

ILLUSTRATING THE WORLD-WIDE RESOURCES OF CHARLOTTETOWN'S DEPARTMENTAL STORE

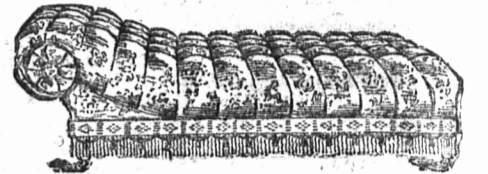


The Furniture Business as Paton Carries It On Is a Modern Revelation.

When a business house works itself into public favor through the medium of reliable merchandise, true values, small profits and liberal treatment, it is hard to keep the people away from it and equally hard to prevent it from making new friends. Steady, healthy growth is possible only by the continuation of such principles, and in such a way has Paton's reached the top round in the ladder of commercial prosperity. We sell precisely what we advertise at the price described—misrepresentation is an offence no employe dares commit, and shoddy goods are not tolerated under any circumstances.

This month we will offer a few leaders that will give you a fair idea of what we are doing in furniture.

- Sofas, \$8.00 kind reduced to \$5.00.
- Bedroom Suites the \$15.00 kind for \$10.00.
- Sideboards, \$13.00 kind for \$9.00.
- Also 15 Parlor Suites of 5 pieces, sold elsewhere for \$30.00 our price \$20.00.
- Also one Banner offer of an Iron Bed, Spring Mattress, top Mattress, one pair Blankets, 2 Feather Pillows worth \$13.00 for \$9.00.
- See our Comfort Mattress for \$5.00, sold all over Canada at \$6.50—Headquarters for the Genuine Wire HERCULES Springs. Ask for number 19 and 91 and don't take a ly other; they are the only ones guaranteed.



Women's Shower-Proof Coats, \$10, 8.50, 7.50. Specials in Girls' and Misses' Coats.

Some individual feature of newness or originality has determined the selection of every garment in this extensive varied collection. \$3.75, \$5.00 and \$7.50.

Knit Underwear Specials for Women and Children. 50c

Special items from our great underwear section to illustrate the pricemaking of the store as well as extensive lines here for selection.

The New Millinery Effects

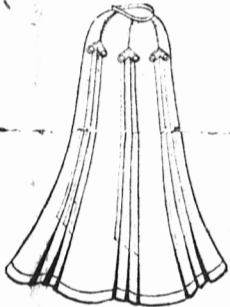
New creations, fresh conceits arriving constantly make each day here resemble a formal opening. Almost every day something entirely new is shown. From 7 till 9 o'clock on Saturday evenings, we will offer 100 brand New Fels for ladies at 75c. Many are worth \$1.50.

October Sale of Kid Gloves

French Kid lowest Prices. Unusual conditions—early preparations for the fall season. Special \$1.50 Gloves for \$1.00. Perrin's make.

The Touch of Style.

Ready-Made Skirts



The touch of style which we impart to all our garments—The superior hang of the skirts—The artistic employment of the Trimmings, and the faultless finish of every detail.

- We have in stock odd lots of Skirts that we will sell considerably under the regular price.
- Eighteen Skirts, worth \$6.00 for \$4.50—\$5.25 for \$3.75.
 - Black Frieze, five gore flare, strapped seams and six rows of stitching around bottom. \$3.50
 - Medium Grey Frieze, self strappings, stitching button trimming \$4.25
 - Light Grey Frieze, five gore flare, self strapping, stitched seams and six rows of stitching around bottom. \$4.50
 - Plain Black Frieze, strapped with black broadcloth, pearl buttons, stitched seams and 6 rows of stitching around bottom. \$4.50
 - Plain Black Frieze, with yoke and fancy stitched yoke effect, strapped seams, flare. \$4.75
 - Plain Black Cloth, flare, frimmed with strapping of self stitching and buttons. \$5.00
 - Black Frieze, five gore flare, fancy silk strappings on side gores, rows of stitching and buttons. \$5.25
 - Black Grey Frieze, five gore flare, strapped with black silk, buttons, rows of stitching around bottom. \$5.25
 - Black Cloth, self strapped yoke effect, five gored flare, buttons and rows of stitching. \$6.25
 - Black and White Flake Cloth, self strapping, pearl buttons. \$6.50
 - Ladies' Black Cloth, seven gore flare, trimmed with strappings of self, satin pearl buttons, rows of stitching. \$8.50.

Women's Coats: Distinctive Style at \$3.75 Each--Price--\$4.90



EVERY garment in our stocks has the touch that proclaims it the work of a master fashion builder. Most every design is exclusive with us for Ch'town. 380 ladies' left in stock.

COATS

25 colored fawn and brown and drab, \$10, \$12.50 to \$15. All sizes.

