

Newness Abounding in Paton's Big Bright Beautiful Store Now Thoroughly Renovated

This week a Guardian representative had the pleasure of going over Paton's, big bright, handsome store and viewing the new stock, which was secured as soon after the fire as money and the telegraph wires could secure it.

HANDSOMELY RENOVATED

The whole store department after department, has been thoroughly renovated, painted, and tinted in a most artistic manner. New windows have found their way in and in every portion the alert visitor, who was at all familiar with the old store, will see many little touches of modernism such as a new wax figure here or a handsome silent salesman in another corner, or perhaps only a new mirror, but placed at just the right angle, in fact one could easily forget that Paton's store was in Charlottetown, and not in one of the largest American cities, where attractiveness is always sought for.

Paton's store is not only a credit to the firm but is a good advertisement for Charlottetown, as visitors are not slow to notice and comment favorably on what pleases them and surely the most fastidious could admire Paton's. In fact Paton's store and Paton's stock has newness and high class written all over it and you may be sure of it, Paton's has what you want no matter what it may be; personal necessities or furnishing the home. Right goods, right prices, broad selection, courteous attention that's the service that people demand at this season and they are finding it at Paton's.

NEWNESS ABOUND

One cannot help but be impressed with the newness and freshness of Paton's stock and when the past month's work is remembered it is not to be wondered at as the entire stock in fact was damaged by fire was gathered together and sold in many cases at a decided loss to the firm, so that no old goods would be carried over and only the newest latest and best that money could buy would restock the different departments.

BARAINS STILL GIVE

As the firm's buyers could not visit the different markets directly after the fire they immediately got in touch with the manufacturers who rushed forward to their samples in their different lines so that Paton's bought even more liberally than had they visited the market, with the advantage of being permitted to retain the samples, in many cases at a big discount. This the customer profits by and the shopper will notice the samples in going through the different departments. All specially marketed at a big saving on the original price. And who does not appreciate a bargain.

WINTER FUR FASHIONS

The magnificent display of fur novelties that are presented in Paton's fur parlor make it easy to understand the strong hold that such lovely apparel has on the feminine mind. Here you will find the handsome fur and fur garments which Paris and New York are wearing at this season. Magnificent peltries fashioned into the most handsome and becoming styles and choice range from lovely furs. The costly and precious furs have been gathered lavishly, while the popular priced furs were never shown in such wonderful diversity. The display includes peltries of all descriptions and every garment is a triumph in artistic designing.

The great popularity of this year of red and black fox furs will demand their recognition from every woman who has a new fur of furs to purchase this winter season.

The present display that Paton's are making is a notable one. As much so for the beauty and richness of the furs and the elegance of the styles, as through the very moderate pricing that they have been able to place on each piece.

A magnificent assemblage of the finest and most lustrous pelts procurable in the world, embracing exclusive models in rich Persian Lamb coats, muffs and stoles, are displayed in the spacious showrooms at surprisingly moderate prices. One coat of exceptional value was sold at \$600.

Rich, glossy Persian Lamb with that desirable close, fine curl and all the distinctive marks of highest quality is destined this year to be the individuality of character.

Paton's store contains one of the largest and most exclusive stock of furs in P. E. Island. When you consider the unsurpassed superior quality of this immense stock, combined with a guarantee workmanship that has reached the highest artistic perfection, you will realize how complete will be your satisfaction both in quality and price.

Mr. Doucette has charge of the fur and ladies ready-to-wear department and is ably assisted by Miss Walsh and other young ladies as the occasion demands.

The obliging service in this department, where patience and skill

are required, will be much appreciated by the shopper.

The ladies of Charlottetown will delight in this section of the large store to which they are invited to go at any time and saunter through at leisure, plan to meet their friends and thoroughly enjoy the luxury of the view.

FUR COATS GALORE

The men's fur coats, displayed in a wide variety of styles, are out to plain view and no trouble is experienced in looking over the display. Rich beautifully marked, perfectly matched pelts are artistically put together in roomy, comfortable stylish coats priced from \$90 to \$150 at easy stages and handsomely lined.

