

The Planet.

Business Office 53
Editorial Room 102
S. STEPHENSON - Proprietor.

TUESDAY, APRIL 4, 1905.

GETTING ACQUAINTED.

Success in business is largely a matter of getting acquainted—learning the needs and tastes of your customers and making them familiar with yourself, your establishment, your methods and your wares. You cannot get acquainted with the purchasing public in a day, or even a month; it takes time to make yourself "solid," but it is worth while. By cultivating the acquaintance of possible buyers day after day through the advertising columns of the newspapers you establish a basis of confidence that yields constantly increasing returns, and that will in the long run be worth more as an asset than money in the bank.—St. Thomas Times.

THE NUMBERED BALLOT.

The numbered ballot has for years been used by Reformers as a means of terrorizing men into believing that by this method a check could be kept on the nature of their votes. That dodge has been worked from one end of the province to the other, and it has been worked right here in Brantford to help elect this self-same Mr. Preston.—Brantford Courier.

The numbered ballot was copied from the British ballot with the avowed purpose of helping to detect fraud were fraud committed at the polls, and no doubt it has had a deterrent effect. That it was used to the advantage of the Liberal party there is no evidence. Has the Courrier any evidence? Mere assertion is worthless.—Hamilton Times.

The defence of the abominable numbered ballot has always been that it is the "British" ballot, while the Dominion ballot has been described as being the "American" ballot. A wise country adopts a good thing, no matter where it is found. There is no doubt whatever that Liberal deputy returning officers have learned from the numbered ballot how certain persons voted. To do that they would have, of course, to commit perjury; but perjury is a small offence for some Liberal deputy returning officers who have been investigated.

But it is not at all necessary to condemn the numbered ballot, to prove that it has been "used to the advantage of the Liberal party." The liquor dealers and others knew it could be so and believed it was so used, and voted accordingly. A ballot that can be used, so readily, to coerce voters should not exist, and Mr. Whitney will abolish it. He doesn't require any formal "proof" of the working of the thing.

Not only has the Ross surplus escaped; but it has taken \$1,260,627 with it, leaving the government that much in the hole to begin with.—Hamilton Spectator.

A PITIFUL SIGHT.

Bobbygeon Independent.
The opposition bunch at the Toronto assembly looks like the below sevens at a progressive euchre party. They belong to the pack all right, but they are not figuring much in the game.

WHERE THE FAULT LIES.

Brantford Expositor.
Rev. Dr. Hazlewood, of Hamilton, in a recent sermon registered an objection to aldermen seeking to shape their course at the beginning of the year so as to get votes at the next election. The only way in which this can be overcome is by a long and vigorous campaign of education. The fact that the aldermen can get votes by "shaping their course" along wrong lines is evidence that there is something lacking among the electors.

SWANS AT ERIEAU

Archie Park was out at Eriean last week. He saw a flock of about 40 swans that have been hanging about that summer resort. The Eau is clear of ice and the lake is clear out for about a mile and then as far as the eye could reach there was nothing but a sheet of ice. The water is low in the marsh this year. It is about 18 inches below the celery farm.

The ice is piled along the lake shore about 50 feet wide and ten or twelve feet high. It is covered with sand and at first sight the reason for the high banks along the shore is not apparent.

There are a lot of wild ducks around the Eau and considerable shooting is being indulged in. Pride costs us more than hunger, thirst and cold.

Women wonder why men think women want more than they get in life.

WHY DOES

A BABY CRY?

Because it is either hungry or in pain. Properly nourished it will usually grow up right and be comfortable—that's the principal thing for a baby. If its food lacks strength and nourishment add Scott's Emulsion at feeding time. A few drops will show surprising results. If a baby is plump it is reasonably safe. Scott's Emulsion makes babies plump.

We'll send you a sample free.

Scott & Bowne, Chemists, Toronto, Ont.

C. C. I. BOARD

The C. C. I. Board held a short meeting yesterday afternoon. There were present Chairman Richards and Messrs. Smith, Battisby, Rankin, Arnold, Thornton and Twohey.

The following accounts were passed:
Library Supply Co., \$2.18.
Remington Typewriter Co., \$13.50.
Moore & Bevan, \$10.65.
A. R. Crow, \$29.09.
Westman Bros., \$1.50.
C. Shea, \$3.00.
J. Pigott & Sons, \$7.00.
Steinberger Co., \$3.50.
G. Gustance, \$2.70.
Gas Co., \$9.75—referred.
Planet, \$2.75.
Mr. Piper, \$1.00.

