



Value of a Name.

Whatever may be said to the contrary, there is much in a name. Why? Because with the name is associated the chief characteristics of the person or thing spoken of.

Carpets

When you hear about Carpets, you hear the name PATON & CO.

Everybody will tell you, you can depend on their goods and their prices. All goods are marked in plain figures and the price strictly adhered to. NO MAKE BELIEVES, no 10, 20 or 30 per cent discounts; why? because the goods are marked at an honest selling price.

EACH MERCHANT'S NAME is synonymous with the reputation HE HAS MADE FOR HIMSELF.

We have made a good reputation for ourselves in Carpets; we are recognized as the Carpet people of P. E. I. for good goods and honest prices.

NO WARNING REQUIRED to be WIDE AWAKE when trading with J.P. & CO., everything is marked in PLAIN FIGURES, NO DISCOUNTS, NO MISREPRESENTATIONS, NO SHODDY; everything that is said to be all wool is all wool.

Only 5 or 6 lengths of that 5 Frame Brussell Carpet left at 75c. Other Brussell Carpet at 50c and 70c; the former is not wool, but the latter is.

Special sale of Mats and Curtains

JAS. PATON & CO.

Clothing, Clothing,

Hats, Hats,

Carpets, Carpets,

—AT—

PATON & CO'S.

Sincerity And Honesty

ARE THE CORNER STONES OF OUR

CARPET DEPARTMENT

No sham or humbug allowed; everything fair and square.

Prices marked in plain figures. Make and quality as represented.

For \$19.00 you can buy 20 yards Velvet Moquette.

For 70c a yard you can buy 51 1/2 yards Brussels Carpet. Nice patterns and warranted good goods.

For 95c you can buy a good wool-skin Mat.

For 30c you can buy a good Door Mat at Paton & Co's.

For 55c you can buy from an assortment of 10 pieces of Brussels Carpet.

For 30c, 35c, 45c, 50c, 60c, 75c, you can buy a good Tapestry Carpet.

Don't you buy a Waterproof Coat until you have seen Paton & Co's new stock.

Men's good Waterproof Coats from \$5, \$6, \$7, to \$10. 300 Coats, waterproof, in stock, suitable for Misses, Ladies and Gentlemen.—Jas. Paton & Co.

300 D. B. English Serge Suits at \$4.50, \$5 and \$6.50. All sizes at Paton & Co's.

Eight dozen extra quality undervests at 18c, worth a quarter anywhere.

Duck Blouses for children, Duck Caps, Tweed Tam O'Shanter, Russian Caps, and 50 other designs.—Jas. Paton & Co.



OUR CARPETS STAND SWEEPING.

Jas. Paton & Co.



Women's Coats & Capes

We hope you haven't bought your Spring Wrap, not because we've more to sell, but because you haven't before had such a collection to choose from. The best commercial tailors of Europe and Germany produced the garments we show—men tailors with the knowledge that comes through years of practice. And the Jackets and Capes are at their very best to-day—all the looked-for lots being here. Capes from \$1.75, \$2.00 and \$2.50.

HALLOA! HALLOA! HALLOA!

Halloa! halloa! halloa! Yes we're central to everybody. We connect you with the best Clothing, the best Hats, the best Shirts in this city at Paton & Co's.

Trimmed Millinery at Paton & Co's. Trimmed Hats.

It is a poor dollar that comes to us at the cost of a customer's satisfaction. We don't want it. We try to make the fair and square deal that brings you the second time. Our Derby Hats at 50c, 75c and \$1 are the best for the money in town. No two prices. Everything fair and square. You don't find our \$2 Hats marked \$2.75 and selling for \$2—\$2 is the price.—James Paton & Co.

200 hundred untrimmed hats cheap for cash at James Paton & Co's., new sailor hats.

Sox Savers and Feet Coolers. That's our 35c Tan Cashmere Sox, worth 55c. only 5 dozen left. Get a few pairs.—James Paton & Co.

Hose, hose, hose. Buy your hose at Paton & Co's.



THE PERFECT FITTING SHIRT-WAIST.

THE SHIRT WAIST.

It's a glad time for the Shirt-Waist girl. Never before has she been surrounded with such an embarrassment of shirt-waist riches—shirt-waist possibilities. Our strength here is something phenomenal. Maybe three hundred distinct patterns, and every waist pretty

BEST MILLINERY ON P. E. I.

Dress Stuffs—Modestly Priced.

America, Germany and France, contribute to this show of pretty dress stuffs at easy prices. And counter after counter is piled full of them. There isn't a skimmed assortment in the whole collection; there isn't a shortcoming in the stuffs.

Take time to look when you come, even if you do barely skim over the lists we print. The average visitor to Paton's misses three fourths of the things we've gathered, because, after looking at more than any other store shows, one takes it for granted that all has been seen.

Great Clothing Purchase.—1,000 suits from \$3.00 to \$10.00



BEST 5 FRAME BRUSSELL CARPET

We admire competition. We defy opposition. And under no condition will we budge from our position as the leading Carpet Men of this City.—James Paton & Co.

For 75, 85 and 95 cts.

The above prices stand for a lot of odd lengths.

Good designs, good colors, suitable for stairs and halls. All warranted 5 frame. Call early. Lengths as under.

Prices strictly cash for the following:—

- 50 1/2 lengths at 70 cents,
- 35 1/2 lengths at \$1.00, 24 1/2 lengths at 90 cents, 12 lengths at 75 cents, 12 lengths at 85 cents, 7 1/2 lengths at 85 cents, 35 1/2 lengths at 95 cents, 19 lengths at \$1.00, 16 1/2 lengths at 70 cents.

JAS. PATON & CO.

JAS. PATON & CO.

DRY GOODS - CLOTHING - CARPETS.

MARK WRIGHT & CO. LTD.

Furniture Makers.

NORTH OF POST OFFICE.

Nice chairs for the comfort of the candidates who will be returned to the bosom of their families.

Nice CHAIRS for the voters, all our own manufacture—40 patterns—Price 25 cents each up to \$30.00.

VOTE for our N. P. in FURNITURE.

NEW

AND THE LOWEST

PARLOR SUITES.

All the newest designs. Best upholstery. Best prices from \$25.00 a suite of 7 pieces, up to \$200.00.

PRICES

IN THE PROVINCE.

BEDROOM SUITES.

CHEAPEST and best on P. E. Island.

Vote early and often for **HOMEMADE FURNITURE.**

