

# BIG TEN DAYS DRIVE GOES MERRILY ON

## Opened with a Swing that Augurs well for Next Weeks Trade



A Treasure Trove of Loveliness in **New Blouses** AT 1-4 OFF

You should see the exquisite beauty of Paton's blouses. You will find them in Georgette, Crepe de Chene, Silks, Satins and combination with frills, tucks or ruffles, or the severely plain, as fancy dictates, but there's all kinds to choose from and all sizes at 1-4 off.

### THE JANUARY 10 DAY SALE IS THE TIME TO BUY DRESS PATTERNS FOR EARLY SPRING FROCKS

Our Dress Goods section is just like an apple orchard that has burst into full bloom. The new Dress Fabrics of every kind and tissue are broadly represented, and the prices are the lowest you've seen since the big price-rise came.

It would be a pleasure, under any conditions, to pick a half dozen dress lengths from the assemblage; but with prices away down to rock bottom few women will wish to resist the extraordinary opportunity now offered.

### YES, SHEETS ARE LESS AND PILLOW CASES, TOO

Prices have been so hard and unyielding, for several years, and housekeepers have been doubly careful of these staple supplies. Now the time has come to lay in full supplies again; for prices have been sharply reduced, discounts of 1-3 and 1-4 being offered in all lines and Paton's staple department is well stocked with sheetings, towels, pillow cottons, etc.

### IN THE HOSIERY DEPARTMENT

You will find the lines in Cashmere, Heather, Silk and Cotton, complete in size and shade, with quality the best purchasable for man, woman or child at 1-4 off. Fancy and plain aprons, to adorn and protect the dress at 1-4 off.

### GLOVES FOR COLD WEATHER

Gloves for Sunday and gloves for dress occasions, all colors and sizes at 1-4 off.

### JANUARY CLEARAWAY OF KNIT UNDERWEAR

Hundreds of our customers have learned to buy all their Winter Underwear in our annual January Sale--it means such a decisive saving, especially this year at 1-4 off. Now the waited for occasion is here, and the price-cuts are more drastic than usual. Our entire stock is included--every kind of warm Winter Underwear, for Men, Women and Children and our stock is complete in sizes and weights. Remember 1-4 off.



What Woman Wouldn't Like a New Coat or Suit RIGHT NOW?

Of course the season is advanced; but the prices are CUT TO ONE THIRD and the season is not near half over. There is also always a lot of next year's service to a fine coat. Paton's splendid display of winter coats demonstrate prestige in value giving.

Be it distinctly understood that these Coats and suits are the newest of the new in point of materials, colorings and styles, and the best ideal of workmanship. The coats are cut on the full, roomy, luxurious lines that pertain to the season, and embrace the many modes based on the wrap garment, which is the vogue this season.

The prices are so eloquent of values that it would be superfluous to add any terms of praise or to urge purchase. Your own good judgment will turn the trick when you see our coats and suits here at one third off. Children's coats are also marked at one third off.

Discounts in every department in the Store, Customers Shop with Zest as the quality is the best Procurable and the Discounts Liberal

## Reasons for the Big Sale

The results came in two ways: 1st, the drastic lowering of prices on our own stocks, down to the new low basis, and often far below it--to double your interest in January buying in our store.

2nd--We have combed the markets--taking utmost advantage of the opportunities created by far sighted manufacturers who were ready to co-operate with us in presenting to you now the lowest prices that will be possible, for the next six months, at least.

We can just see the delight of our Customers when they see the splendid assortment of goods, in every department of our Store, and then realize that prices are away down to the bottom where it is a pleasure to buy things.

Many manufacturers have ACCEPTED LARGE LOSSES. We shall forgo a large part of our profits on the new goods and accept large losses on our own mark-downs--to inaugurate this first New Year sale under the new management and existing trade conditions.

### The Most Stirring January Price-Set at the Community has Ever Known

No matter what you need or desire, now is the best time for months to come to buy it. Some of the reasons are told on this page; but scores of others are here that can get no mention today, even in this broad space. Sale for Ten 10 days only.

## One Third Off FURS

Fur prices at Patons are the wonder of the age. Have you seen their separate pieces, muff and ruff, and the exquisite seal and rat coats they are showing? Furs have a discount of 1-3 off. See their fur ad elsewhere in this issue.

## MILLINERY

Your hat is an important detail just at this season and our hats are the acme of style at a fraction of cost. Get your new hat for Sunday.

If you want a large dress hat, Miss Dorion will design one to suit your face. If you want a plain sailor or close fitting toque, to wear with a jaunty veil, we can supply you at a price that will beat all competition. Our veil department is a revelation and we can supply every demand.