Mr. Piper, architect, reported that the room used for exercises is not safe and should not be used. The building has been up since '97. It was decided to petition the Legislature to repeal the amendment to the Educational Act so that the county will have to pay 100 per cent. of the maintenance of county pupils at the Collegiate Institute in cities the size of Chatham instead of 80 per cent. as provided for in the amendment.

W. J. Twohey, Principal, reported enrollment for the month 314, average attendance 294.
It was decided to meet in the future at half past four o'clock instead of half past three.
Civic auditors Wilson Taylor and W. H. Robinson reported Secretary Harris' books correct.
Board adjourned.

Japanese Red Cross Nurses.

The Red Cross Society of Japan came into being in 1877, and since that time the growth of the society has been phenomenal, the membership



JAPANESE RED CROSS NURSES.
ship now numbering upward of 800,000. The Red Cross nurses, male and female, are under military rule and do their work in the hospitals behind the fighting line.

Our true acquisitions lie only in our charities; we gain only as we give.



There is nothing like Sunlight Soap for Household Utensils.

When you have to use hard water it is not an easy matter to wash household utensils. To do good washing you should have good soap and soft water (rain water). If you use hard water you must have good soap, and the best soap you can get is Sunlight Soap because it softens the hard water and makes a copious creamy lather. Use Sunlight Soap for all household purposes and the results will surprise you.

SUNLIGHT SOAP

ASK FOR THE OCTAGON BAR.

Sunlight Soap washes the clothes white without injuring the hands.
LEVER BROTHERS LIMITED, TORONTO.

Tolstoy Was Unable to Answer.

Once in Moscow, near the Borovitskaya gate, Count Tolstoy saw a persistent beggar, asking alms, who exclaimed, "A little penny, brother, in the name of Christ!"

A police officer approached. He was young, martial and wrapped in the regulation sheepskin. At sight of him the beggar fled, hobbling away in fright and haste.

"Is it possible," said Tolstoy to himself, "that people are forbidden to ask charity, in Christ's name—in a Christian land?"

"Brother," he said to the police, "can you read?"

"Yes," said the officer politely. "Have you read the Bible?"

"Yes."

"And do you remember Christ's orders to feed the hungry?" And he cited the words. The policeman was evidently troubled. He turned to his questioner and asked:

"And you, sir—you can read?"

"Yes, brother."

"And have you read the police regulations?"

"Yes, brother."

"And do you remember that begging in the main streets is forbidden?"—Success.

Built in Blood.

The Winter palace of the czars was built in blood. Almost every stone of the walls and every square yard of the plaster lining them cost a life. Nicholas had given the order that the palace must be rebuilt in a year, and what was human life against the despot's will? Six thousand men were kept at work day and night, with the palace heated at 30 R. to dry the walls rapidly, while the temperature outside was often 80 degrees below zero R. The men could only work with ice packs on their heads, and, experiencing a daily change of 60 degrees, they died by the score every day. By the end of the year the death roll was some thousands, but the palace was finished. To understand the full meaning of this achievement it should be remembered that the Winter palace is as large as Buckingham palace, Kensington palace and the National gallery.—London Globe.

Luminous East Indian Plants.

Upward of sixty species of East Indian plants, mostly of the fern family, with a goodly sprinkling of grasses and creeping vines, are luminous, and it is said that the sides of the mountains in the vicinity of Cyrene are nightly illuminated by the pale white light which they emit. The root stock of a plant from the Ooragum jungle, near Layki (supposed to be an orchid), possesses the peculiar properties of becoming luminous when wet, while when dry it is quite lustreless. One jointed plant, supposed to be a member of the rush or cane family, emits a fiery red light from its leaves, a pale white one from its stalk, while its flowers give out capricious flashes, like that of our "lightning bugs."

Chileans Wear Overcoats Indoors.

"In Santiago, the Chilean capital, where I have been residing for some years, it is common to see people put on their overcoats when they enter a house and take them off upon going into the street," said a visitor to the capital.
"The cause of this is that the atmosphere on the outside is warmer than within the residences. The Chileans do not heat their dwellings to any extent, and they are constructed of such thick walls that they are a good deal on the order of refrigerators."

Horses in Battle.