TWO LEADERS.

100 Coats at \$3.75 heavy lined, and 50 coats at \$4.90. Best \$6.00 coat in town. Also see our \$7 and \$9 coats, well worth \$10 and \$12. Yours for stylish coats.—JAMES, PATON & Co.

MEN'S KNIT UNDERWEAR: TWO LINES AT 50c--EXTREMELY LOW PRICES--60c.

The splendid condition of our great stocks makes them deserving of the attention of every man in Charlottetown intending fall and winter supplies. They are as complete in sizes, styles, qualities and weights as they can possibly be—but the most remarkable advantage is in the prevailing lowness of the prices.

Fur Scarfs and Muffs--The Best Styles at Attractive Prices.

Illustrating the Price-making values of this Store.



The wonderful scope, the surpassing beauty and the distinctiveness of the style varieties we are now displaying in Full Neck-pieces is a matter of unusual comment with visitors to this section.

- Ruffs \$2.90 to \$10.00.
- Ruffs \$3.50 to \$12.00.
- Ruffs \$4.50 to \$14.00.
- Ruffs \$5.50 to \$18.00.
- Ruffs \$6.50 to \$20.00.
- Ruffs \$8.50 to \$25.00.

Knit Novelties in Wool Goods.

- Knit ed Novelties, Ladies' Golf Vests, Blouses, Sweaters, Skirts, Silk Shawls, Woolen Shawls, Infants' Hoods, JAMES PATON & Co. Wool Novelties.

Fancy Waistcoats
The vogue of fancy waistcoats is unabated. Indeed, if possible, that article of apparel is more popular than ever. Double breasted types seem to have gained on their single breasted rivals. The

former are made both with and without collars. The collarless models, however, are now preferred.

Splendid showing in London's latest effects.

"THE PROPER CAPER"

White and neat patterns are voted the "proper caper" in fancy waistcoatdom. Fantastic effects are now frowned upon.

Blouse and Swaters

Trade on women's waists continues brisk.

Men's and Boys' Sweaters and Jerseys, 150 to choose from

to fit the little lad up to grand papa, 55c, 65c, 75c, 90c, \$1.10. Double ply, worsted yarn made JERSEYS for HEAVY WEAR and FOOTBALL, \$1.15, 1.45, \$1.65 and \$2.25.

All Navy Blue Men's Cardigan Jackets

Old English style, made from imported yarn, \$1.50, \$1.75, \$2.25, \$2.50 and \$3.00.

Navy, Brown and Black. Socks, Socks, Socks.

P. E. Island hand knit, Scotland's heather, Highland mix wool.

England's fine cashmere, are all here at lowest prices,

consistent with quality, 22c, 25c, 30c, 35c, 50c up to 80c.

Men's Gloves, Men's Gloves, Men's Gloves.

Wool Gloves, Kid Gloves, Lined Gloves, Leather Gloves and Silk Lined Gloves.

New Dress Goods

See our specials at 45c and 50c.

DRESS CLOTHS.

- New black Flamines.
- New black Voiles.
- New black Crepolines.
- New black Nun's Veiling.
- New Canvas Cloths in brown, black and navy.
- New Hopsackings in brown, black and Navy.
- New Freizes in navy, black, brown, green and grey.
- New Cheviots in black, green, brown and navy.
- New Tweed Suitings in red and grey, black and white, black and red, green and red, etc.
- New Flake Hopsackings in brown and white, cardinal and white, Myrtle and white, navy and white, royal and white, and black and white.

New Plain Flake Homespun Suitings in brown and red, and green and black.

New Striped Zibelines in green, navy, blue and grey. New Spotted Zibelines in grey, navy, resida, brown and heather.

New Plain Twills in black, navy brown and sultan. New Plain Zibelines in brown, red, blue and black.

New Mixed Amazons in dark grey, light fawn, black and brown.

New Plain Vicunnas in black and navy.

New Ladies' Cloths in navy, black, brown, green, bluet and light grey.

New French Flannels in polka dot, stripes and fancies.

New Valenciennes Insertion. New Embroideries.

New Taffeta and Louisienne colored Silks.

New Black Silks, in Peau de soie, Louisiennes, etc., etc.

New trimmings for evening wear. We make a specialty along this line.

New Veilings, Lustres, Crepolines, Voiles in light colors as sky, pink, cream, resida, champagne and grey.

New Waterproof Cloths, plain and stripe effect in newest shades at Paton's.

Ladies' all-wool Vests and Drawers.

Ladies' Union Vests and Drawers. Ladies' Flannelette Drawers.

Ladies' Corset Covers. Ladies' Flannelette do.

Ladies' Plush Bloomers. Ladies' Combinations.

JAMES PATON & Co.