

The Big Fire Insurance and Reduction Sale



THE Christmas shopper's opportunity—a great Fire Insurance and Reduction Sale that makes life worth living when one has to buy reasonable and sensible gifts. A few weeks ago we had a bad fire next door and the smoke that got into our showrooms caused some little damage to the goods displayed on the tables and racks. Those in the airtight cases were not touched in any way, but are included in the sale at a reduction of 25 per cent. The smoke-affected furs are being sacrificed regardless of cost or value. A settlement was promptly made by the insurance companies and thus we are able to put these goods on sale before Christmas. The damage done them is more sentimental than anything else.

The showrooms will be open every evening until 10 o'clock, up to Xmas Day. Extra salespeople in attendance—no goods charged.

All our very fine choicest Fancy Sets in Ermine, Russian Sable, Hudson Bay Sable, Chinchilla, Pointed Fox, White Fox, Baby Lamb, and also our very finest Alaska Seal Coats, Mink Coats, etc., etc., are subject to a discount of one-quarter off marked prices.

All goods have their original tickets, which are marked in plain figures. This means an enormous saving to you. These goods were in our airtight cases and were not touched in any way by smoke. The saving will mean as follows: \$300.00 Alaska Seal Coats for \$225.00, \$250.00 Seal Coats for \$187.50, \$100.00 Ermine Sets for \$75.00, \$160.00 Fancy Military Persian Coats for \$120.00, etc., etc.

One Lot Isabella Fox Muffs, \$9.50

Isabella Fox Imperial and Pillow-shape Muffs, some plain, some with head and tail, made with eiderdown bed, best quality satin lining, silk cord at wrist, regular \$16.50 and \$18.00, for **\$9.50**

Isabella Fox Scarfs, \$9.50

Isabella Fox Scarfs, full length, some satin lined, some fur on both sides, some finished plain, some finished with tails, regular \$18.00 and \$20.00, for **\$9.50**

Infants' Odd Furs, 99c

Infants' odd Hoods, Turbans, Caps and Collars, in Angora, Iceland Lamb and other Furs, regular \$2.00, \$2.50, \$3.00 and \$3.50, for **99c**

Ladies' Persian Lamb Jackets, \$79.50

Persian Lamb Coats, some box front and tight-fitting back, some blouse style, 24 and 26 inches long, finished with cuffs, and lined with best quality Skinner's satin lining, regular \$135.00 and \$150.00, for **\$79.50**

Mink-Trimmed Persian Coats, \$158.50

Our very choicest Persian Lamb Coats, mink trimmed, some finished in reefer style, some in blouse style, choicest two-stripe mink trimmings, finished with cuffs, silk girdle at waist, regular price \$210.00, for **\$158.50**

Muskrat Coats, \$39.75

One lot Ladies' Natural Canadian Muskrat Blouse-Style Coats, finished with cuffs, girdle at waist, sizes 34 and 36 only, regular \$60.00 and \$65.00, for **\$39.75**

Six-Striped Mink Muffs, \$34.75

Extra Large Choice No. 1 Quality Natural Canadian Mink Muffs, six stripes, made from six choice skins, eiderdown bed, best satin lining, finished with cord at wrist, regular \$57.50 and \$65.00, for **\$34.75**

Natural Sable Muffs, \$7.95

No. 1 Quality Natural Alaska Sable Pillow Muffs, best satin lining, eiderdown bed, finished with cord at wrist, regular \$15.00, for **\$7.95**

Persian Lamb Muffs, \$9.75

Persian Lamb and Persian Paw Muffs, large Empire shape, best satin lining, eiderdown bed, finished with silk cord at wrist, regular \$18.00, for **\$9.75**

Chinchilla, Sable and Other Odd Muffs, \$5.50

107 Fur Muffs, made in the following furs—Chinchilla, Sable, Japanese Mink, etc.—mostly in the large flat Imperial shape, sold as high as \$25.00, for **\$5.50**