### JANUARY CALLS FOR OVERCOAT SAFETY JUST WHEN PRICES GO DOWN

And even the most hard pressed will find his overcoat an assured fact at 1-4 off. Patons overcoat stock is one of the finest in the Maritime Provinces with coats for the little man, the big man, the man who wants to be well dressed--and the warmer coat for the man who drives a lot. Our great economy Carnival ten day's sale sweeps the drygoods trade with stirring price reductions on Paton's Quality Stock.

### MEN'S FURNISHINGS

- Shirts, \$2.25 to \$5.75, less 25 per cent.
- Ties, 75c. to \$3.00, less 25 per cent.
- Gloves, 75c. to \$5.00, less 25 per cent.
- Hose, 50c. to \$2.00, less 25 per cent.
- Night Shirts, \$3.00 to \$4.00, less 25 per cent.
- Pyjamas, \$3.95 to \$5.50, less 25 per cent.
- Bath Robes, \$15.00 to \$25.00, less 25 per cent.
- Smoking Jackets up to \$18.00, less 25 per cent.
- Umbrellas from \$2.00 to \$7.50, less 25 per cent.
- Mufflers from \$1.50 to \$8.00, less 25 per cent.
- Handkerchiefs, 15c. to \$1.00, less 25 per cent.
- Arm Bands, 50c. to 75c., less 25 per cent.
- Sweaters \$1.75 to \$15.00 less 25 p. c.
- Belts, 50c. to \$1.75 less 25 p. c.
- Men's Fleece Underwear, \$1.00.
- Boy's Fleece Underwear, 65c. and 75c.
- Stanfield's Green Label Underwear \$1.75.
- Stanfield's Red Label Underwear, \$2.50.
- Stanfield's Blue Label Underwear, \$2.75.

# PATONS LTD

## Silks at 1-3 off

The home dressmaker will revel in this Department with the Duchesse Silk in Black and colored, viz: Black, Navy, Russian Green, Java, Nigger, Turquoise, Copenhagen, Nile, Drake's Neck, Gold, Yellow, Pink, Wisteria, Purple, Burgundy, Rose, Taupe, Grey, Pale Blue, and Cream.

- Colored Taffetas, in all shades.
- Colored Pallettes, all shades.
- Crepe de Chene-Black, White, Gold, Yellow, Maise, Pongee, Turquoise, Pink Copen, Java, etc.
- White Habutal for skirts and blouses...
- Striped Silks for separate skirts. Taffeta with satin stripe in Green and Taupe. Taffeta with invisible plaid and satin stripe in Copen and Black, and Red and Black striped silks, white with wide and narrow black stripes.
- Voile for suits in Black, Green, Navy, Copen and Brown.
- Black silks, Paillette, Duchesse and Taffeta, Black Charmeuse.
- White Charmeuse, just the thing for the Spring Bride...
- Georgette Crepes--Printed and Plain, a good range of plain shades.



### THE MOTHER'S OPPORTUNITY

To stock up for Spring is afforded by our ample discounts during this 10 day sale.

- English flannelette, sheeting.
- Pillow cases, etc., 1-4 off.
- Linens and Towelling, 1-4 off.
- Oilcloths for Table and Floor, 1-4 off.
- Window Shades and Blankets, 1-4 off.
- Ginghams, Druggets and Shirting, 1-4 off.

### A REMARKABLE COLLECTION OF CORSETS AT LOWER PRICES

Some down a 1-4, many just at a mere song, all odd lots, and a very wide variety of models to select from, in a good range of sizes, but not complete in each style, of course. But a nne opportunity to secure a corset of perfect lines at a big saving in price. Quarter off. PATON'S LTD.

### FOR THE CHILDREN 25 PER CENT OFF.

- Caps and Scarfs, 25 per cent off.
- Sweaters, 25 per cent off.
- Babies' Crochet Jackets, 25 per cent off.
- Babies' Bonnets, 25 per cent off.
- Carriage Robes, 25 per cent off.
- Teddy Blankets, 25 per cent off.
- Over Stockings, 25 per cent off.
- Short Socks, 25 per cent off.
- Colored Mittens, 25 per cent off.
- Woolen Gloves, 25 per cent off.
- Bibs, 25 per cent off.
- Bootees, 25 per cent off.

## DRESSES

For all Occasions

1 3

More artistic than ever are the lovely serge dresses we are exhibiting for winter wear showing that the refined taste you formerly thought obtainable only in custom-made garments can be carried out in ready-to-wear dresses in serges, tricotees and Jerseys.

You will revel in Paton's display of Silk Dresses and Skirts. They have a striking note of originality with the utmost refinement, taste and rich simplicity so effective.

There is a wealth of color in silk and fabric in our goods and all our ready to wears are marked at 1-3 off.

