

The Planet

B. STEPHENSON, Proprietor.

THE FARMER AND THE POLITICIAN.

Why is it that the politicians pay so little attention to the interests of the farmers? They are glad to get the farmers' votes. They profess great friendship for them. But what do they do for them?

Do they try to make the farmers' burden of taxation lighter, to give them better roads and cheaper railway transportation with adequate storage and elevator facilities?

At the present time as a result of general prosperity throughout the civilized world the prices of grain and many other farm products have greatly advanced, but do the farmers get their full share of the prosperity which all the world now enjoys?

Is not a great part of the enhanced price of farm products paid out in elevator and railway charges and in higher prices for everything the farmer buys? Look where the high freight charges have sent wheat.

The Government give immense subsidies to railways. These subsidies come out of the pockets of the people, chiefly out of the farmers' pockets.

How much consideration do the railway companies have for the interests of farmers? Do the politicians who give the people's money to the railway companies take the farmers' part when the railways treat them unjustly and overcharge them?

But the important question is, how can the farmers force the politicians to treat them fairly? This is something for the farmers to think about and discuss among themselves when they sit beside the fire on winter evenings.

A HOTEL MAN WHO BELIEVES IN ADVERTISING.

The surprising sequence of liberal but judicious advertising was never better illustrated than in the case of the big Hotel Lafayette, at Broad and Chestnut streets, Philadelphia, which, from present talk and indications, one would suppose to be the only hotel in the Quaker City. When, five years ago, Louis H. Smith leased the Lafayette its business was at a very low ebb. He at once proposed extensive improvements costing close to half a million dollars. The representatives of the estate agreed, but they imposed an enormous rental as a condition. The old house was in due time transformed and modernized, and Louis H. Smith was ready to conquer success with the aid of printers' ink well placed. He had his experience in Columbus, Ohio, where he made Smith's European Hotel a famous money-maker through the liberal use of publicity.

"It is my belief," said Mr. Smith in an interview, "that a big hotel should have its attractions exploited just as a big dry goods or department store daily informs the public of the latest accessions to its stock. I have the various departments of the hotel well defined, with a responsible man in charge of each. I have my waiters impressed with the necessity of not being merely automatons to take orders, but salesmen to dispose of goods. Every department is charged with its proportionate share of the advertising account."

"Yes, I have an advertising or press department, the only one in the country, I believe, housed by and operating exclusively for a hotel. I consider it one of my most important departments, and give it my personal attention, while not directly responsible for the very clever and effective work emanating therefrom. My greatest difficulty was in getting an efficient head for that department. It was a long and expensive search, but I finally succeeded. The average advertising expert is an egotist. He is so much impressed with his knowledge of the best ways and means of publicity that I found it almost impossible to get my ideas concerning advertising into practice. At last the right man came along—a man who, while quite prolific of bright, practical thoughts himself, can comprehend the ideas and aims of another with amazing celerity, and promptly put them into vigorous and effective execution—forgetting, for the nonce, his own notions of how it should be done."

"The extraordinary business crop reaped from this combination is admittedly marvelous—a source of wonder to some, but to me simply a natural outcome."

"I have turned over my private office to my advertising manager, but am so much interested in and pleased with his work that I frequently spend a half hour or so with him discussing the results of old and devising new plans of advertising. I make an increased appropriation for publicity every year! I would sooner put my money in advertising than in a bank."

Screens on the bridges would, as Rev. Robt. Sims suggested some time since, materially add to the comfort of travel between North and South Chatham these days.

The independent Liberals elected two members, the Conservatives one and the Government none. At the general elections the same three constituencies returned a Conservative and two straight Liberals.

"The Least Hair Casts a Shadow."

A single drop of poison blood will, unless checked in time, make the whole impure. Hood's Sarsaparilla is the great leader in blood purifiers.

It casts no shadow, but brings sunshine and health into every household. **Running Sore.**—My mother was troubled with rheumatism in her knee for a number of years, and it broke out into a running sore. She took three bottles of Hood's Sarsaparilla and is now well. Her Olive Ointment helped to heal the eruption. Mrs. JOHN FARR, Cloverlawn, Lancaster, Ont.

