

Gift Guide



For years past Paton's have been the centre of attraction for buyers at the Christmas season and this year surpasses others. Their big, bright, beautiful white store has been enhanced by Christmas trimmings of spruce and colored lights and is an ideal place to shop in, so luxurious in every way.

The goods, so nicely shelved, and cased, give the worried shopper a suggestion even at a glance and further perusal with the help of obliging clerks make the sale an assured fact.

Paton's are serving more people this Holiday season and serving them better than ever before as they have Larger Space to Show Goods More Store Helpers More Merchandise More Great Values.

It is a satisfaction to know that even up to the very last minute those who go to Paton's will find fresh stocks and courteous service and will be assured of pleasure in their purchases.

If you have delayed until now, don't delay any longer. Let Christmas come with all the joy that belongs to it and not merely as a day of rest for frazzled nerves, visit Paton's.

HANDKERCHIEFS

Here in largest variety at best values, many neatly arranged in boxes and tied with ribbon; others will be boxed upon request. Christmas Handkerchiefs for women. The best stocks we ever had in a wonderfully fine range from so little as 5c. each up with a splendid intermediate range.

Christmas handkerchiefs for men in comprehensive range at all prices. Christmas handkerchiefs for children in pleasing styles and at many prices from 5 cents up.

DRESSES IN SILK, SATIN OR MATERIALS

There isn't a single thing that would be more pleasing as a gift than a dress length selected from Paton's extensive range of dress materials, silks or satins. There is every conceivable weave and color and best of all, the loveliest trimmings to match, that the markets afford.

A suit length or even a coat length is easy choosing when Paton's range is shown, or if a ready made article would be more acceptable, the coat, skirt or suit can be had, in the very latest coloring, cut and texture at a moderate price.

DAINTY ELUSIVE NECKWEAR

This department was never more complete and as it is the necessary touch of elegance, needed with the tailored suit, dainty blouse or dress, is a very necessary gift.

Paton's are showing Vests of fine organdie muslin embroidered, hemstitched and plain.

Stock collars of Oriental lace or net, some with jabot attached, separate jabots, fine muslin vestees with dainty embroidered edge of black, lovely stock collars of Georgette crepe in two-tone effect, lotus collars of Georgette crepe, net, silk and embroidered muslin tischus of fine Oriental lace or net in white or cream, embroidered organdie collars in all shapes, vests of fine muslin with military collar and black ribbon bow, embroidered muslin flat collars, vests of fine white net or muslin with lace trimming and collars in various styles in black and white effects of nylon, crepe, muslin and Georgette Crepe.

CHRISTMAS BOXED HOSIERY

Thousands upon thousands of these boxes containing one to six pairs of good Stockings are sold here each Christmas. If you have never bought them begin this year and learn how much real worth may be packed into Hosiery at insignificant prices when it is bought and sold upon the huge scale in practice at Paton's.

Buy your supply as soon as you can and guard against disappointment. Cotton, lisle, silk and thread silk are to be had at any desired price.

MIGHTY SPLENDOR OF GIFT GLOVES

The best hand covering from Europe, both for street and dress wear, here in profusion of newest styles. This most giveable of gifts costs least of all here and includes soft, pliable kid, in all colors, black, and white included.

Then there are undressed kids, all colors, and the mannish and good fitting Cape kid glove or the snug wool or lisle gloves, in fact any glove imported is amply shown at Paton's Glove counter.

GIFT PETTICOATS

The prettiest petticoats for many months, and we believe the best values for years. They are made of exceptionally good wearing silks, in the pretty shades that harmonize with the new suits and dresses, as well as for the street. All crisp new models, of fashionable materials, made with the new flare and with smaller ruffles or ruchings to hold out the flounces.

Umbrellas are especially popular this year owing to the exceedingly large amount of rain that has fallen. It is a gift that is acceptable to anyone, as no one can do without one in comfort.

RICH FURS, THE LONGED-FOR GIFT

Furs of luxury and of fine service, selected by experts, worked with unusual skill in every fashionable way.

Note how heavily furred and how rich the colorings. Compare the smartness of the styles, the quality of the linings. Observe how excellently they fit.

These are the reasons why Paton's furs, price for price, are the best furs in this city—at least so we are told daily by discriminating shoppers. There is every kind of fur to choose from for mink, ruff or coat—mink, marmot, fox, lynx, persian lamb and all the cheaper grades.

You will find very pretty Blouses for \$1.50 or you may pay as much as you like for an imported Blouse, exquisitely beautiful. And there are hundreds of styles between.

The colors are well assorted and the gift giver can make it a dainty lingerie or a dressy and rich silk, satin or crepe de chene.

In this department also are displayed the daintiest of tea aprons, ideal gifts for mailing abroad, all daintily boxed.

FOR THE CHILDREN

Girls or boys can be dressed completely at Paton's Christmas Sale. Underwear, stockings, corset waists, dainty undergarments, stylish dresses, coats, hats, and gloves, with all the little personal touches that the little boy or girl like. Santa Claus should certainly revel at Paton's this season.

