

Little Things for Other Days, Pretty Things for EVERY DAY Style, Fit, and Superiority.

Have you seen the Hat we have imported for the Teachers of P. E. Island, soft Outing Hat in all Colors, worth \$1.50 and \$1.80 for \$1.00. Ask for the Professor at Paton & Co's.



**Men's Ready-to-wear
Tailor Made Clothing.**

Paton's Clothing is best.
\$18 000 Worth

Good strong All Wool Ulsters, all sizes, while they last, worth 6 to \$7 for \$3.75c. We bought hundreds of them and got them at our own price.

500 Men's Heavy Winter Suits, \$3.55, 4.50, 5, 6 and 7.50, well worth 50c on the dollar more.

485 Men's Reefers, good strong Winter Coats, \$2.50, 3.00, 3.75, 4.50, 5.00, 6.50 up to \$13.50.

Our Heavy Wind and Waterproof Reefers at \$5.50 is a value. It's the farmer's friend.

785 pairs Heavy Winter Pants, 75c \$1.00, 1.25, 1.50 and \$1.75. This lot was bought during the hot months of summer and bought when the makers wanted money, and we got the goods at a big discount; the buyers of this lot gets the benefit.

Overalls and Jumpers
The best 50c, 65c and 75c Jumper in this city is at Paton's.

1000 suits of Underwear

25c, 35c, 45c and our \$1.00 Fleece Lined Under Suit is worth seeing, so is our Unshrinkable Underwear, the Stanfield Guaranteed Brand. It's the Framers' Friend, \$1.75 a suit. 285 yards of "The McKay Mills" Cloth at 25c.

500 yards of Scotch Tweed, \$1.00 quality at 75c; 85c quality at 55c. This suit will only be offered during the Exhibition week.

Factory Tweed, Factory Blanketing, Factory Druggist, Factory Sockings, Factory Double and Twist Tweed at 75c.

Nova Scotia and P. E. I. Mills Tweed always on hand.

Wool taken in exchange.

150 Men's Waterproof Coats.

You will miss it if you pass Paton's at Exhibition week.

See our Special McIntosh at hal price \$2.25.

Black and Blue Melton Overcoats at \$3.75, are what was sold in the city last year at \$5.00, and they thought them good value; our leader at \$5.00 and \$8.00, and our Curl Coat at \$5.00, are going to create a sensation in the Ready-made trade of this city.

See Paton's All Wool Overcoats, modern lining at \$10.00; Fawn, Gray, Brown and Black.

Separate skirts

Rough homespun \$2.00, \$3.50 and \$5.00.
Any suit broken to suit customers.



New Fall Coats, this week's special \$1, \$2, \$3 and \$4.



New Fall Suits, \$5.50 \$7.50, \$12, \$16 and \$18.



New Curl Coats, \$3.25, \$4.50 and \$5.00. Extra good value.



**New Fall Suits.
New Fall Overcoats.
The Kelvin Cape
or Strathcona Cape**

The accompanying views of the Kelvin Cape described on this sheet are given to afford a more extended idea of its utility. We have sold over 50 of this popular garment this fall. We manufacture these garments made to measure and made to fit. You can have them made from imported Scotch or Canadian Shawls, from \$2.50 to \$12.00, making cost \$1.50 and \$2.00. Ready-to-wear capes from 4.75 to 15.00. To see them is to buy them.

Ladies' New Fall Suits.

There's no question as to our leadership in Ladies' Tailored Suits, that is the strictly "Man Tailored Suits," not made by dressmakers. As a proof of the truth of our assertion. During Exhibition week we will place on sale 50 Ladies' Man-Tailored Fall Suits in Tweeds and Coatings, the new style, double breasted; jackets lined silk (the new skirt) bound. Have a look around first at the Suits others are showing up to \$10.00, then come and see this special Suit of our at \$5.00, \$6.00, and \$8.00.

Mottled Tweed Suits.

New skirts lined, coats lined with silk \$12.00, \$14.00 and \$16.00.

Ladies' Exhibit Jackets.

All the most novel styles in Ladies' Cloth Jackets are here for your selection. Everything novel and stylish—in fact all the latest creations of European manufacturers. We start the season with such values both in quality and price as will effectually silence all competition. AS A SAMPLE we will offer 150 coats consisting of boucle, roughs, naps, tweeds, frizzes, meltons, heavers and mottled tweeds at the following prices that will make you wonder where the profit comes in.
\$1.00, \$1.75, \$2.00, \$2.50.