Rheumatism.—I was badly afflicted with sciatic rheumatism. Consulted doctors without relief. Was persuaded to try Hood's Sarsaparilla, and five bottles gave me relief and enabled me to go to work. WILLIAM R. ROACH, Margaretville, N. B.

Hood's Sarsaparilla
Never Disappoints

Hood's Pills cure liver illia; the non-diluting and only cathartic to take with Hood's Sarsaparilla.

In the three contested constituencies the Government ventured to put up two candidates, and both were defeated.

"The result of the bye-elections is about as disappointing to the Conservative leaders as can well be imagined," says the Globe. That's funny. The Conservatives at least held their own, which was a good deal more than the Globe's leaders did.

The Toronto World predicts that Postmaster-General Mulock will, in the coming session of parliament, move in the direction of government ownership of the telegraph and telephone systems. We shouldn't wonder. Mr. Mulock is a man of advanced ideas and with the courage to put his ideas into practice.—Hamilton Herald.

If Premier Laurier will not keep his promise to give us free trade as they have it in England Mr. Mulock may partially offset his leader's failure and make a good hit by giving us government telegraph, telephone and express services as they have them in the Old Country.

The contest in Winnipeg made strange bedfellows, politically. The Government Liberals were afraid to put up a straight party candidate, so in the hope of defeating E. D. Maglin, old Liberal and general kicker, they threw all their strength to the labor nominee. Then, so as not to play into the hands of the "machine," the Conservatives put up no straight party candidate of their own, but gave most of their vote to Martin. Thus the fight was waged between the free trade Liberals and Conservatives on one side and the new Liberals and labor party on the other. The result was close, but Martin won, and the result was a virtual defeat for the Government.

FASHION REPEATS ITSELF.

Toronto Mail.
Some Toronto firms are sending goods to Hamilton by wagon, because it is cheaper, since the increase in rates, than to send by rail. Return traffic is also secured, and a regular service is in process of formation. The railway run out the stage coach, and now the old coach is after the railway.

BOB HAS THE FLOOR.

Hamilton Herald.
The Galt Reporter chivalrously defends Robert Barr against his critics. It says:

That he still feels kindly disposed towards Canada his friends need not be told. They know that he retains a love for the Dominion, and it was because of his interest in the people of this country that he wrote that criticism of our literary life which stirred up the bile of native authors. But if he loves his native country didn't he show his love in a queer way when he wrote the slander that Canadians love whiskey better than books?

Perfect Health can be Yours

Do not try experiments with your health. If you are not well use only a medicine known to cure! Dr. Williams' Pink Pills are not an experiment. They have cured thousands of people, who have tried common medicines and failed to find health. Some of the cured are in your own neighborhood.

Mr. F. Mission, Deleau, Man., writes:—"I can speak in the highest terms of Dr. Williams' Pink Pills as a medicine for rebuilding the system. Previous to using the pills I was suffering from headaches, loss of appetite and extreme nervousness, which let me in a very weak condition. The least work would fatigue me. I can now say, however, that I never felt better in my life than I do at present, thanks to Dr. Williams' Pink Pills. Similar sufferers—and there are many—will find it to their great advantage to use these pills."

Do not take anything that does not bear the full name of "Dr. Williams' Pink Pills for Pale People." It is an experiment and a hazardous one to use a substitute. Sold by all dealers or post paid at 50 cents a box or six boxes for \$2.50, by addressing the Dr. Williams' Medicine Co., Brockville.

WORSE THAN WOLVERINES.

Brockville Recorder.
The Ontario government gives a bounty for the destruction of wolverines in Ontario. Why can't the Dominion government give a bounty for wild-cats in the Klondike?

GRINDING COMPETITION.

Toronto Globe.
The attention of Sir Charles Tupper is called to the gross injustice done to the railway corporations by the competition of those freight wagons between Toronto and Hamilton.

BURIED ANTIQUITIES.

