

THOUSANDS WATCH ENTRANCE OF 1924

Fitting Ceremonies and Celebrations Held In Western Ontario

SARNIA, Jan. 1.—The holiday period over, the New Year was one of the quietest in its history. The absence of frost left the skaters, curlers and hockeyists without ice and for the holiday there was apparently only the usual family reunions, with festive turkey as

the rallying point. Saturday's market was almost devoid of turkeys, but geese and ducks were in abundance at 25 cents.

Last night the Golf Club and friends saw the old year out and the new year in at a jolly dance at the clubhouse, and the Canadian National Athletics staged a big dance in the city hall. At midnight the solemn tolling of the bells told of the passing of another year. All day yesterday the city was enveloped in a dense fog, the darkness causing the merchants to turn on the hydro lighting all day.

NO DISORDER.

WINDSOR, Jan. 1.—The curfew did not ring last night in Windsor, and while thousands were at watch services and on the streets, nobly welcoming in the new year, there was no disorder.

"My orders were not to interfere with anybody having a good time," said Chief of Police Thomson. "My police and detectives have enough to do pursuing criminals without molesting celebrators."

Drinking, if any, was confined to the home and there were no arrests for violations of the Ontario Temperance Act.

The florists' slogan, "Say it with flowers," could be easily applied to New Year's salutations here with the roses picked out of the home garden. Dandelions are blooming on the lawns, crimson ramblers are budding and cheery blossoms are reported in the countryside.

RADIO SERVICES.

WOODSTOCK, Jan. 1.—The new year was ushered in quietly in Woodstock.

SUDBURY FIRE LOSS IS PLACED AT \$18,000

SUDBURY, Jan. 1.—Adjusters have placed the loss by Sunday's fire at the Sudbury Construction and Machinery Company's plant at approximately \$18,000. Many patterns belonging to mining companies and individuals were destroyed, and these may run into several thousand dollars more. The origin of the fire is unknown, but it is believed to have been caused by defective wiring. It is understood the loss is covered by insurance.

DEATH OF MRS. BROOKS.

BRANTFORD, Jan. 1.—The death reported yesterday of Mrs. Effie Brooks, wife of John Brooks, Tutela Heights, which occurred suddenly at the hospital, until a few days ago, in fact, had her Christmas dinner at home. Sudden complications, however, necessitated an operation, from which she did not recover. Her husband is the only immediate survivor.

FLUFFY SCARF.

Kit fox scarfs are very popular and it is expected they will be more so in the spring. This skin is small, but still has enough fluffiness to make it shattering without being bunglesome.

The Artistic Beginning ANNUAL MIDWINTER FINANCE SALE THE SALE YOU HAVE WAITED FOR FINAL REDUCTIONS AND LAST SALE OF THE SEASON

Magnificent Fur-Trimmed

COATS

At the most drastic reductions we have ever taken

Distinctive models, in rich, lustrous materials, trimmed with beautiful furs, all handsomely lined throughout, and range in a wide variety of colors.

REGULAR \$25.00, REDUCED TO **\$14.75**

REGULAR \$35.00, REDUCED TO **\$19.75**

REGULAR \$47.50, REDUCED TO **\$29.75**

REGULAR \$65.00, REDUCED TO **\$39.75**

The very best Coats in the store. Up to \$145.00 values, reduced to **\$69.50**

UTILITY MANNISH COATS

In a wide variety of shades, check back, trimmed with genuine leather buttons. Regular \$25.00 Coats, reduced to **\$14.75**

After having enjoyed one of the best seasons in our history, we are now offering the balance of our high-grade winter stocks of

Coats, Suits, Dresses, Blouses, Furs and Millinery At Enormous Reductions In Majority of Cases At About Half Regular Prices to make room for large spring stocks soon due to arrive.

Read every item in this ad. All are of utmost importance. This is a saving event no woman or miss should overlook!

COME EARLY FOR BEST SELECTIONS



A SALE OF ULTRA-SMART COATS

AT THE LOWEST PRICE ANNOUNCED THIS SEASON. REGULAR \$95.00

1/2 Price \$47.50

Coats of distinguished elegance, made of the hand-somest fabrics and every garment in this collection makes a twofold appeal—your delight in artistic apparel and your certain recognition of unusual values.

