## Tothe Trade Specials

Do Not Fail to See

## Oies, embroidered pique all.overs, tucked all-overs, embroidered tel

    torchon, silk and cotton laces,
    summer
silk
silk gloves,
summer silks, light fancy prints,
silk gloves, taffeta gloves and lace
ties for

The Mid-Summer Trade. Filling Letter Orders a Specialty
John Macdonald \& Co.

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There are just two parts embodied in Dineens great Emporium of Fashions. One part comprises Hatsmen's hats, ladies' hats and children's hats. The other part comprises Furs-and the manufacture of Dineens fine fur garments-noted for style and quality all over the Dominion.
The hat interests of the business are served on the main floor and in the spacious luxfer-prism lighted downstairs salesroom. In the antiex, on the main floor, a large special parlor, separated from the general store by a solid plate glass partition, is reserved for displays of
the correct current fashions in ladies and children's hats, and were visitors are waited upon by salesladies.

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Furs occupy an extensive portion of the great establishment. A large, bright parlor is specially designed for displaying finished garments-masterfieces of style in Alaska seal, Persian lamb and all the other popular furs, which are all made by Dineens own fur tailors, in the fur workrooms occupying the top floor of the building. Down stairs another department is devoted to displays of men's fur wear, and sleigh robes and fur rugs. Thie ladies' fur parlors, with their wealth of rich displays in finished fur garments, are open to the inspection of visitors the year around, and this week contain some of the exclusive new styles in ladies' Alaska seal and Persian lamb jackets designed for next season.

Men's hats are arranged in departments, at Dineens, and each department contains more hats-more styles of each kind of hat, and more different qualities of the same kird of hat-than most any other hat store in Toronto carries in its entire stock. There are silk hats of a dozen different leading makers in one department, stiff felt hats in different new Derby, squarecrown, round-crown, full-crown and half-crown shapes in another department ; fully a dozen different styles of Fedora, Alpine, Stetson, Porto Rican and Sirdar styles, of soft felts in another department, and men's and boys' caps-riding caps, cycling caps, golf caps, and caps of every shape and pattern in another department.
All the leading English and American hat-designers are represented in the immense hat displays at Dineens. The firm is the sole Canadian agent for the real Dunlap
Hats made by Dunlap, New York, and for the real Hats made by Dunlap, New York, and for the real
Heath Hats, made by Heath, London, England, and and with these are shown the newest productions in Christys, Stetsons, Knox, Tress, Buck, Carter, Young, Woodrow, Lincoln-Bennett and others-all the cele-
brated styles of the world. And the hat prices at brated styles of the world. And the hat prices at Dineens go from $\$ \mathrm{i}$. 50 up to $\$ 8$.

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# HaTS 

DINEENS

## Take the Tip <br> "East Kent" Ale and Stout <br> Delivered in Fine Condifion to all Parts of the city. <br>  <br> SUNLIGHT GAS

Safer Than City Gas, Cheaper Than Coal Oil, More Briliant Than Electric Light. Beautiful as sunlight.


44 Adelaide St. E., Toronto.



[^0]:    DINEENS
    The W. \&. D. Dineen Co., Limited, Fashionable Hatters and Furriers.