For \$58 the ladies of this Province can secure a splendid muskrat lined coat. The muskrat is of the best quality beaver cloth with silk barrel buttons with the collar of real sable. This is no fairy tale even if the catalogue houses do list this same coat at \$78. Comparison is invited.

Pony coats so popular with some are selling at \$65, real beauties that would make any lady look well dressed.

An exquisite seal coat with handsome heavy silk fur fastenings was the centre of attraction in this big fur showing and many comments as to its beauty were heard.

CLOTH COAT STYLES

Women's Separate Coats Tailored in the Height of Winter Style that express almost every tendency of the season's styles and a widespread charm of the season's handsomeness materials are shown. Many charming colors and combinations are featured, in many instances the handsomeness of which are exclusive.

A very distinctive and dressy short coat is tailored in Bulgarian cloth with a wide lapped front and loose back. Sleeves of kimona type.

Another very smart coat is built in a two-tone effect and lined throughout. The coat is trimmed with large novelty buttons and is priced most moderately.

Winter coats of style and quality made up in tailored style from pretty materials can be had as low as \$5 so that no woman in Charlottetown need go without a warm, stylish, comfortable coat during the cold weather months so near at hand and the ladies of Charlottetown are asked to see these coats.

Out sizes in coats. In past seasons the one great difficulty for the lady was to secure a coat to fit her rightly proportioned. This season Paton's have overcome the difficulty and have sample Bulgarian coats in sizes 37, 39, 41, 43, 45 and 48.

NECK FURS AND MUFFS

Never in history has such variety been shown in neck furs and muffs.

One cony mole set, very effective was shown in neck piece and muff and was true English style at \$25.

There were also Patched Fox Stole—Modeled in novelty design, brush tail and paws on shoulder. Long stole form.

Patch Fox Muff—In large pillow design. Finished with brush tails and paws. Price \$95 per set.

Black Fox Muff—Made in natural animal design, has big head and paws. Price \$19.50.

Another imitation Black Fox—Made in natural effect, is finished with heads, tails and paws.

Beautiful Russian Rat—Is fashioned in animal design and finished front and back with head and tails. Satin lined.

A Beautiful Muff to Match is built in novelty animal design and made over large down bed. This muff is finished with heads and tails, and has silk bands and linings. \$30 per set.

American Sable Muff—Large roomy pillow shape, or other design as required, \$17.

All the Dyed Furs this season are particularly fashionable and most becoming to the average lady. See the showing.

LADIES' SUITS

Perhaps in no one department has better judgment been given than in the selection of tailored suits for ladies. The assortment is large and the suits have a strictly tailored look and not the ready-made appearance so much disliked.

For instance one suit noticed was of blue cheviot, cut away style and handsomely lined with grey satin. The price marked was only \$15 so that one can see at a glance the prices are also different colors in these cheaper suits, while the more expensive ones are of light and dark tweed effect, cheviots and several handsome Bulgarian styles also are shown.

THE LITTLE PEOPLE

It might be here mentioned that the little people are not forgotten in this wealth of showing and for them are the quaintest coats, bonnets and hats one could possibly desire, with all the style and finish of the grown ups, but still retaining the "young" appearance so much to be desired.

LADIES' SKIRTS

The conveniences of the ready tailored skirt, such as is stocked by Paton's has been fully appreciated

by their lady customers in the past. Their present showing surpasses all previous efforts and the most effective tailored garments in cheviots, serges, mixed goods, etc., are now on exhibition.

The lady wanting something really distinctive should see these handsome skirts.

LADIES' UNDERSKIRTS

No lady's toilet is ever complete without the smart underskirts which are so much in vogue this year, especially when the new style skirt is worn in one or more places as the effect is desired.

Paton's have a score or more different patterns to select from in cotton taffeta silk and satin underskirts in all the fashionable colors and combinations built on the popular narrow style with pleated or ruffled flounces as the fancy calls.

