

Patons Advanced Showing of Spring Arrivals

THE VERY NEWEST HATS ARE LUSTROUS AND STRIKING

Among the new colors are Rust Brown, Fez Red, Bright Orange, Oasis Green, Watermelon Red, the blue of African Midnight, Nubian Brown, Blue L., Orchid Pink, Feuille Morte and three delicious shades of Peach. The staple shades, of course, such as navy, black, Copenhagen and Beige are just as prominent as ever.



THE BRIGHTEST SPOT IN CHARLOTTETOWN

The Spirit of Spring is exemplified by beautiful goods, lavishly displayed on shelves and counters in Patons Big, Bright, Beautiful Store. The Advanced Showing on Thursday next will be a treat to the ladies of this up-to-date city.



COLLARS

The tailored suit is not complete without the touch that a dainty white collar lends. Cuffs and collars are more than ever popular this season. Styles include the severely plain, the dainty ruffle, and lace so exquisitely softening to the otherwise severe garment.



Advanced Opening of the New Spring Millinery at PATONS

Amid the environment of highly pleasing appointments we are making the initial display of the new Easter Millinery and Spring Goods on Thursday—as designed for us by the most celebrated modelers of the fashion world.

It a presentation without parallel—and exclusiveness controls the entire showing. You are cordially invited to be present.



GLOVES

Our Glove Department is one of the most complete in the city. Every style: Kid, Cape, Wash or Dress Glove, in all colors and sizes, are aptly fitted at this counter.

Smart Model for Dress Occasions

Every day sees boxes and packages of the new Spring garments and millinery arriving at this shop, so the place is fairly overflowing with distinctive originations



Here is an entirely new point. Twisted raffia, dyed flax, which is left dull or lacquered shiny—these are the means to the end.

SUITS

Suits for Spring are especially attractive in cut and materials, and made to conform to the newest creations now being seen in New York

MILLINERY

A wonder display of trimmed hats greets you in our Millinery Section. Hats designed to give that smart, piquant grace and charm. From London, Paris and New York.

- Taffetas
- Georgettes
- Satins
- Jerseys
- Crepe de Chine
- Fine Serges
- Combinations
- In the Season's Newer Colorings



Fashions as Shown at Patons

Truly charming are the Spring Suit Models sent us this week And the Frocks and Dresses! Dainty soft Spring materials in clever lines.

DRESSES

Dresses and Frocks for street and semi-dress wear are here in profusion. Taffetas are especially in demand and we are showing some exceptionally clever models.

BLOUSES

Blouses this season are beautiful beyond all compare in many soft materials that lend themselves to drapery effects.

For Women and Misses

High-class daytime dresses for street, afternoon, shopping, office and general wear—models that show their superiority in the materials and in their good style—offering exceptional values for our advance spring showing.

Stylish Sailors for Every Day Wear



Sailors there are, but with brims strikingly different in style from those of other seasons—close-fitting toques in becoming styles, and very effective away-from-the-face brimmed styles so well liked for the new season.



THE ART OF VEILING

The veil is an all-important part of women's clothing. Nothing can so easily mar an otherwise perfect tout ensemble as an ill-chosen veil. Now there is absolutely no reason why you should not have exactly the sort of veil to suit your hat, your hair, your face and your costume. That is, if you will come to Patons for it. For we are specialists in the subtle art of veiling. We guarantee to suit you from our wonderfully varied stock.



SILK EMBROIDERY. WOOL EMBROIDERY BEADED DESIGNS. NEW LACE EFFECTS

Scores of attractive spring models, with long, short or three-quarter length sleeves. Handsome blouses of georgette and other materials in Spring's newest and most captivating styles, including slipover, button back, button front, peplums and other correct style features. Splendid range of colorings as well as plenty of white, flesh and navy.

THE REAL VALUE

of hosiery can not be determined by inspection. The only test is one of experiment. Good hosiery feels good, looks good, washes well and stands ordinary wear for a good length of time. Patons Hosiery will give you satisfaction on all these points. Try it. The prices are moderate enough to let you experiment—and YOU WILL NOT BE DISAPPOINTED.

- Cotton 60c.
- Lisle Black 85c., 95c., \$1.00
- Colored Lisle 85c, \$1.00, \$1.15
- Lisle Black \$1.15
- White Lisle 60c, 85c, \$1.00
- Silk Ankle, navy, blue, black \$2.00
- Light Shades \$1.25, \$1.50
- All shades from \$2.45, \$2.75, \$3.00, \$3.75
- Checked Hose \$3.75, \$4.00
- Heather Mixture \$2.75



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