returned home on Saturday, after spending two weeks with friends in Raleigh.

Mrs. A. Brown was the guest of Mrs. Stanton last week.

Mr. and Mrs. Samuel Bellamy were the guests of Mr. and Mrs. J. Bellamy on Sunday last.

A. Bellamy has a contract for weaving fence for Mr. Gillett.

James Brown has moved to Gillett's house. He intends raising sugar beets for the Wallaceburg factory.

H. Simmons' son had a very narrow escape last Saturday. While hitching a team of horses they ran away, dragging the wagon over him. He got off with a severe shaking up.

## Something Wrong.

"My dear," said the trusting wife, "I don't think your rules of economy are any good."

"You don't?" asked the fond husband.

"No," she replied, bending anew over the column of figures in her beautifully bound account book. "You told me the way to save money was not to buy things; that thus we would save the amount the goods would have cost us. So I have been careful to set down the exact price of everything I have wanted to buy, but felt I could not afford. I find, in adding it up, it amounts to \$524, but I only have \$1.50 in cash on hand. There must be something wrong with your theory."

## AN EX-MAYOR GIVES UNSTINTED PRAISE

"Dodd's Kidney Pills Are the Very Best Medicine I ever Used for Kidney Trouble"

Mr. Robert Sheppard, ex-Mayor of Gananoque, Ont., Testifies to the Merits of Dodd's Kidney Pills.

Gananoque, Ont., April 23.—(Special.)—"I suffered off and on for over four years from 'kidney trouble,' writes Mr. Sheppard, of this place, and though I tried many remedies I got no better. I had Bright's Disease slightly, Lumbago, pains in my loins and at times all over my body. My skin was dry, hard and burning. I could not sleep, the least exertion made me perspire fearfully and my blood was so bad I broke out in boils all over the neck and back. I was in this state when I started taking Dodd's Kidney Pills and in an incredibly short space of time the boils disappeared. I recovered my health and now I am quite cured."