Sable and Grey Squirrel Butterfly Ties, \$5.25

Genuine Sable Squirrel and Russian Grey Squirrel Butterfly Ties, best quality satin lining, finished in the latest style, regular prices \$8.50 and \$10.00, for **\$5.25**

Natural Canadian Mink Pillow Muffs, \$19.75

Large Canadian Mink Pillow Muffs, made with three and four stripes, finished with best satin lining, eiderdown bed and silk cord at wrist, regular \$37.50 and \$40.00, for **\$19.75**

Persian Lamb Four-in-Hand Ties, \$9.75

Persian Paw and Persian Lamb Satin-Lined Throw Ties, full length, latest style, regular \$15.00 and \$16.50, for **\$9.75**
\$22.50, for **\$12.95**

Japanese Mink and Mink Marmot Stoles, \$9.95

Japanese Mink and Mink Marmot Stoles and Throw Ties, made in very latest styles, regular prices \$16.50, \$18.00 and \$20.00, for **\$9.95**

Extra Large and Extra Dark Canadian Raccoon Stoles, \$12.95

Extra Large, Extra Dark and Full Length Natural Canadian Raccoon Stoles, best satin lining, finished in latest styles, regular \$20.00 and **\$12.95**

Genuine Sable Squirrel Pillow Muffs, \$11.75

Sable Squirrel Pillow Muffs, best satin lining, eiderdown bed, silk cord at wrist, regular \$18.00, for **\$11.75**

Muskrat Ties, \$2.75

One lot of Blended and Natural Muskrat Throw Ties, regular \$5.00, for **\$2.75**

Children's Plain and Pocket Rugs, \$2.95

Children's White Angora, Iceland Lamb and White Carriage Rugs, some plain and some with pocket, all with white felt lining, regular prices up to \$6.00, for **\$2.95**

Children's White Iceland Lamb Coats, \$9.75

Children's White Iceland Lamb Coats, sizes 6, 8 and 10 years of age, all full length, and guaranteed best quality, regular \$16.50 and \$18.00, for **\$9.75**

Ladies' Fur-Lined Coats, Genuine Sable Collars, \$29.75

Ladies' Fur-Lined Coats, broadcloth shell, Hamster Squirrel lining, Alaska Sable collar and revers, 46 inches long, regular \$45.00 and \$47.50, for **\$29.75**

Ladies' Full Length Cloth Coats, \$13.95

Ladies' Black Cloth Coats, full length, made from finest quality broadcloth, some plain, some heavily braided, some inlet with velvet, some tight-fitting, some semi-fitting, and some loose-fitting, regular \$25.00 to \$35.00, for **\$13.95**

Ladies' Trimmed Millinery, \$3.98

Ladies' Trimmed Millinery, all our newest styles, latest designs, regular selling price from \$10.00 to \$16.50, for **\$3.98**

One Lot Children's White Iceland Lamb Caps, 99c

One lot of Caps, White Iceland Lamb, wedge shape, dome and fur hoods, made in genuine Iceland Lamb; also a few collars in genuine Angora, regular price \$3.00 and \$3.50, for **99c**

Children's White Thibet Boas, \$2.75

Children's White Thibet Boas, made in three styles, regular price \$5.50, for **\$2.75**

One Lot Extra Fine Natural Mink Stoles, \$64.75

One lot extra fine dark, natural Canadian Mink Stoles, made from 8 choice skins, finished with naturalized heads and best satin lining, regular price \$90.00, for **\$64.75**

