## To-Day is the Big Day

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## FUR SALE BEGINS

Absolutely the Biggest Ever. Read the Prices.



Natural Alaska Sable Muffs, $\$ 7.25$ Natural Alaska Sable Muffs, Empire shape, best
satin lining, eiderdown bed, regular $\$ 15.00$, for $\$ 7.25$ Coon Muffs, $\$ 6.50$
Dark Natural Canadian Coon Muffs, eiderdown hed,
best, satin lining, Empire-shaped, regular $\$ 10$, for ....................................... $\$ 6.50$ Dark Natural Coon Ties, \$7.25.
Dark Natural Canadian Coon Ties, best satin lining,
70 inches long, regular $\$ 12.00$, for Muskrat Muffs, $\$ 4.75$.
Natural Muskrat Muffs, best satin lining, eider-
down beds, Empire-shaped, regular $\$ 8.50$, for $\$ 4.75$
Western Sable Muffs, $\$ 5.25$.
Western : Sable Muffs, Empire-s.
lining, eiderdown bed, regular $\$ 10.00$, for $\ldots . . \$ 5.25$ Blended Squirrel Ties, $\$ 9.50$.
Blended Squirrel Ties, 70 inehes 1 long, satin lined,
regular $\$ 15.00$, for Blerded $\begin{aligned} & \text { Blended Squirrel Muffs, } \$ 11.50 \text {. }\end{aligned}$ Blerded
down bed
 Grey Squirrel Ties, $\$ 9.50$
Grey Squirrel Ties. 70 inches long, satin-lined, reg-
ular $\$ 12.50$ and $\$ 15.00$, for . .............. $\$ 9.50$ Grey Squirrel Muffs, $\$ 9.50$.
Grey Scuirrel Muffs, best satin lining, eiderdown
bed, Empire-shaped, regular $\$ 12.50$ and $\$ \$ 5.00$
for . . . . . ...............................
Natural'Alaska Sable Ties, T0, $\$ 14.75$.


## Russian Pony Cony Coats, in brown and



It's a new story with us-this big Fur Sale-this necessity sale. Consider that we have two hundred thousand dollars' worth of fur goods in stock to-day and you'll realize why we term it a necessity sale. We must convert part of this stock into cash at once. We need the money. And we take it that there are a lot of people requiring furs. It's the people's opportunity. These prices will surely accomplish our object.

All new goods red-hot from the factory -made from pelts purchased.direct from the trapper. We guarantee every article as being exclusive.

Mail orders will receive special attention by the department staff. If the goods are not satisfactory money will be cheerfully refunded.

Many things we have marked below cost. This sale is absolutely for cash only, and under no consideration will other terms be considered.

Automobile Muskrat Coats, $\$ 90.00$. Dark Muskrat Coats, sizes 38 and 40 , lengths 48 and
50 inches, regular $\$ 140.00$, for ......... $\$ 90.00$ Muskrat Coats, $\$ 37.50$.
Muskrat Blouses, Natural, Canadian Muskrat, 24
and 26 inches long, sizes 32,34 and 36 only re $\$ 65.00$, for..........................$~ \$ 77.50$

Near-Seal Coats, \$27.75.
Best Quality Near-Seal Coats,. in blouse or straiaht.
front styles, regular $\$ 40.00$ and $\$ 45.00$, for..$\$ 27.75$ Mink Stoles, \$109.75.
Large Mink Stoles, full cape effect over shoulder,
plain strine or
lam plain stripe or animal effects, long tab fronts, regu-
lar $\$ 150.00$ and $\$ 160.00$, for . .......... $\$ 109.75$

## Mink Ties, \$28.75.

Mink Ties, four natural Canadian skins, plain or
with heads and tails, straight or shaped at neck Mink Muffs, \$34.75.
Mink Muffs, Empire and pillow shapes, 5 and 6
stripes, fine dart skin stripes, fine dark skins, regular $\$ 55.00$ and $\$ 60.00$
for ............................ $\$ 34.75$

Mink Muffs, $\$ 24.75$.
A few only Natural Canadian Mink Muffs, three
and four skins, Empire-shaped, regular \$40.00 and four skins, Empire-shaped, regular $\$ 40.00_{5}$
for ........................... $\$ 24.75$

Persian Laimb Coats, $\$ 128.50$.
Persian Lamb Coats, No. 1 quality, cut-away fronts,
double-breasted, double-breasted, coat or storm collar, glossy curs,
regular $\$ 175.00$, for . . . . . . . . 1 ....... $\$ 128.50$

Persian Lamb Coats, \$134.75.
Persian Lamb Blouse Coats, No. 1 quality, all sizes,
re; ular $\$ 185.00$, for . ................ $\$ 134.75$ Baby Lamb Coats, $\$ 149.00$.

Buying at This Sale is Banking You'll Never See Such Values Aen Per Cent. Interest. You'll Never See Such Values Again.

Remember this sale was inaugurated to secure cash, and the question of credit can-
not be entertained. Every garment carries Dineen's

## TheW.\&D.Dineen Company,Limited

Corner Yonge and Temperance Streets, Toronto

## RECORO CHRISTMAS MAIL HMNDLEO WITH CELERTTY Over Half a Million Election culars Will Add to Grist This Week.

A recorrawas made This Week.

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