A show room of the dimensions of Paton's ready-to-wear department has many selections teeming with new goods. For instance, dressing gowns, bath robes and kimonos take up one entire section and for handsome and artistic selections cannot be beaten. Handsome bath robes of black and crimson are faced with red satin; blue and white with blue satin and heavy black cords. The quieter shades are also shown with exquisite shades of mauve, pink, and the plain delicate shades. The cosy coats sell as high as \$10 starting at \$3.45.

The popular slickers that have been the rage this fall are here on a self showing rack in all sizes. There is also a fine line of Davies Waterproof coats selling at 4.45, \$3.55 and \$4, that will surprise the customer for value and worth.

SPECIALS

For the person wanting a genuine snap in furs she can get a special Orenburger pillow muff and ruff for \$4.20, \$5, \$8.

CHRISTMAS LINENS

A cosy corner has been ideally fitted up in which is shown some exquisite linens for Christmas work.

The showing in this section is really an advance showing for the holiday season so that fancy workers can get busy in lots of time to have their gifts ready for Xmas. Stamped linens, stamped cushions, fancy cushions in silk or linen with the handsomest designs and silks procurable.

The finest designers have been called into service and many handsome pieces of drawn work, centre pieces, dollies, nightdresses, waists, etc., are shown.

TEDDY BEAR COATS

The cutest little Teddy Bear coats are shown for the kiddies one could imagine, and in which baby would look just too cute for anything. Ask to see them they cost only \$2.25 and \$2.50.

Near this section is a special line of black fur samples retained after orders were forwarded comprising ruffs and muffs which Paton's are selling at 1-3 off.

A sample line of children's dresses are here shown in Corduroy dresses for the little girl in striking Russian style. They have patent leather belt and the trimmings are of white corduroy and lace, turn-down collar and cuffs.

Children's and Juniors' Dresses for Fall, in a good variety of fabrics and styles. There are serges, corduroy and other fabrics suitable for fall and winter wear, all in dainty and pretty styles to suit all ages and sizes. Prices are all popular. Come in and view them at your leisure.

BLANKETS AND COMFORTS

At this season of the year the housekeeper's mind is really centered on warm winter bedding. Here her desires may be amply satisfied from a range of blankets, blanketing, bed spreads and comforts such as will please the fancy of the most fastidious person. Needless to say the prices are satisfactory and quality the best.

MEN'S DEPARTMENT

Walking along leisurely one finds himself in the ready-to-wear department, now one of the best stocked in the Maritime Provinces.

Over this department Mr. Irwin McLaren presides assisted ably by Mr. Gillis, and have in their department and are not both young men who know what they are in their department and are not afraid to show their goods.

Here is represented stock valued at \$10,000 and when it is remembered that it was this department that was so badly burned in the recent fire one can readily appreciate the order and system now maintained by these young men.

The suits, coats, etc., are hung on silent salesman racks, each with a covering to prevent dust reaching it and every garment tagged to save confusion and time.

All the famous grades are represented in this magnificent showing of men's suits, handsome tailored garments in Bannockburn Henson, Scotch tweeds, serges, cheviots, etc., etc.

Suits that will appeal to the man of taste are the mixed blues, clerical greys, and browns, all suited to the man of business or pleasure.

MANNISH COLLEGE COATS

Never before has such a splendid range of men's mannish coats been shown by Paton. Over 300 convertible coats made in the new Bulgarian cloth, wide, broad shoulder, strap buttoned at the back, the sleeve set in with double stitching, combining a very handsome coat with thick comfortable and serviceable linings.

A REAL SNAP

In large quantities Paton's have secured for the working man a bargain he is sure to appreciate. It is an all wool ulster with high convertible collar which sells at \$5 and is ideal for work and to save the good Sunday overcoat.

NOT WATERED STOCK

But rain proof stock are the handsome serviceable rain coats selling today at Paton's. Splendid choosing of all sizes.

In this department leather goods form a prominent feature and from the club bag to the wardrobe trunk at \$50 quality and handsome appearance are very evident.

Heavy double twist special Hewson tweed pants are being deeply discounted as the firm had an opportunity for buying heavily.

FOR THE BOY

Smart two piece double breasted suits for boys' fashioned after father's, but with knickerbocker pants and shown in all the pretty tweed effects, good strong sweaters for the healthy hearty school boy.

