## THE BIG INSURANCE and REDUCTION SALE



In less than one week Xmas, 1907 , will be part of history. To the Dineen company this holiday season will go down as the "biggest yet" because of the immense patronage resulting from the Reduction and Fire Insurance Sale.

To put the argument in a "nutshell" we would say that every garment in the Fire Insurance Sale is being sacrificed regardless of cost or value, and the balance of the immense stock and all the new goods just arrived from the factory will be sold at cent. reduction.
Everything is positively high-class in quality and finish -all this year's work and all new pelts.

This is no "boost sale." It's a real chance made possible by the insurance settlement and the fact that we're heavily overstocked with high-class furs.

No goods charged. Extra salespeople in attendance.

Here are a few items
Natural Mink Muffs, $\$ 34.75$.
Secial value in Mink Muffs, largesized Imp

 Natural Mink Scarfs, $\mathbf{\$ 3 2 . 7 5 .}$.
One table of Mink Scarfs, different sylyes, made
 Persian Lamb Coats, s185. 00 .
 collar and revers, two-stripe, latre, medium or
small glossy curl, reyular $\$ 210.00$, for $\$ 158.00$ Persian Lemm Coats, $\$ 131.25$. Perian Lamb Coats, doulle breasted, collarless,
or with latest style of coat collar, braided as de-
 for Ladies' Persian Lamb Jackets, Plain Persian Lamb Jackest, lined with best satin,
finithed with cuff and sirdele at waist resular price $\$ 125.00$ and $\$ 135.00$. for.....$\$ 79.50$
Alaska Sable Pillow Muffs,
 Natural Canadian Mink Muffs,
 Alaska sable Scarfs, $\$ 9.25$.
 tails, regular $\$ 15.00$, for $\ldots \ldots \ldots$......... $\$ 9.25$
Lynx Pillow Muffs, $\$ 14.75$.
 for Blue and Natural Lynx Stoles, $\begin{gathered}\$ 14.75 \\ \$ 19.75 .\end{gathered}$

 Childer's. White Goat Ruses, ize 36330 inheses
lined and trined with white felt, resylar price