STORE OPEN UNTIL TEN O'CLOCK TO-NIGHT AND TUESDAY

The W. & D. Dineen Co., Limited

Cor. Yonge and Temperance Streets, Toronto

THE HIGH COURT SITTINGS

The Honorable the Chancellor.
Sittings for the first half year:
Toronto winter assizes (second week) Monday, Jan. 13
Toronto (non-jury) (third week) Monday, Jan. 27
Toronto (non-jury) (second court, second week) Monday, Feb. 10
Toronto, civil (jury) (first week) Monday, March 2
Napawee (jury) Monday, March 9
Barris (jury) Tuesday, March 24
Toronto (non-jury) (13th week) Monday, April 6
Cornwall (jury) Wednesday, April 2
St. Catharines (non-jury) Wednesday, May 27
Ottawa (non-jury) Monday, June 15
North Bay (non-jury) Monday, June 22
The Honorable the Chief Justice of the Common Pleas.
London winter assizes Monday, Jan. 6
Toronto (non-jury) (second week) Monday, Jan. 20
Hamilton (non-jury) Monday, March 16
Brampton (jury and non-jury) Tuesday, March 31
Toronto, non-jury (second court, tenth week) Monday, April 6
Toronto non-jury (14th week) Monday, April 13
Whitby (non-jury) Monday, May 11
Guelph (non-jury) Tuesday, May 26
Brookville (non-jury) Monday, June 1
Walkerton (non-jury) Monday, June 29
The Honorable the Chief Justice of the King's Bench.
Toronto non-jury (second court, third week) Monday, Feb. 17
Toronto, civil (jury) (second week) Monday, March 9
Brantford (jury) Monday, March 16
Toronto (non-jury) (11th week) Monday, March 23
Chatham (jury) Monday, April 3
Lindsay (jury) Tuesday, April 21
Cobourg (non-jury) Monday, June 1
Fort Arthur (jury and non-jury) Monday, June 22
Kenora (jury and non-jury) Monday, June 29
The Honorable the Chief Justice of the Exchequer Division.
Toronto (non-jury) (fourth week) Monday, Feb. 3
Toronto (non-jury) (second court, fourth week) Monday, Feb. 24
Whitby (jury) Monday, March 2
Toronto, civil (jury) (third week) Monday, March 16
Peterboro (jury) Monday, March 23
Kingston (jury) Tuesday, March 31
Woodstock (jury) Monday, April 13
Toronto (non-jury) (16th week) Monday, April 27
Hamilton (jury) Monday, May 18
Sandwich (non-jury) Monday, June 8
The Honorable Mr. Justice MacMahon.
Hamilton winter assizes Monday, Jan. 6
Toronto (non-jury) (fifth week) Monday, Feb. 10
Toronto (non-jury) (second court, sixth week) Monday, March 9
Cobourg (jury) Monday, March 16
Toronto, civil (jury) (fifth week) Monday, March 23
Ottawa (jury) Tuesday, April 7
Toronto (non-jury) (17th week) Monday, May 4
Perth (jury and non-jury) Monday, May 11
Picton (jury and non-jury) Tuesday, May 26
Woodstock (non-jury) Tuesday, June 3
Subury (non-jury) Tuesday, June 9
The Honorable Mr. Justice Britton.
Toronto winter assizes (third week) Monday, Jan. 20
Toronto (non-jury) (sixth week) Monday, Feb. 17
Welland (jury) Monday, March 9
Toronto (non-jury) (second court, seventh week) Monday, March 16
Cayuga (jury and non-jury) Tuesday, April 14
Orangeville (jury and non-jury) Tuesday, April 21
Toronto (non-jury) (18th week) Monday, May 11
Parry Sound (jury and non-jury) Monday, May 18
Gore Bay (jury and non-jury) Tuesday, June 2
L'Orignal (jury and non-jury) Tuesday, June 16
The Honorable Mr. Justice Tettel.
Toronto winter assizes (first week) Monday, Jan. 6
Toronto (non-jury) (second court, first week) Monday, Feb. 3
Goderich (jury) Tuesday, March 2
Guelph (jury) Tuesday, April 28
Bracebridge (jury and non-jury) Tuesday, May 5
Toronto (non-jury) (20th week) Tuesday, May 26
Barrie (non-jury) Tuesday, June 2
Peterboro (non-jury) Monday, June 22
Lindsay (non-jury) Thursday, June 25
The Honorable Mr. Justice Anglin.
Cornwall winter assizes Tuesday, Jan. 7
Toronto (non-jury) (eighth week) Monday, March 2
Owen Sound (jury) Monday, March 16
Toronto (non-jury) (second court, eighth week) Monday, March 23
Milton (jury and non-jury) April 14
Toronto (non-jury) Tuesday, April 21
Pembroke (jury and non-jury) Tuesday, April 21
Sandwich (jury) Tuesday, April 21
London (non-jury) Monday, May 11
Toronto (non-jury) (19th week) Monday, May 18
Chatham (non-jury) Monday, June 15
The Honorable Mr. Justice Magee.
Toronto (non-jury) (ninth week) Monday, March 9
Toronto, civil (jury) (fourth week) Monday, March 23
Belleville (jury) Tuesday, March 23
Sarnia (jury) Monday, April 6
St. Thomas (jury) Monday, April 13
Brookville (jury) Tuesday, April 21
Toronto, criminal (first week) Monday, May 4
Toronto, criminal (second week) Monday, May 11
Toronto, criminal (third week) Monday, May 18
Kingston (non-jury) Tuesday, May 26
Toronto (non-jury) (21st week) Monday, June 1
Stratford (non-jury) Tuesday, June 16
The Honorable Mr. Justice Clute.
Toronto winter assizes (fourth week) Monday, Jan. 27
Berlin (jury) Monday, Jan. 27
Toronto (non-jury) Monday, Feb. 17
Napawee (non-jury) (seventh week) Monday, Feb. 24
North Bay (jury) Monday, April 13
Simcoe (jury) Tuesday, April 13
Napawee (non-jury) Monday, May 11
Sault Ste. Marie (jury and non-jury) Tuesday, May 25
The Honorable Mr. Justice Mabee.
Toronto (non-jury) (first week) Monday, Jan. 13
Toronto winter assizes (fifth week) Monday, Feb. 3
Toronto (non-jury) (second court, fifth week) Monday, March 2
Stratford (jury) Tuesday, March 10
Toronto (non-jury) (12th week) Monday, March 23
St. Catharines (jury) Monday, March 29
Belleville (non-jury) Monday, May 18
Berlin (non-jury) Monday, April 6
Toronto (non-jury) (16th week) Tuesday, April 21