Sheepskin coats warm and wind proof are ready for the outdoor man or man who drives a lot, also overalls and rich warm handsome checked Scotch rugs a delight to any team driver. Also an ideal wrap for travelling or hockey matches.

MEN'S HATS AND CAPS

That men's millinery is just as important as ladies' would be the verdict of a visit to Paton's.

Hats, hats, hats, soft, hard or beaver in all the different dips and colors that the leading manufacturers make. Nice likeable exclusive high-grade headwear and the men that wear them are far above the crowd in dress appearance.

There is something very dressy and comfortable about Paton's caps that is appealing to the young men of Charlottetown. The colors are pretty and most of the caps have the fitted winter bands for cold weather and sell from 35 cents to \$1.25. Some of these caps certainly denote that winter is near.

NEW FURNITURE

This department under Mr. Stewart and his assistant, Messrs Percival and Caswell is a revelation and how such a stock could be secured in so short a time is a marvel upwards of five cars of new furniture has been received and impacked and the stock is now replete with buffets, sideboards, extension tables, small tables, chairs, large and small, plain and fancy, dining room sets, settees, lounges, parlor suits, hall racks, and the well furnished home requires in quarters oak, oak finished, mission, hardwood, ash, mahogany, etc.

A visit to this immense department will bear out any statements made here.

Buying furniture by the carload from the best makers pays. Why? First. Because buying in quantities gets the largest discount. Second. Freight on small shipments costs twice as much as large. Third, and best reason, Paton's buy for spot cash and get an extra discount. Fourth Reason. After the fire sale Paton's had less than \$1500.00 worth of old goods left on the floor, today they tell the furniture buyers of P. E. Island that they have a brand new fresh stock of the best furniture made in Canada and bought as low as the biggest house in Canada could buy. The past season has been the biggest in the history of their furniture dept. Come and examine the stock you will see at a glance why Paton's can save if you are a patron of some of the catalogue houses who spend annually from \$10,000 to \$100,000 on catalogue literature. Remember your money cheerfully refunded if anything goes wrong. Freight prepaid to any station on P. E. Island when the purchase is over \$10.00. Following are a few of Paton's money savers.

Parlor Suites, 5 piece worth, \$24 for \$19.75.

Parlor Suites, 3 pieces worth, \$36 for \$22.20.

Side Boards, worth \$16 for \$13.50.

Bedroom Tables, \$16 to \$35.00.

Dining Room Tables, 5 large legs. Surface Oak finished, extends to 6 ft. \$7.00.

Dining Room Tables, same as above, extends to 8 ft. \$8.00.

They are the best tables that can be had for the money.

Wicker Chairs, from \$2.75 to \$12.00 each.

Q.T. Oak Parlor Chairs from \$2.50 to \$13.00 each.

Morris Chairs, from \$7.50 to \$18.50 each.

All at Special Discounts.

NEW MILLINERY

Every lover of beauty and artistic style should visit this department, for Paton's truly have a magnificent collection. Their hats of beautiful themselves—artistic in tone, rich in harmonious colorings, but put them on the head and they leap into even greater beauty.

All the rich colorings so suitable for fall are being shown, but black will predominate—black alone, and black in combination with colors. Velvet, plushes and velours are largely used, and it seems as though they were never used to so great advantage—softly draped brims, Rembrandt or student crowns, pleatings, folds.

Miss Dorion is head of this salon assisted by Miss Worth and Miss Gillis, while the millinery workroom is under the supervision of Miss Beer with Misses Murphy, McDonald, Blanchard and Barlow as able assistants. Here the confections in millinery are made and style is centered.

The individuality of millinery is indescribably charming—wonderful hats—so fascinating, so chic—owing to their beauty of curve and line or the poise of a feather. There is something about them that one cannot purchase in type expression but a visit will explain perfectly.

For school wear for the small girl there are practical little shapes in soft felt, trimmed with a band of colored ribbon, and there are beavers for the older girls which are practically nice. Feather Mounts are still the favorite trimming and the color scheme in several of the samples shown are exceptionally pretty.

