THURSDAY MORNING
$>$ We piead guity to con-
siderable talk regarding
Furs and the manner in which the business
sometimes done
The haphazard meth-
ods of "bargain stores" are not conducive to over. ing qualities, and the ne ness isn't the only way to win trade.
Goed diamonds and furs are in a class by for absolutely reliable fections from all imper:last minute for style. If give better value or can money, we have yet to

## Dinuen's 140 Yeige Street, - toronto



 SIMPSON $=$

