



STOP!

ARE YOU ON THE "RIGHT TRACK" ?



Are you buying the "Right Kind of Furs"—the kind that means satisfaction without neglecting the price—Furs that are right as to Style, Workmanship and price? That's our Furs.

It's a Plain Fur Talk.

- Black French Coney Pelerine; length, 2 1/4 yds.; finished with 2 large brush tails and silk girdle..... \$3.00
- Black French Coney Pelerine; length, 2 1/2 yds.; wide tab effect; finished with 6 tails at the bottom and silk girdle..... 5 00
- Imit. Black Fox Pelerine; length, 2 1/2 yds.; extra wide tab effect; finished with 6 tails at the bottom and silk tail-trimmed girdle..... 8.50
- Hudson Bay Opossum Pelerine; length, 2 1/2 yds.; finished with 2 large brush tails and silk girdle..... 9.00
- Choicest Hudson Bay Opossum Pelerine; length, 2 1/2 yds.; finished with six tails, silk tail-trimmed girdle and braid ornaments..... 16.00
- Choicest Isabella Opossum Pelerine; length, 2 1/2 yds.; finished with 6 tails, silk tail-trimmed girdle and braid ornaments..... 16.00
- Choicest Black Marten Pelerine; length, 2 1/2 yds.; finished with 6 tails, silk tail-trimmed girdle and braid ornaments..... 20.00
- Choice Brown Marten Pelerine; length, 2 1/2 yds.; finished with 4 large tails, tail-trimmed girdle and braid ornaments..... 24.00
- Sable Fox Pelerine; XXX quality; length, 2 1/2 yds.; finished with 2 large fox brush tails and tail-trimmed girdle..... 18.00
- Isabella Fox Pelerine; XXXX quality; length, 2 1/2 yds.; finished with 2 large fox brush tails and tail-trimmed girdle.... 30.00

LONG FUR STOLES

(As Illustrated)

We Show Them in Every Kind of Furs

- Black French Coney Stole; length, 2 1/2 yds.; lined with mercerized satin and finished with 4 tails and silk girdle..... \$3.50
- Black French Coney Stole; length, 2 3/4 yds.; wide shoulder effect; satin lined and finished with 4 tails and silk girdle..... 5.00
- Black French Coney Stole; length 3 yds.; wide tab effect; satin lined and finished with 6 tails and tail-trimmed girdle.... 7 50
- Hudson Bay Opossum Stole; XXXX quality; length, 2 3/4 yds.; satin lined, finished with 6 fox tails and silk girdle..... 15 00
- Isabella Opossum Stole; XXXX quality; length, 2 3/4 yds.; satin lined finished with 6 fox tails and silk girdle..... 15.00
- Sable Fox Stole; length, 2 1/2 yds.; satin lined, finished with 2 fox brush tails and tail-trimmed girdle..... 18.50
- Choice Isabella Fox Stole; length, 2 yds.; satin lined, finished with 2 fox brush tails and tail-trimmed girdle..... 27.00
- Choicest Russian Grey Squirrel Stole; length, 21-3 yds.; lined with white squirrel and finished with silk girdle and silk ornaments..... 33.00

Ladies' Fur Coats--Fifty Brand New Coats Opened.

Russian, Persian, Bulgarian, Gray Lamb, Coon, Seal, Bear, Seal Electric, also Fur Lined Cloaks.

We carry at all times a large stock of

- Fur Boas
- Fur Clusters
- Fur Muffs
- Fur Children's Sets
- Fur Misses' Sets
- Fur Trimmings
- Fur Capes
- Fur Ribbon Tail Scarfs
- Fur Jackets
- Fur Collarettes
- Fur L'Aiglons
- Fur Victorines
- Fur Storm Collars
- Fur Tab Effects

We're in touch with everything appertaining to FURS, and we're in a position to put you on the right track. There isn't a shadow of a doubt regarding our styles nor a question as to our prices.

We carry a "Large Assortment" and one of the "Heaviest Stock" of Popular-Priced furs in Charlottetown.



THIS BUSINESS

IS WORKING UP TO A POINT OF PERFECTION

It is being conducted on honest principles to make money for its patrons in savings and to make money for its operators. The moment it stops advancing on those lines we will get out and let those who advertise that they are in business for love operate. Something for nothing you cannot get here. See our new goods. It is hard to keep calm when news of such importance is to be told.

New Blouse Flannels

Notwithstanding the increase in Flannels, we have been fortunate in securing a line of beautiful Silk Mixture Blouse Flannels, which we will sell at less than wholesale prices, per yard.

A Stroke of Good Fortune for Dress Goods Buyers

A manufacturer desiring to secure a portion of The Big Store's trade, presented two attractive propositions to the buyer, which, were promptly accepted. It isn't probable that we or you will be able to buy any of this mill's production again for so little money. The opportunity is one to catch. See the line of satin finished cloth at 50c, and if in our worth 75c, then we don't know. Other lines in popular friezes, in grey, black and blue, 85c and 91c.

We Can't Purchase Similar Blouses for this Price Elsewhere

We've got to take large quantities, and pay cash on order of purchase, to be in a position to place such values within the reach of the public.

Ladies' extra quality Taffeta Silk Blouses, in shades of white, cardinal, light blue and fawns and tucks and hemstitched front, tucked back and cuffs, collar and sleeves. Sizes, 32 to 40. One of The Big Store's special values. \$4.95. Just the thing for early fall wear and exhibition. Many are worth \$7.50.

Another big Bunch of French Flannel Waists

\$3.00, \$3.50 and \$4.25. See them they are on end of Dress Goods Counter at door.

400 prs Lace Curtains

In connection with and in addition to foregoing values are offered at price concessions rendered possible at opening of season by manufacturer's desire to turn certain portions of his stock into quick cash. This great purchase comprises choicest weaves and patterns made for this Fall's trade, including large assortments of the Nottingham curtains, with and without borders, now so scarce, the new heavy clung lace, Scotch effect.

The Sale of Trousers

3000 pairs of \$3.60 to \$4.50 trousers for \$2.90 a pair.

Extraordinary Carpet Bargains

Short lengths from 6 to 18 yds Brussels, Velvets, Wiltons and Axminsters. Were \$1.00, \$1.25, \$1.50, 75c. 11-2 yards for mats. Values up to \$1.50 for 75c and \$1.00 an end.

The New Dress Trimmings are Presented

This is an exhibition of primary importance to women who have New fall and winter gowns in mind, for the fabric is secondary to the trimming this year. See our American trimmings. Nothing like these elsewhere.

Sale of Ladies' Tailor-Made Suits

In heavy homespuns, friezes and Canadian tweeds, dark grays, black blues and Oxfords at a saving of 25 per cent on the dollar.

COME THIS WAY FOR SNAPS! EXHIBITION DAYS



JAS. PATON & CO.

JAMES PATON & CO.

Charlottetown's Departmental Store, Victoria Row.