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WEARS CLOTHES

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TUESDAY MORNING

THE TORONTO WORLD

Directors :--

JUNE 13 1899

Why Beauty

lic of Canada begin to believe in Michipico-



We keep this aim prominently and permanently in view : to serve more people, and to serve them better than ever before. Things that help in that direction in to-day's store news offering of great interest to those who put quality first ; prices for Seasonable Garments and Fabrics, marvellously good bargains to read about, yet greatly enhanced in value when you come to see and handle the goods.

Dress Goods News.

Black and Coloured Silks.

Hosiery.

Ladies' Extra Fine Black Lisle Thread Hose, in plain drop-stitch or lace ankle, Hermsdorf dye, double sole, beel, and toe, extra value, at 3 pair for **1.00**

700 yards 23-inch Coloured Pin-stripe Waist Silks, all new silks, fashionable colourings, a good strong summer

Handkerchiefs.

Men's Extra Fine Irish Linen Hem-stitch and Tape-border Handkerchiefs, full Ladies' Swiss Embroidered Handkerchiefs, scalloped and hem-stitch, with

30c Art Denims | 19c. The best quality of Art Denims is sold here at 30c, elsewhere 40c is asked-we have about 900 yards of designs that will not be repeated, in shades of yellow, rose, fawn, cardinal, dark greens; splendid goods for crumb cloths and furniture

Values in Summer White Goods

are at their best now-we're most particular about the quality of the goods, whilst our large orders make it possible for us to insist upon liberal trimmings, good sewing, and generous sizes. We can afford to take small profits, too-our large sales make this possible, for instance : ---

Garments for Ladies' Wear.

Ladies' Pique Skirts, good quality, new shape, deep facing, Wednes-l.25 Ladies' Pique Dress Skirts, good quality of American pique, deep fac-ing, Wednesday...... Ladies' White Pique Dress Skirts, good quality, Spanish flounce, trim-med with bands of white 1.75 Ladies' White Dress Skirts, best English pique, trimmed with bands of white around bottom and up sides 2.00 Ladies' American Crash Skirts, 1.00 fall width Ladies' Ribbed White Maco Cotton Vests,

Ladies' American Crash Skirts, deep facing, full width, trimmed with bands of white, Wednesday ... 1.35

Ladies' Chemise, of fine cambrie, yoke of deep embroidery, tied at neck with bow of ribbon, yoke and sleeves trim-med with embroidery, Wednesday

Robes. 29 only Swiss Bell Robes, hardly two alike, the very perfection of style and elegance in whitewear-figure up the cost of material and you will be surprised at the moderate prices asked for these exclusive novelties-each robe consists of skirt, which is stylishly made and embroidered very richly; also plain material for waist

White Muslin Dress

TUESDAY, June 13, 1899.

choice of so many styles, our 15.00 Extra Special for Wednesday.

Men's Double-breasted White Duck Coats, three patch pockets, detachable bane buttons, double sewn seams, per-fect-fitting, sizes 35-44..... 1.00 fect-fitting, sizes 35-44..... Men's Plain White Unshrinkable English Cricketing Flannel Pants, keepers for belt, side pockets, well finished, cut good lengths to allow for roll at bot-tom, sizes 30-42 waist measure **2,00** Men's Fine White Duck Vests, good lin-ing, neat step collar, detachable pearl buttons, well finished, sizes **1.00** Men's White Unlaundried Shirts, fine

and trimming to match the skirt; this will probably be the last chance to get White Wearables for Men.