Arabian horses show remarkable courage in battle. It is said that when a horse of his breed finds himself wounded and knows instinctively that he will not be able to carry his rider much longer he quickly retires, bearing his master to a place of safety while he has yet sufficient strength. But if, on the other hand, the rider is wounded and falls to the ground, the faithful animal remains beside him, unmindful of danger, neighing until assistance is brought.

Discontentment seems a positive joy to some people.

Attractive Values In New Wash Goods

Newest weaves and colorings in Canadian, American, British and French Wash Dress Goods. Values that are only possible through large cash buying and strictly cash selling. For instance:—

LATASKA VOILES—

Fine quality, medium weight, firm weave, 29 inches wide, in good range of guaranteed colors, special a yard 15c.

CREPELLE SUITINGS—

Rich soft quality crepe weave, colors brown, champagne and green, fast dyes, extra value at a yard 20c.

LINEN TOILE SUITINGS—

Medium weight, firm weave, in range of pretty mixtures, guaranteed fast colors, special a yard 20c.

KNICKER SUITINGS—

Fine sheer linen grounds, with embroidered spots, in range of colors, special a yard 25c.

ENGLISH BRILLIANTS—

Fine firm weave with woven and printed designs, fast colors, light and dark grounds, special a yard 15c.

SATIN STRIPE CHALLIES—

Rich soft quality, light and dark

grounds, with satin stripe and dot or figure design, guaranteed colors, special a yard 15c.

PURE LINEN SUITINGS—

30 inches wide, fine, soft quality, even weave, colors navy, sky and natural, special a yard 25c.

SWISS MUSLINS—

Fine sheer quality, with woven and printed spots and figures, wide range of colors, fast dyes, special a yard 15c.

DIMITY MUSLINS 10c. YARD—

40 pieces English Dimity Muslins, fine quality, light and dark grounds, large range of choice designs, guaranteed fast colors, worth regular 15c special a yard 10c.

ENGLISH GALATEAS—

For Boys' Suits, fine, firm weaves, navy and cadet grounds, in good range of new stripe designs, fast dyes, extra values at a yard 12-12c, 15c and 20c.

DUCK SUITINGS—

Navy, black, white and cadet grounds, over 40 choice new designs to select from, in spots, stripes and small figures, guaranteed colors, special a yard 12-12c, 15c and 20c.

YARD WIDE PRINTS AT 7-12c. A YARD—

1,000 yards good, heavy, Canadian Prints, full yard wide, in large range of fast color patterns, extra value at 10c a yard, clearing at 7-12c.

IMPORTED CHAMBRAYS—

American and English plain Chambrays, full, even weaves, guaranteed colors in sky, pink, navy, grey O. rose and Oxford, special a yard 10c, 12-12c, 15c and 20c.

12-12c. OXFORDS AT 10c. YARD—

400 yards English Oxford Ginghams, fine, firm quality, in good range of fancy shirting stripes, a splendid 12-12c quality, our special price

Seven Stores The Northway Company, Ltd. Two Factories

NO MUD IN OURS! WELLS, RICHARDSON & CO.'S IMPROVED BUTTER COLOR

Gives the True Golden June Tint that Guarantees Prize Butter.

The Largest and Best Creameries and Dairies in the World Use It.

LOOK FOR THE DANDELION TRADE MARK. BEWARE OF SUBSTITUTES AND IMITATIONS.

ALL DRUGGISTS AND DEALERS.

Danger of Lending a Flat.

A commission agent living in the Rue Sedaine, near the Place de la Republique, in Paris, obliged an eastern friend in this way and is now sorry he did it. The friend has put him to great inconvenience and has not apologized for a good reason. He is no more, having hanged himself in the borrowed flat. The deceased was M. Charles Modiano, described as a millionaire Turk, though his name sounds Armenian, and as the owner of a big trading concern in Constantinople, Smyrna and Salonika. Three days ago he asked his French friend to lend him the flat in the Rue Sedaine wherein to receive callers whom he did not want to see in his rooms in a hotel on the boulevards. The occupant agreed, as he was going out of town for a few days. On his return he went to his flat, which had remained at M. Modiano's disposal during his absence. He found the eastern gentleman hanging by a rope from the dining room ceiling. Modiano had been dead some hours. He had not left behind him even a word of excuse or explanation. He had experienced some financial losses lately, but they were trifling for a man in his position.

Cost of the Dressing Habit.