HE OR SHE WHO TRAVELS MAY NEED A TRUNK

And you will make them very happy with such a gift. There are some substantial savings to be had in travelers supplies and Steamer Trunks here. We cannot recall any previous Christmas season where the values have been so extraordinary. Paton's Steamer trunks are made of all fiber covered best basswood body, strongly riveted and contain the different trays nicely lined. They have the largest trunks, beautiful leather, suite cases and club bags all fitted out with every known convenience.

GIFT BLOUSES READY FOR ALL PURSES, ALL TASTES

The most marvelous collection of handsome Blouses for gifts we venture to say, that was ever gathered in the vicinity of Charlottetown—the most marvelous varieties in style, the most marvelously beautiful, the most marvelous values.

These are all fresh, crisp, new in every way desirable for one's self, satisfying to one's sense of pride in the gift to be made.

IN GIFT, LINENS

The anxious buyer can fill in a profitable half hour in this department where she can secure some dainty linen in centres, runners, towels, doyleys, and linen of all desired designs and qualities. Everyone likes a gift of linen. See Paton's display.

UMBRELLA NEEDFUL

Umbrellas are especially popular this year owing to the exceedingly large amount of rain that has fallen. It is a gift that is acceptable to anyone, as no one can do without one in comfort.

ANOTHER BIB DAY WEDNESDAY.

Buy that Overcoat here Wednesday because you'll not find better value elsewhere, even at two to four dollars more. We've made a specialty of Coats at these prices and defy any other Merchant to offer you more for the money.

MENS OVERCOATS.

Made of fancy coatings—kerseys and Scotchies, finely made and trimmed—most all shades and plain colors—a great line of Coats for business that are stylish, warm and comfortable. . . . \$9.50

Mens Overcoats, in black grays, and mixtures. A specially fine line for young men . . . \$12.50

Another big lot of Overcoats, Grays Black, Kerseys, Chevots, and coatings, swell new models at . . . \$15.00

PATON'S WEDNESDAY SPECIAL OVERCOATS \$7.50.

Wednesday Special price on Boys Norfolk Suits \$5.00 to \$8.00 values—Wednesday price . . . \$3.98

WEDNESDAY. Overcoat prices for Boys, values up to \$7.50 for \$3.98.

Any quantity to choose from but not more than two to a customer. Sale of Suits and Overcoats to fit lads from 6 to 16 years.

The GREAT CLOSING OUT SALE

Continues from day to day with unabated interest. This is No "5 and 10 Cent Show" but a genuine big away below cost bargain Sale.

5 cent Toys Now 2 Toys for 5 cents.

10 cent Toys Now 2 Toys for 10 cents.

The same discount prevails on every Toy in our large and well selected stock.

DOLLS DOLLS DOLLS

Every Doll in this department at HALF PRICE Doll Cabs, Beds, Shoes, Stockings everything that a Doll requires HALF PRICE, Games a big stock HALF PRICE.

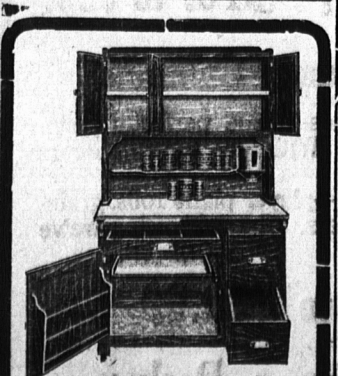
FANCY GOODS DEPARTMENT—Here is where hundreds of people are getting unheard of bargains. Scores of customers are saving enough on their purchases at this store to buy the Christmas Goose. Are they pleased? See them smile. HALF PRICE GOODS does it.

OUR CHINAWARE DEPARTMENT is doing a rushing business and no wonder 25 to 50 per cent. discount off everything, but come early.

OUR BOOK and STATIONERY DEPARTMENT is by no means neglected and the staff of clerks are very busy. Hundreds of Books at HALF PRICE. Bargains all over the store. Beautiful Gift boxes of Stationery, Calendars, Xmas and New Years Cards, Christmas number of the Illustrated English Papers, Office and Pocket Diaries for 1916. The Poets in beautiful Bindings, Bibles, Prayer Books, etc. We are receiving daily the LATEST and BEST BOOKS as issued. OUR THREE LARGE STORES are open every night, if you cannot come in the daytime come in the evening. Everybody Welcome.

Carter & Co., Limited

"Of course the girls expect a box of Chocolates for Christmas. There's almost an endless assortment here to choose from, ranging in prices from 25c. up to \$8.00 per box. JOHNSON & JOHNSON, Druggists, Cor. Kent and Prince Streets. 5957-12-17 Metf.



Leave the Drudgery

Buy a Kitchen Cabinet to-day

Your wife or mother would be delighted to receive one of these Cabinets. Prices from \$16.50 to \$36.00. An assortment just received.

The Rogers Hardware Co., Ltd.



Little Miss MAIDEN CANADA

COWAN'S Perfection COCOA

Serve plenty—wholesome.