SIMPSON

H. H. Fudger, Pres; J. Wood, Manager Monday, Dec. 23.

STORE CLOSSES TO-NIGHT AT 10 P.M.

The Day of Days in the Simpson Year



CHRISTMAS EVE, the pitch of the climax, the last opportunity day for those who forget, procrastinate or have lacked the time.

We are ready at 8 o'clock sharp—ready in every department and at every counter. It is as if an army were toing the mark for a race. At 8 o'clock we're "off," and we expect to "make a new record," before we close at 10 p.m. Christmas Eve. But that's not the point. You are not interested in "records" particularly. What we want to impress upon you is this:

- Shop Early.
- Shop in the Morning.
- Shop First Thing in the Morning.
- Shop at 8 o'clock in the Morning.

We remain open until 10 o'clock Christmas Eve as a convenience for those who are too busy to shop earlier in the day. Please don't overtax our abilities to serve you by delaying your shopping till evening if you can come before.

Let us serve YOU early and thus we can best serve all!

Men's Christmas Furnishings Reduced

EVERYTHING really Christmassy in the men's furnishings department will be "reduced to clear" Christmas Eve. We won't carry any Christmas goods over—positively.

Ties, Silk Handkerchiefs (plain or initial), Suspenders, Bath Robes etc.—all reduced—they must go.

Men's Christmas Suits

Men's Imported English Worsteds Single-Breasted Sack Suits, splendid materials in winter weights, regular 10.00, 11.00, 12.50 and 14.00, on sale **7.95** Tuesday

Boys' Christmas Overcoats

Boys' Fancy Russian Winter Overcoats, made from an extra good quality fawn and brown mixed tweed, neat small pattern, brown velvet Russian collar, patent leather belt, fancy buttons and good linings, sizes 21-26, regular 5.00, while **3.95** they last Tuesday

The Sovereign Bank of Canada

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One visit advisable, but if impossible send history and two-cent stamp for free reply.

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Hours: 10 a.m. to 1 p.m., 2 p.m. to 6 p.m. Sundays—10 a.m. to 1 p.m.

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