55.50 , for | \$5.50. for |
| :--- |
| Persian Lamb Muffs, $\$ 12.02 .95$ |







Mink Alexandra Scarfs, $\$ 32.75$.
Extra Choice Natural Canadian Mink Scarfs, in Exira Choice Natural Canacian Mink Scarts, in
the new Alexandra and Ascot shapes, made from
very choice, skins, regular $\$ \$ 0.00$ and $\$ 55.00$,
for for ........................ $\$ 32.75$
Grey squirre Stoles, $\$ 12.75$. Extra Fine Quality Grey Squirrel Soles. lined
with grey satin, full size, regular price $\$ 20.00$,
for ....... Grey Squirrel Muffs, \$9.75. Grey Squirrel Muffs, pillow shape, e eiderdown
bed, best satit lining, finised with corded wrist,
regular $\$ 15.00$, for .............. $\$ 9.75$ Black, Lynx Stoles, $\$ 19.75$. Number One Quality Black Lynx Stoles, varying
from 56 inches to 80 inches in length, lined with
best quality satin, regular $\$ 27.50$, for. $\$ 19.75$ best quality satin, regular $\$ 27.50$, for. $\$ 19.7$
Black Lynx Muffs, $\$ 19.75$. Black Lynx Mufts, $\$ 19.75$.
Number One Quality Black Lynx Muffs, Number One Quality Black Lynx Muffs, best
satin lining, eiderdonn bed, corded wrist regular
$\$ 27.50$ for
for Ladies' Fur-Lined Coat, \$29.75. Black Broadcloth Shell, hamster lining, Alaska
sable collar and revers, regular $\$ 47.50$. $\$ 50.00$
and $\$ 55.00$, for ............... $\$ 29.75$ and $\$ 55.00$, for ........... $\$ 29.75$
Sable
Squirrel Muffs, $\$ 11.75$. Sable Squirrel Muffs, pillow shape, best satit lin-
ing, eiderdown bed, corded wrist, regular $\$ 8.00$,
for
for ........................ $\$ 11.75$ Sable Squirrel Throw Ties, 72 inches long, finished
with best satin lining, regular $\$ 15.00$, for. $\$ 9.25$ with best satin lining, regular $\$ 15.00$, for. $\$ 9.25$
Sable Squirrel Butterfly Ties,
$\$ 5.25$. Sable Squirrel Butterfly Ties, best satitin lining,
very newest style, regular $\$ 8.50$ and $\$ 10.00$, for $\ldots$ Mink Marmot Throw Ties, $\$ 12.00$ One lot Fine Mink Marmot Stoles and Four-in-
Hand Ties, 75 inches long, lined with best quality satin, resular $\$ 20.00$, for $\ldots \ldots . . . . \$ 12.00$
Ladies' Muskrat Coats, $\$ 39.75$. Ladies' Muskrat Blouse Coats, made from best
quality natural skins, finished with best sation lining quality natural skins, finished with best satin lining,
silk girdle at waist, 26 inches long, regular $\$ 55.00$,
Coon Ties, \$7.95. $\$ 39.75$
 Coon Piilow Muffs, $\$ 6.95$.
Natural Coon Pillow Muffs, satin lined, regular
 Ladies' Fur-Lined Coats, $\$ 59.50$ 16 only Ladies' 'ir-Lined Coars, best Canadian
Mink shawl collar. Muskrat lining, neat broad-
cloth shell 48 . cloth shell, 48 inches long, regular $\$ 90.00$,
for Lor Ladies' Fur-Lined Coats, $\$ 55.50$ Ladies' Fur-Lined Coats, $\$ 55.00$
12 only Creen and Navy Coats, Lock Suqirrel
lining, Persian Lamb collar and revers, regular $\$ 80.00$, for Ladie. White Thibet Stoles, $\$ 59.75$ Ladies' White Thibet Stoles, $\mathbf{\$ 9 . 7 5}$
Ladies Whit Thibet Stoles, full length Ladies White Thibet Stoles, full lengh, satin
lined, regular $\$ 15.00$, for $\ldots \ldots . . . . \$ 9.75$ $+89.75$

The W.\&D.DINEEN CO.
Cor. Yonge and Temperance Sts., Toronto.

York County and Suburbs


## Practical Presents for Men

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 1 ment min Men's Overcoats100 Men's High-Grade Winter Overcoats, including fine black English Meltons and new-cut pattern overcoatings, staple seasonable goods, in rich, perfect shades, fast dyes, made up
the latest style, with neat velvet collars, best workmanship, shrunk duck, haircloth and fine mohair twill trimmings, perfect in every
detail, and sterling values at our regular prices, $\$ 15.00, \$ 16.50$ detail, and sterling values at our regular prices, $\$ 15.00, \$ 16.50$
and $\$ 18.00$, reduced for carly Saturday moming $\ldots \ldots . \$ 11.95$ House Coats
Men
erican
Jackets,
tweeds,
plain
browns
check
34-4
$\$ 6.00$,
Imported English $\qquad$
 Jackets, to clear, soatt lamb's wool $\$ 5.00$. tweeds, doublewoven cheviots, and
plain, kersey cloths, in blue grey.
browns and mixtures, fancy plaids and


 Men's Fine English Dressing Gowns, tweeds, kerseys and camel's A large assortment of. Men's Fur
hair, in soft. oomfortable materials, Caps and D Diving Gauntlets, in popugrevs, browns and grey and malckk, in
assorted checks, plaids and mottled ef-
tlap and fects, elegantly trimmed, in handoome,
warm colorings, and girdles to match, Men's \$3.50 Underwear airnm colorings, and girdles to mateh,
all sizes, regular $\$ 7.00$ to $\$ 10.00$, 50
only for earry
Saturday. only
ing

Boys' Overcoats $\begin{aligned} & \text { Wool Underwerar, dark rech natural } \\ & \text { shade, very soft and non-iritating }\end{aligned}$
 coats, in light grey naps and tweeds
and darker cheeoist, handsomely trim-
med with
urday a ................... $\$ 1.98$



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