New Fall Jackets

75 rough homespun tweed coats in browns, fawns, greys, blues and blacks and other new shades, lined and unlined, high and low collars, tight fitting, semi fitting, single and double breasted with new lapel, very special values.
\$3.75, \$4.50, \$5.25.

Ready-to-wear Tailor Made Dresses

Do you know there is more style, more fit and more general satisfaction in a ready-made skirt, or a ready-to-wear suit, than a dressmaker can give you? Yes, and only half the trouble and none of the chances of a misfit. 125 tailor-made dresses ready to try on. Prices rough cloth, homespun \$5.25, \$7.50, \$8.50, \$10.00 and \$12.00.

Boy's

Wool Suits.

from \$1.35 up to \$2.50

Sailor Suits 75c

185

Boy's

Ulsters

from \$2.50 to \$3.75 at Paton's.

500 Men's Reefers, rainproof, windproof and pocketproof.

\$2.00 to \$3.00 worth 1-3 more.

285

Men's D. B.

Winter Overcoats.

from \$3.75 to \$10.00 at Paton's.

Ladies High Class Tailor Made Coats

made from kerseys, beaver and our cloth, lined throughout with silk or sateen applique, braid or stitched trimmings. An altogether up-to-date coat, in black, fawn, grey and brown
\$8.00, \$5.00, 9.00, 9.50, to \$16.00.

Broad Cloth Suits.

From \$18.00 to \$25.00, Ladies' Tailor-Made Costume, which we do in either tweed or cheviot mixtures. The skirt is well cut and draped nicely, and is lined throughout with perceline and velvet binding. There is another cheap and very special costume at the price \$12.00 to \$14.00.

Trimmed Millinery.

Traveling Hats, Golf Hats, Turbans, Carriage Hats and Ready-to-wear Hats of every new description. Sailors, Tailor-made, Tourists' and Outing Hats, Trimmed and Untrimmed; shaps in all colors, from London, Paris and New York models.

Ladies Fall Capes.

About 30 black and colored capes. Plain cloth, naps and curl and tweed goods. Good warm serviceable capes for middle-aged lady selling at \$1.50, \$2.00, \$3.50, \$4.50, to \$6.00 and \$8.00.

Ladies' Hats

If we dealt with Hats with a view to cheapness, we would find ourselves selling hats that would lose shape, color and get generally dilapidated.

Hats are hats, orly there is a difference. Our hats are smart, nobby, cheap, up-to-date and above all they are selling. The most popular shapes being turbans, sailors, smart trimmed outing hats, in pretty shades of grey, fawn, blue, castor brown and black.

School Wear Sailor Caps

In thirty different styles with blue, red, white and yellow trimming. The most popular school cap for girls or boys. Price, 25, 30, 35, 40, 45, up to 65 cts.

Ladies Felt Hats.

At half-price. Now cleaning up on stock and consequently the opening of the season means bargains in hats. This lot consists of 150 hats. Sample hats oddments of hats and a few old hats that lead the race in 1899, but are one lap behind for 1900. The marked price will sell them your choice for 47c.

Hot Shot for Fall Trade in Men's Reefers

Good strong Boys' Nap Reefers.
75c, \$1.00, \$1.25, \$1.30, \$2.00, \$2.50, \$3.00 and \$4.00

Every garment guaranteed at Paton's.

CLOTHING.

Our Line is Ready and Awaits Your Inspection,

**We Will Furnish
Hot Ammunition.**

The Initial Show of
**FINE
FURS**

Opens Today.
Prepared as never before to meet your Fur wants. Space has been enlarged, so has the stock. This Fur Store of ours is no mere adjunct, but a full-fledged department. Visit it if you would see the newest in Furs.



1900 Style.

School Teachers of P. E. Island
We have imported a stylish Hat called the Professor. It's yours for \$1.00.



It's worth \$1.80. It's an outing Hat.
We have it.



KELVIN CAPE.

- Special in Caps worth up to **15c.**
- Special in American Caps up to 80c for **25c.**
- Special \$1.00 Tweed for **75c.**
- Special 40c Tweed for **25c.**
- All wool for **29c.**
- Two Tables of Underwear at 20 per cent off.
- 50 pieces of Boys' Underwear 20 per cent off.
- Men's Shirts at **45c.**
- Our special wool Ulster. at **\$3.75.**
- Our Shore's Suit at **\$3.75.**



School Teacher's Hat, the Professor, at \$1.00.

Distant customers can order with confidence from this department, as our designers take distinct and special pains with every mail order. By stating briefly the price and style, whether for young or elderly lady, giving complexion, hair color, etc., a style distinctly appropriate will be studied out. New stock is constantly added to this department, so that we are always prepared with the "latest."

J. PATON & CO.,