

The W．\＆D．Dineen Co．，Limited
Superb Millinery Display OPENING DAY


It seems as if the superb handi－ craft of all nations is serving as an inspiration for the marvellous color displayed in this season＇s productions now being shown in our Millinery Opening．

The exquisite Tapestry，Turk ish，Persian and Royal Colors are not confined to a few choice creations， but this Oriental splendor enhances the attractiveness of every article shown．
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The New Tapestries in lovely old blues and Roman reds and greens and gold threads are woven in splendid harmony．

Cashmere effects，salt and pepper effects in plumes， wings and fancy feathers．Poinsetta red，Beauvais，deep plum and a hundred other colors and combination of colors．

And designs in endless varieties；Picture Hats large and very large ；Mushroom Designs，Turbans，Bonnet Effects and Basket Designs．

Some of the few models are of the very large French Picture Hats in black velvet with silver facings，trimmed all round the crown with new Blontine feathers．

Small French Turbans of Oriental Persian design in old blue and Roman red and partridge brown trimming，

Mushroom Shape Tapestry Hat with blue ground and broad band of rock marten around crown，finished with knot of shell pink silk edged with gold cord and facing of shell pink silk．

Picture Hat，black satin plush faced with white beaver and with two large willow plums on side with white satin rose．

Our Hats are the very latest in design ；they range in prices to suit any pocket－book．

Write for our New Catalogue of Ladies＇Rain Coats and Ladies＇Suits
DINEEN 140 YONGE ST．

TORONTO

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| SAYS FITHEP VAUSHAN＇S | HAMLTON HOTELS | nocm |
|  | HOTEL ROYAL | 隹 |
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Bargains in Infants' and Children's Wear


 Lingerie to Clear at Half-price Women's Corset Covers-Made of fine
quality cotton and nainsook; full fronts; fin




## Black Moire Petticoats <br> Women's Imported Moire Petticoats- Some made with yoke, wit' tucked kirit, finished with box pleating and deep bor pleated frill others with deep founce trimmed with cluster pleating and crimped frill . black only; lengths 38,40 and 42 . Regulariy 83.50 and 44.00 . Frri. 3, <br> Children's White Dresses Half-price <br> Children's soiled White Dresses-Several sivies, incluading Mother Hubbard; made with fine turks lace and embridery trimmings French and long waist e=eet; daintily trimmed  <br> Imported Blouses Half-price   <br> \begin{tabular}{c} \(\substack{ridab. bargin <br> s.o. <br> Floor cosin.

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\end{tabular}}

Notions

##          <br> Shetland Floss Wool 

Special Friday Bargains in Dress Goods and Suitings


\section*{Women's Coats, Suits and <br> | Fine All-over Embroidery, |
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| Yard, $35 c$ |}

 cheviot. Coat 34 inches long, lined with a dur-
able polo satin, made semi-fitting, in plain well
tailored style, with tailored style, with fastening of 3 bone buttons.
Skirt has 11, grose, giving long, graceful effect
with pleated fulness Skirt has 11 gores, giving long, graceful effect
with pleated fuluess, affording ample room
for movement. Shades include seven greys
 Long Winter ooats, $\$ 9.25$-A limited numeffect with large buttons; collar and cuffs eds ed with barred silk, mannish collar and revers.
Regularly $\$ 13.00$. Friday bargain $\ldots . . \$ 9.25$
Regularly $\$ 13.00$. Friday bargain .... $\$ 9.25$
Walking Skirts at Half-price-Three separin the lot. The skirts are in good weight ma-
terials, including all wool serge and Panama
cloth, and are cut in the newest overskirt panel and pleated styles, some trimmed with
satin applique. Regularly $\$ 7, \$ 7.50$ and $\$ 8.50$
Fridey hare

## Friday Bargains in Furs

 1 Handsome Canadian Mink stole - 90
inches long, beck trimmed with heads, elaws



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 Persian Lamb Muffs and Stoles
at Exceptionally Low Price




## Books and Stationery

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Standard Authors, Balzac, in 18 volumes,
De Luxe edition, bound in half calf with leath-
er corners and marbled sides. An elegant edi.
tion. Regularly $\$ a 5.00$. Friday bargain.. $\$ 13.75$
 top, photogravure frontispiece and large clear
type. Regularly $\$ 20.00$. Friday bargain.. $\$ 2.00$ Boxed Stationery, 24 sheets paper and 2
envelopes, in fine linen finish, fashionate size
envelopes in square flap. Regularly 25c. Fri
day harg in Shamrock Linen, an English paper, wit
rich linen surface, 120 sheets in package, co
 Envelopes to match. Friday bargaia, pkg. 5c
Linnen Envelopes, in boxes of 500 white and
colored, sizes 7 and


Fine Swiss and Nainsook Allover Em-
broidery, in a large assortment of patterns, inbroidery, in a large assortment of patterns, in-
cluding the small neat designs and large floral
patterns, suitable


Fancy Stock Collars for 25 C jabot attached, in colors of white, eeru and black, finished in front with neat medallions, in
assorted colors. Regularly
50 c . Friday bar

Dutch Collars Clearing at 5 C These are Dutch Collars, of fine quality
Swiss muslin, neatly mbrroidered in a larg range of patterns, in the medium size and wel
shaped. Regulariy 10 . Friday bargain...