Take all the cocoa and chocolate manufactured in this country in a year. Add all the blacking and bluing, the flavoring and extracts and the axle grease. Take next a year's product of beet sugar. Throw on all the glue, the refined lard, the castor oil, the perfumes and cosmetics and the kindling wood. Finally put on top of the pile the entire output of ink and maculage. The total value of this accumulation will still be less than that of a year's product of what we call "patent medicines."

The census of 1900 placed the value of "patent medicines" produced in this country annually at \$39,611,335. As the average profit is about one-third, this means that the sum paid over the retail druggists' counters, taking no account of increased consumption in the last four years, is something like \$60,000,000 a year, about a dollar for every man, woman and child in the country.—Leslie's Monthly.

Glass Skates.

The young man's skates were made of glass. They glittered like diamonds in the cold winter sunlight. He skated upon them very skillfully.

"Glass skates," he said, "beat steel ones. They slip along better than steel; you can skate on rough ice better with them. Another advantage is that they never need sharpening. Ground sharp in the beginning, they keep sharp as long as they last. A third advantage is that they don't rust, and hence, to prevent rust, it isn't necessary to rub them dry with a camels hair every time you take them off.

"They are very expensive, though. To make a glass hard enough for skate runners is an expensive process; hence, till the process becomes less costly, glass skates won't be common."—Minneapolis Journal.

Candlesticks.

Do not stand the candlesticks on the stove to melt the grease off, as people so often do, for an easier and better plan is to fill them with boiling water. Don't allow it to stand any time, but pour it off and rub the candlestick well with a dry cloth. Enamelled candlesticks as well as those of plain metal should be treated thus.

REDUCED A HARD SWELLING.

Mr. Gus E. Geroux, writing from Pembroke, tells how he was injured in a lumber camp. "A heavy log rolled against my leg and I was laid up with stiffness and a hard swelling. When I applied Nelson's Nervine I got relief. A few rubbings with this good liniment cured me." In the bush, Nervine is indispensable; it cures neuralgia, colds, rheumatism and internal disorders, too. No person can afford to be without Nervine. Useful for all internal and external pain. Large bottles 25c. at all dealers.

The noontide sun is dark, and music discord, when the heart is low.

Coughs, colds, soreness and other throat ailments are quickly relieved by Croscologia Tablets, ten cents per box. All druggists.

Some men have so much common sense that it makes them a bore.

Monkey Brand pens make copper like gold, tin like silver, crockery like marble, and windows like crystal.

He only employs his passion who can make no use of his reason.

I was cured of a bad case of Grip by MINARD'S LINIMENT.

C. I. LAGUE.

Sydney C. B.

I was cured of loss of voice by MINARD'S LINIMENT.

CHAS. PLUMMER.

Yarmouth.

I was cured of Sciatic Rheumatism by MINARD'S LINIMENT.

LEWIS S. BUTLER.

Barin, N.D.

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., 125 Woodward avenue, Detroit.

MEN AND WOMEN.

Use Big 49 for venereal diseases, inflammation, ulcers, irritations or ulcers of the urinary tract, gonorrhea, syphilis, and not attrition, or sent in plain wrapper, by express, prepaid, for \$1.00, or 2 bottles \$2.00. Circular sent on request.

Minard's Liniment used by Physicians.

FARM FOR SALE

I have for sale 100 acres, more or less, of part lot 16, concession 8, in the Township of Dover, east of Baldoon street, owned by William E. Ruhnke.
I also have money to loan at the lowest rate of interest.
HENRY DAGNEAU.

MONEY TO LOAN

ON LAND MORTGAGE
ON CHATTEL MORTGAGE
ON CASH MORTGAGE
To pay off mortgages. To buy property. Very lowest rate.
J. W. WHITE, Broker.
Opp. Grand Opera House, Chatham.

Money to Loan

—ON MORTGAGES—
4-1-2 and 5 per cent.
Liberal Terms and privileges to Borrowers. Apply to
LEWIS & RICHARDS

YOUR EYES

Are surely worth more to you than the price of a pair of glasses. If you value your eyes have them properly fitted at once. Delay and your eyes may become so bad that no glasses will help them, then you will regret it the rest of your days. This is true every word of it. Do not trust travelling Opticians and peddlars to fit you with glasses. They get your money and you get the experience. This we know because it is told us by people that comes to us for glasses after having bought of the Spectacle peddler. Our Optician is a graduate of the Detroit Optical college and is fully equipped with all the modern conveniences. We will examine your eyes free of charge, at the sign of the Big Clock.

A. A. JORDAN

It takes a lot of culture in savagery to make one really enjoy a football game.