A wide line of handsome hats is always kept ready trimmed so that the hurried customer can see at a glance what the leading styles are and secure a hat ready trimmed or give an order from a sample.

Ribbons and quills are much used. For instance, a single high loop of ribbon in some such vivid shade as brick-red or brilliant emerald purple gives a smart look to a black hat for everyday wear. The high loop of ribbon is very frequently placed in the direct front, though it is often seen at the back. In fact, the placing of the trimming this autumn varies greatly, and of course is influenced by the shape of the hat.

The hat which is low and more or less close-fitting may have loops of ribbon caught at both sides, falling well over the hair at the back.

Some of the ribbons have borders of silk velour or plush, and others are made entirely of velvet brocade.

Heavy ribbed satin ribbon with reversible contrasting back is shown in many colors, weights and widths.

A FEW WORDS ON CORSETS

The newest feature in corsets this season portrays absolute suppleness the bust is low, the hip confined to the fashionable flat appearance, and the waist is normal.

The figure to be correct looks uncorseted, and like any art that seeks to enhance nature, the trick lies in the scientific method in which it is accomplished.

Remember that the entire success of your clothes relies on the corsets you wear.

Come to Paton's and be fitted by the best complete assortment of models in the widest selection of materials shown in prices from 48 cents a pair up.

Miss Norton and Miss Coles have charge of this department and have one or two specials which they are justly proud of. For instance by taking a large quantity of one line Paton's are able to give their customers a value never offered before.

Made of extra good quality coutil, reinforced everywhere, Aluminum boning, silk emby, top, draw string, four rustless garters and two hooks, Sizes 19 to 30, \$1.85. Special 90c.

Fashionable Corset No. 21. Fashionable Corset that the waist line corset will be a popular model for the coming fall. This No. is particularly pleasing, and ensures great comfort to med, slight figures. Fine quality coutil, aluminum filed lace trimmed, draw string, hook, four garters, sizes 19 to 25. Price \$1.00.

Paton's Special Corset No. 28. Made of good quality coutil, long skirt, lace trimmed, hook and four garters, sizes 19 to 26. Special price 50c.

DAINTY KIMONAS.

Other lines in this department are handsome muslin and heavy weight short Kimonas. Dainty pretty articles that will at once meet with approval from "My Lady" of particular tastes, especially lovely are the ones made of artistically printed smudge cloth, so warm and comfortable for the cold winter days. These pretty necessities are priced up to \$1.48 each.

MOTOR CAPS.

Becoming motor bonnets are stocked by Paton's in the prettiest styles shown and also everyone can enjoy the pleasure of a motor they can wear a pretty bonnet during the coming cold weather, priced at \$1.25.

ANGORA SWEATERS.

Here are attractively priced, handsomely cut and finished angora sweaters for girls that are perfectly lovely. The colors are grey, myrtle and brown and would make ideal Christmas presents for anyone and it isn't too early to talk about gift giving.

In grey and blue or red and blue combinations sweater caps are offered in another department that are worth \$1.35 for 98 cents. They too are real worth for the money but the mail order customer is asked to enclose postage when ordering.

LADIES' UNDERWEAR.

For the lady who wishes to replenish her underwear early in the season this is her opportunity. A manufacturer's seconds, only slightly damaged, in many cases only a dropped stitch or oil spot, vests and combination suits selling at \$1.50 per suit.

MISCELLANEOUS GOODS.

Several tables are devoted to small wares selling at a discount to clear. For instance there is a large box of motor belts and belts at 10 cents.

Another box of shell hair goods worth up to 50 cents is selling at 18 cents, all kinds of needed hair goods, in good order, but they must be cleared out.

A SNAP IN HOSE.

About seventy-five dozen black and tan hose all sizes from 5, up, worth 30 cents a pair, going at 19 cents. Think it over.—Paton's.

LADIES' BLOUSES.