- Main Floor, Yonge Street.


## Upholstery Section

 Bargains

## Violin Cases, $\$ 4.25$

$\qquad$ velvet, and fitted with rack for two bows and
extra strings. In our new Musical Instrument
Depart


Framed Pictures, 69c Pictures in photo colors and sepia tones, in
landscape and water seces.
Also a number
pastoral pastoral glimpses. These attractive frames are
of 3-inch gilt, in plain design, with ornamental
corners, size $16 \pm 20$ inches. Friday bargain,
each

## White Enamel Mirror, $5 c$

Handy Mirrors for the bathroom or bed-
ooms.
rooms. A good clear glass fitted in 1 1.inch white
enamel frame. Regularly 10e. Friday bar

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## "T. EATON CO

For Men and Boys Men's Underhirts Of Ant double thread
balbriggan natural cream shade; satin tace
 Men's Fancy Colorod Shirte-Plain negit style; laundered neckband and cuftis attached
in neat and fancy stripes; sizes 14 to $171 / 2$. Re n neat and fancy stripes; size
gularly 50e. Friday bargain. Men's Night Robes-Fine English flannel
tte; collar attached; yoke; all double sewn seams; full size bodies; yose; allt doubsed stripes; .. ... ... ... ... ... ... .............. 488 two pockets, close ribbed culfts ; goode asover
ment of colors, including grey and navy blua
Regularly 50c. Friday bargein, esave Men's Suspenders-Fine elastio webbing,
with cast-off kid ends; some have cord backe with cast-off kid ends; some have cord backg,
with cast-oft eord ends. Regularly 25 s and 350
350 pair, Friday bargai Men's and Boys' Neckwear-Silk and waeking four-in-hands, in narrow and medium
width; also shield knots. Regularly $121 /{ }^{\text {an }}$
Friday bargain, each .................

## Boys' Fall Clothing

Twoppioee Suito-In a grey mixturo of
homespun tweed; well tailored thronghort
 pleats and belt, and a plain double-breasted
coat, with the new little vents; durable linings
 … ....................... $\$ .38$
Threepiece Suits-Of imported English Threepiece Syits Of imported English
tweed and worsted materials, in sarviceable
dark greys, with neat stripe; doublebreasted dark greys, with neat stripe; double-breaste
coatt, with close-fitting collar and long lapele knee pants; strong cloth linings; sizes 28 to 34
Regularly $\$ 4.50$, $\$ 5.00$ and $\$ 5.50$. Friday bait gai Fall Reefor Coats-Double-breasted; of King.
lish tweeds, in fancy patterned greys and fawns; some have ve
trimmings : for boyss 5 to to exceptionally dressy little coast
day bargain... .................. $\$ 8.45$ Men's Fur-lined Coats, $\$ 39$




> Men's Hats, 79c
 are derbies, fedora and soft shapes, fhere
ished with pure silk trimmings and fitted with
calf leather sweatband. Friday, each .....790 -Main Floor, Queen Toilet Paper (about 1,700 packets), 5 large
packets, Friday bargain $\ldots \ldots \ldots \ldots \ldots . . .250$
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Rochelle Baby Brusher iny back, Regularly 50 Friday bargai
Sinecure S Sinecure Scouring Soap. ...............
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dria Fuller's Eairth or Violet Powder, 5 c pkt,
Friday bagrgain, 2 for .................. Main Floor, James Stre

## Artificial Palms



## Basement Bargains

Plates, with various fhina Braal deeoratations and Butter Prates, win various horal decorations and goid
trimmins with neatly embosed and salloped
edges. The have an excellent fnish. Regsi. lish po



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There is a great deal of truth and human nature crowded into that very modern song, "I want what I want when I want it!" In fact, this wide-spread sentiment has led us to make herculean efforts in geting our new goods in "on time." You will find here the things you want NOW, new things, and most reasonablv priced.

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## NEWI Millinery











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NGWI. Three Silk Offerings



Women's Umbrellas



Trimming



##  <br> Good Furniture, Low 

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NEWI
Blanket Sale Bargains





## 4th Floor Bargains

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## Men's Suits

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 to 30 . On sale Friday at $\$ 2.490$. 8 . FANCY syits.
Regular Prices $\$ 5.00$, s6.00 and $\$ 7.00$, on sale Friday at $\$ 3.40$.


## Men's Furnishings NGWI




 and Jewellery Bargains "\$1 Alarm Clocks 65c


## Corset Bargains $\quad$ NGWII



 Nos.








 and "The Rise in the Ring'"NGW।


 In the Drug Store Glass and Chinaware