Indianapolis News.
Digging up Babylon is a scientific work continued by a party of Americans representing the University of Pennsylvania. Since February they have kept from 200 to 400 natives employed on the ruins of Nineveh. The finds for 1899 embrace over 4,700 tablets, silver and bronze rings, bracelets, nose and earrings, anklets and beads, coins, pieces of jade and a gold cingulate. Graves were opened to the number of 431. A small head of yellow marble in fine preservation, and a torso of black stone were discovered.

THE MOTHER'S CALL.

G. E. Amson, M. D., in the Wellington, New Zealand Evening Post.

What whisper this that ripples round the world

And stirs the Viking pulses in our veins?

Ten thousand flags of liberty unfurled!

Ten thousand dreams of battle in our brains!

Chorus—

'Tis the nation-mother whispering 'neath the waves,

Calling for her children, calling on her braves!

O, mother, who hast bred us,

Protected us and led us,

We are coming, coming, coming o'er the waves!

Bleeding she grips, nor counts the cost of time,

While envious nations stand around and jeer!

Shall we, the pimpered darlings of her prime,

Craven, ungrateful, deem the price too dear?

Chorus—'Tis the nation-mother, etc.

The Sumas, and the Maple, and the Pine,

The Elm, and the Wattle and the Gum,

All bow their heads together at the sign,

And chorus back, "O, mother, we will come!"

Chorus—'Tis the nation-mother, etc.

We reek not of the traitor's poison'd lie,

Nor sharp-tongued arrows of the fickle press;

Sure of the right, we hear they mother-cry,

And give our lives to thee! We give no less!

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Senator Chandler wants athletics taught at West Point and Annapolis in place of mathematics. There was a time when mind was supposed to be superior to matter, but it looks as though the old proverb would have to "go."—Boston Globe.

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If the Cap Fits You Wear . . . It . . .

Your Choice For A Quarter

Don't wear that ragged old cap any longer when you can have your choice of hundreds at Stone & Co's of every shade, style and material,

Your Choice For A Quarter

For 25 Cts

These goods have always been sold for 50c, 75c, or \$1.00, and are being sacrificed because we are overstocked.

Stone & Co.

Garner House Block

SEE OUR WINDOW

Home Spun Dress Goods

Are the latest and choicest for this season's wear. We ask the LADIES to call and see our up-to-date goods. You will then be convinced that you cannot be without a Tweed Dress for this season's wear, also see OUR DRESSING JACKETS at \$1.50 to \$2.00. SEE THEM AND YOU WILL BUY THEM.

Tailoring Department

We have this season made a special effort in selecting a special range of the best imported Worsted, Scotch, English and Irish Tweeds and Overcoatings with a vast range of our own make. We guarantee to save you money and to make your clothes up-to-date and to give you the very best trimmings. OUR CLOTHING IS UASH.

A special reduction in Yarns and Blankets. We have the BEST Underwear for the money in the world. See UN for Mitts, Socks, Ready-made Pants \$1.50 per pair. Special line of Ready-made Suits, Ulsters, Horse Blankets, Rugs, etc. Beaver Flies is the best to buy.

Phone 1, Woolen and Flour Mill, William Street.

The T. H. Taylor Company, Limited

WOULD YOU LIKE TO FEEL PERFECTLY WELL?

DR. HOPKINS' TINY TABLETS FOR RHEUMATISM AND NEURALGIA

WILL MAKE YOU SO: Once you have felt the great blessing of good health you will never be without TINY TABLETS.

EVERYBODY'S FRIEND BETTER THAN A TRIP TO EUROPE At Druggists. By mail from Dr. Hope Medicine Co., Limited, Toronto 50c. PER PACKAGE

MONEY TO LOAN.

Money to Lend At 5 and 5% per cent. ON LAND MORTGAGES. Will also lend on NOTE and CHATTEL MORTGAGES Privileges to pay off.

J. W. White, Barrister King Street West Chatham

..Money to Loan..

ON MORTGAGES At 4% and 5% Liberal Terms and privileges to borrowers. Apply to LEWIS & RICHARDS, Barristers, Etc., Fifth Street, Chatham.