One table is simply devoted to ladies' waists of all kinds and descriptions in linen lace and silk which are ticketed at \$1.50 and well worth a much higher figure as a glance will show. Imagine getting a dressy waist of fashionable style, made of pretty and attractive, fancy shadow all over lace, over a Japanese silk foundation, plain Brussels net yoke and collar, touches of colored velvet ribbon down front for \$1.50. Or a woman's pure white waist on strictly tailored styles with pretty, cuffs and collar for \$1.50, but they are there.

BEDSPREADS.

Heavy white bedspreads plainly and neatly hemmed, will stand lots of washing and wear have the price ticket 98c attached.

STOCKINGS AND GLOVES

This most important of departments is ably superintended by Miss Campbell and Miss Harper, young ladies thoroughly conversant with their work.

Full lines in all the leading glove makers are carried and the new stock now in is complete in every detail as to size and color.

In this connection it is large here mentioned that there is a light basket of Pottin's, Lillian and Olga guaranteed gloves mostly in dark greens blues and greys, selling at 75c. Of course the guarantee at this price is removed but that does not hurt the gloves. Their only fault is that they are odd sizes.

Women's and children's hose.—Here you choose with complete confidence, knowing that you will receive nothing but satisfaction and full value for your money, with a full range of plain or ribbed cashmere, cotton, minkino, or silk hose to select from. All sizes complete from the wee tot to the outsize.

Smallwares and neck frilling etc., come in this department and are so nicely arranged that choosing is easy indeed.

STAPLE DEPARTMENT

Miss Passmore and Mr. Roland Paton have full charge of this department so important to the household. Here she may revel at will in the finest table linens and nappery of all kinds, print cotton, flannel-ettes, eiderdown for Kimonas, handsome goods in delicate pinks, blues, mauves, etc., white cottons, unbleached cottons, shirtings for professional and working men, prints, artistic patterns printed on firm combrics, towels, towellings, blanketing for home use or suitings, each article carefully displayed on up-to-date counters.

LINEN BARGAIN

In finally clearing up the reserve stock room several bundles of sheeting, pillow cases and table linen were discovered which had been over looked or side tracked. These lines although all carefully covered in their paper casings have become damaged by the smoke, along the edges, and will be put on as a week end bargain at a big saving.

In cleaning up this room, also discovered some rubber sheeting, which is ideal for Hospital use also seventy-five woolen body belts at 75c each which are selling at one-half price. These are popular and useful belts and greatly aid the sufferer from a sore back.

A HOUSEHOLD SNAP.

In this department are several bargains.—Some slightly mussed pillow cases are going as a week end bargain at 25 p. c. while some special buying allows the firm to sell for 10 cents per yard a firm Scotch print cotton worth much more. There are also many remnants in this department and a full line of colored satens so much in demand during the holiday season.

MEK'S DEPARTMENT

Mr. Harry McDougall and Mr. Purcell have one of the finest departments in the store and one which appeals especially to the men.

One hardly knows what to say here as a visit is really needed to appreciate the many lines carried.

One especially attractive line of sweaters in all sizes is priced from 50 cents to \$5, with every known size and color to choose from.

WORKING SHIRTS.

All wool can be had at \$1, good, roomy comfortable shirts with worth in every seam.

Standards shirts are selling at \$1, up according to weight while other styles come in tweeds and flannels.

Fancy and heather hose for winter wear are shown in choice variety while the winter neck muffers are more choice than ever in silk and wool effects.

MEN'S UNDERWEAR.

Never before was the assortment of men's underwear so complete and comprehensive as at present, and no man however big or small need go away disappointed as there are all sizes and weights from \$1 to \$5, beautiful soft goods.

GLOVES.

There are light and heavy gloves for farmers, workmen and drivers, lined and unlined with of course a full line for dress occasions, with the fine Angora glove so popular for cold weather wear at 75 cents.

Ties and collars in endless variety with distinctive style in every price. Handsome flannel shirts, something new by the way, have the turn collar of flannel, with a trappy tie to match. A great save on the laundry bill!

Lovely sweater coats with the tri-collared effect are moderately priced at \$2.50, and should be quick sellers.

DRESS GOODS ETC.

Mr. Mac Nelson has full charge