Job Printing

ARTISTIC WORK . . . THE LATEST DESIGNS

The Planet

The Daily Planet.

CHATHAM, ONT., MONDAY JUNE 20, 1898.

tion...

Cash is King ...

White Bed Spreds

Best Prints

Thomas Stone & Son

CHOCOLATE BALS

For \$1.75

TURRILL'S Repairing Done



They Have Been Doing a Little Bombarding of Their Own.

She Was Fined \$5 For Thrash-

Ladies' High Grade

High laced and button Shoes, in Goodyear welt and hand-turned so'es—the very best at

Footwear

\$2.50 \$3.00 \$3.50

Black and Chocolate—popular lasts. Patent Leather and self tips. Same quality in Oxford Ties, and buttoned.

Blue Flame Oil Stove



Stands the Test

TELLING E EXACT TRUTH....

Put Us to The

Test....

Cash And One

Price....

There's a good deal of misrepresentation in advertising and a good deal of misrepresentation in selling goods. Poor truth is generally so weak that a man when he writes an advertisement thinks he's got to fib or waste his money. He knows you won't believe half he says, so he says it two or three times too big, it's the custom in advertising. When the spectroon—a tedious neighbor—you greet ner with "glad to see you."—The fibs of convenie and courtesy are a good deal-like the fibs in advertisin nobody minds them.

Our circumstances—beginning a big business right

John Northway & Co. Direct Importers, Chatham

Our circumstances—beginning a big business right in the face of other businesses, forced us to choose between the old-fashioned way of taking a lifetime to grow or working a year or two for almost nothing. Of course we'd rather work a while for almost nothing. We only need to set the case before you to be understood.

You can see for yourself whether we fib or not, when we say we're doing what nobody else is obliged to do—working for almost nothing and boarding ourselves. This particular business will be a revelation to Chatham before we get through, and everything we advertise is couched in exact language—No exaggeration! No tricks! No nonsense!

Buying cheaper makes selling cheaper, and having all the ready money we want makes buying easier. Between us and you and the gate post, we're having things very much our own way. One reason is, because we tell the truth about everything.

Another reason is that we're not greedy about profit.

In Searching for the Valuable

Cargo of the Pawatic.

Light Weights



are the lighter weight-the kinds you will want to wear naturally-and prices to fit

GEO. W. COWAN