MONEY TO LOAN

4%, 5 and 5% First and second Mortgages, Notes and other Security taken.

R. A. Murphy Northwood's Block Chatham, Ont.

ANOTHER SHIPMENT

Of Clothes Pins, at the Red Star Store North Chatham.

And we will sell 5 doz. for 50c, the next 20 days. And as all wooden ware has advanced Clothes Pins certainly will go up, so call quick and get a good supply before they are cleaned out. First come, first served. We also still sell good groceries at lowest prices.

J. W. DYER

GOODS DELIVERED, PHONE 174

IT PAYS TO

The Best Canada Business College CHATHAM, ONT.

If you have not seen the Catalogue of the Canada Business College offered by Canada's greatest school of shorthand and business training. Write or call if interested. We have no term divisions. Pupils can, therefore, begin at any time. The price is an excellent time to enter. The following are a few of the pupils who have recently secured positions: Fred. Askey formerly of Wingham, as Commercial traveler, West Side Business College, Chicago; Margie Kerr, as stenographer with the Rutland Iron Co., Chatham; Fred. McElvinn, as stenographer with McGill Bros., Pointe and Oils, Toronto; James Redford, book-keeper, Durham Furniture Co., York, Ont.; Arch. McVicar, changed from Taggart & Knapp, Grand Rapids, to Fairbanks Morse Scale Co., Chicago; Our pupils are in demand with the leading business houses. Catalogue of either department free by addressing D. McLACHLAN & CO., Chatham, Ont.

Nothing less than

THE Very Best

should satisfy you. You will in all probability attend a business college once in your lifetime, then why not spend your time in a school where there are no any doubts getting a first-class training. The Central Business College, Stratford, Ont., has the reputation of being one of the very best schools in the Dominion. It has a large staff of expert instructors and enjoys a large attendance. Write for our handsome catalogue. New term now open. Enter as soon as possible.