Our Entire Stock of FUR COATS Sacrificed

Here is an opportunity to purchase your FUR COAT at astonishing saving. Our entire stock is offered in this sale at prices less than actual cost.

CHOICE HUDSON SEAL COATS trimmed with the finest sable collar and cuffs, lined with most elaborate crepe linings; one of our choicest Coats. Regular \$475.00, on sale **\$325.00**

CHOICE HUDSON SEAL COATS, trimmed with the best fitch or stone marten collar and cuffs, the finest two-tone striped linings. Regular \$450.00, on sale **\$315.00**

GUARANTEED a ELECTRIC SEAL COATS, trimmed with finest sable, squirrel and stone marten collar and cuffs, elaborately lined.

Regular \$195.00, on sale **\$139.00**

Regular \$225.00, on sale **\$159.00**

Regular \$265.00, on sale **\$187.00**

FINE QUALITY MUSKRAT COATS, choice muskrats, evenly matched, beautiful styles with striped collar, cuffs and bottoms.

Regular \$145.00, on sale **\$110.00**

Regular \$165.00, on sale **\$125.00**

Regular \$195.00, on sale **\$135.00**

2 ONLY MUSKRAT COATS. Regular \$120.00, on sale **\$79.00**

AN UNUSUAL FEATURE AT THIS SALE.—While it is usual that clearing sales are final, yet we are so confident that the quality of these goods are so choice, and the bargains so great, that we agree to exchange or make refunds on any purchase not entirely satisfactory within two days from purchase date.

Artistic Ladies' Wear Co.

153 DUNDAS STREET 2nd DOOR WEST OF RICHMOND

Final Reductions on High-Grade Frocks - Dresses

Dance, Afternoon, Street and Evening Models

You cannot overlook this most unusual opportunity, regardless of how many Dresses you already have. Dresses made of the choicest materials, such as georgettes, satin-faced cantons, crepe Romaine chiffons and velvets. Included are also our Imported French Gowns.

Regular \$29.50, reduced to \$19.75	Regular \$47.50, reduced to \$29.75
Regular \$35.00, reduced to \$22.50	Regular \$65.00, reduced to \$44.90
Regular \$95.00, reduced to \$59.00	

Beautiful Tricotine and Poiret Twill Dresses

At extraordinary special prices. Handsome Dresses, made of choicest French tricotine and poiret twills, in navy, black and brown; the new coat models as well as the wrap-around styles; embroidered, tucked and braided styles; all sizes.

Regular \$25.00, on sale \$14.75
Regular \$35.00, on sale \$22.50
Regular \$45.00, on sale \$29.75

EMBROIDERED DRESSES , in serge, navy and black only. Super values \$9.95	TRICOSHAM DRESSES , in navy, black and brown; sizes 16 to 44. On sale \$12.95
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BOTANY SERGE SKIRTS, finest quality, navy and black only; sizes 24 to 32. Regular values to \$10.00, on sale **\$4.95**

All Winter Suits

AT LESS THAN COST

Regardless of cost, every Fall and Winter Suit has been tremendously reduced.

Featuring three sacrifice groups; choice of our best Suits in the store. Up to \$85.00 values, for **\$39.50**

STRICTLY TAILORED SUITS

Made of fine French tricotine, navy and black only. Regularly to \$45.00, on sale **\$24.85**

RICH FUR-TRIMMED SUITS

In navy, brown and reindeer, duvetyns; elaborately embroidered. Regular to \$39.50, on sale **\$19.75**

SEQUIN EVENING GOWNS

Regular \$45.00 values, on sale **\$19.75**

GEORGETTE AND PAISLEY BLOUSES

In a large variety of shades and styles; sizes 36 to 44. Regular values to \$9.50, clearing sale **\$3.95**

RUSH SPECIALS

9 TO 11 A.M. ONLY

CLEARING SUITS, COATS AND DRESSES, at a fraction of original cost. These are garments left over from last season. Each one is choice in material and can be made over very easily, if desired.

LOT ONE Suits, Coats and Dresses. \$5.00	LOT TWO Suits, Coats and Dresses. \$10.00
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Children's Coats

SIZES 6 TO 14.

Coats made entirely different from the ordinary kind; many are handsomely embroidered, others trimmed with tassels; all are full lined. Regular prices range from \$20.00 to \$27.50, on sale in two groups **\$9.75 and \$14.95**