

Especially in fur garments, are appearances superficial knowledge of skins. She must, to a large extent, be guided by the character of the store
she deals with.

The reputation of our fur department is due to entire satisfaction given in seasons past. Our
stock is not chosen blindly; we know the story of stock is not chosen blindly; we know the story of
every garment, from the time the skin leaves the trapper till the finished piece comes to our counters.
Pelts are selected by experts, who understand Pelts are selected by experts, who understand
the importance of thick, brilliant, rich speeimens.
Skilled practical workers fashion the Skiled practical workers fashion the garments, You will find in our complete stock every sirable style and design. Low prices are a feature;
we doubt if you can nearly match our values elsewhere. And the purchaser may rest assured that

THE W. \& D. DINEEN CO., Limited Now 140 Yonge Street.
${ }^{\text {I GIVU }}$ GREDIT
My Terms are Easy No Money Down ${ }^{\text {Just }}$ Pay $\mathbf{\$ 1 - \$ 2}{ }^{\text {Per }}$ Week
These terms will make it easy for rou to fio out
with Spring Clobting and not foel the outhy, es-
COME AND TALK IT OVER
GENTLEMEN'S DEPT.
Spring Suits - - $\$ 7.50$ up
Spring Overcoats - $\mathbf{\$ 7 . 5 0}$ up
Odd Trousers
Custom Tailoring

LADIES' DEPT,
D. M O RR ISON


THE TORONTO WORLD
$=$ SIMPSON $=$

Men's Springtime Bargains

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Men's Trousers.




Boys' Suits.