W. J. ELLIOTT, Principal.

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Cook's Cotton Root Compound

Is successfully used monthly by over 2,000,000 Ladies. Safe, effective. Ladies ask your druggist for Cook's Cotton Root Compound. Take no other, as all mixtures, pills and ointments are dangerous. Price, No. 1, 41 per box; No. 2, 10c; No. 3, 10c; No. 4, 10c; No. 5, 10c; No. 6, 10c; No. 7, 10c; No. 8, 10c; No. 9, 10c; No. 10, 10c; No. 11, 10c; No. 12, 10c; No. 13, 10c; No. 14, 10c; No. 15, 10c; No. 16, 10c; No. 17, 10c; No. 18, 10c; No. 19, 10c; No. 20, 10c; No. 21, 10c; No. 22, 10c; No. 23, 10c; No. 24, 10c; No. 25, 10c; No. 26, 10c; No. 27, 10c; No. 28, 10c; No. 29, 10c; No. 30, 10c; No. 31, 10c; No. 32, 10c; No. 33, 10c; No. 34, 10c; No. 35, 10c; No. 36, 10c; No. 37, 10c; No. 38, 10c; No. 39, 10c; No. 40, 10c; No. 41, 10c; No. 42, 10c; No. 43, 10c; No. 44, 10c; No. 45, 10c; No. 46, 10c; No. 47, 10c; No. 48, 10c; No. 49, 10c; No. 50, 10c; No. 51, 10c; No. 52, 10c; No. 53, 10c; No. 54, 10c; No. 55, 10c; No. 56, 10c; No. 57, 10c; No. 58, 10c; No. 59, 10c; No. 60, 10c; No. 61, 10c; No. 62, 10c; No. 63, 10c; No. 64, 10c; No. 65, 10c; No. 66, 10c; No. 67, 10c; No. 68, 10c; No. 69, 10c; No. 70, 10c; No. 71, 10c; No. 72, 10c; No. 73, 10c; No. 74, 10c; No. 75, 10c; No. 76, 10c; No. 77, 10c; No. 78, 10c; No. 79, 10c; No. 80, 10c; No. 81, 10c; No. 82, 10c; No. 83, 10c; No. 84, 10c; No. 85, 10c; No. 86, 10c; No. 87, 10c; No. 88, 10c; No. 89, 10c; No. 90, 10c; No. 91, 10c; No. 92, 10c; No. 93, 10c; No. 94, 10c; No. 95, 10c; No. 96, 10c; No. 97, 10c; No. 98, 10c; No. 99, 10c; No. 100, 10c; No. 101, 10c; No. 102, 10c; No. 103, 10c; No. 104, 10c; No. 105, 10c; No. 106, 10c; No. 107, 10c; No. 108, 10c; No. 109, 10c; No. 110, 10c; No. 111, 10c; No. 112, 10c; No. 113, 10c; No. 114, 10c; No. 115, 10c; No. 116, 10c; No. 117, 10c; No. 118, 10c; No. 119, 10c; No. 120, 10c; No. 121, 10c; No. 122, 10c; No. 123, 10c; No. 124, 10c; No. 125, 10c; No. 126, 10c; No. 127, 10c; No. 128, 10c; No. 129, 10c; No. 130, 10c; No. 131, 10c; No. 132, 10c; No. 133, 10c; No. 134, 10c; No. 135, 10c; No. 136, 10c; No. 137, 10c; No. 138, 10c; No. 139, 10c; No. 140, 10c; No. 141, 10c; No. 142, 10c; No. 143, 10c; No. 144, 10c; No. 145, 10c; No. 146, 10c; No. 147, 10c; No. 148, 10c; No. 149, 10c; No. 150, 10c; No. 151, 10c; No. 152, 10c; No. 153, 10c; No. 154, 10c; No. 155, 10c; No. 156, 10c; No. 157, 10c; No. 158, 10c; No. 159, 10c; No. 160, 10c; No. 161, 10c; No. 162, 10c; No. 163, 10c; No. 164, 10c; No. 165, 10c; No. 166, 10c; No. 167, 10c; No. 168, 10c; No. 169, 10c; No. 170, 10c; No. 171, 10c; No. 172, 10c; No. 173, 10c; No. 174, 10c; No. 175, 10c; No. 176, 10c; No. 177, 10c; No. 178, 10c; No. 179, 10c; No. 180, 10c; No. 181, 10c; No. 182, 10c; No. 183, 10c; No. 184, 10c; No. 185, 10c; No. 186, 10c; No. 187, 10c; No. 188, 10c; No. 189, 10c; No. 190, 10c; No. 191, 10c; No. 192, 10c; No. 193, 10c; No. 194, 10c; No. 195, 10c; No. 196, 10c; No. 197, 10c; No. 198, 10c; No. 199, 10c; No. 200, 10c; No. 201, 10c; No. 202, 10c; No. 203, 10c; No. 204, 10c; No. 205, 10c; No. 206, 10c; No. 207, 10c; No. 208, 10c; No. 209, 10c; No. 210, 10c; No. 211, 10c; No. 212, 10c; No. 213, 10c; No. 214, 10c; No. 215, 10c; No. 216, 10c; No. 217, 10c; No. 218, 10c; No. 219, 10c; No. 220, 10c; No. 221, 10c; No. 222, 10c; No. 223, 10c; No. 224, 10c; No. 225, 10c; No. 226, 10c; No. 227, 10c; No. 228, 10c; No. 229, 10c; No. 230, 10c; No. 231, 10c; No. 232, 10c; No. 233, 10c; No. 234, 10c; No. 235, 10c; No. 236, 10c; No. 237, 10c; No. 238, 10c; No. 239, 10c; No. 240, 10c; No. 241, 10c; No. 242, 10c; No. 243, 10c; No. 244, 10c; No. 245, 10c; No. 246, 10c; No. 247, 10c; No. 248, 10c; No. 249, 10c; No. 250, 10c; No. 251, 10c; No. 252, 10c; No. 253, 10c; No. 254, 10c; No. 255, 10c; No. 256, 10c; No. 257, 10c; No. 258, 10c; No. 259, 10c; No. 260, 10c; No. 261, 10c; No. 2