## Nowfor a Record Finish



MONDAY we begin the finish of our big Reduction and Fire Sale. We cal culate that right up to Christmas Eve we will ex perience the biggest rush that has ever occurred in our history. We know that the prices at which we are selling goods will bring this to pass, for during this week, which is completed to-day, there has been a steady stream of satisfied buyers.
The large showroom in the rear of our establishment-upstairs-is de voted to the furs slightly touched by smoke from the fire next door, and are being sacrificed regardless of cost or value. The balance of our fur stock in the other rooms is being sold at a 25 per cent. reduction. This last feature is made necessary by an unusually large stock caused, no doubt, through the backward sea son and generally dull times.
Positively this is no "boost" affair, but a real necessity sale, coupled with the insurance sale, which a promp settlement by the insurance companies made possible.
Our factory, too, stands ready to handle, your order promptly. A whole building of this year's pelts from which to select and a score of artist furriers to design and cut the garment for you.
Ladies' Persian Lamb Jackets, JJapanese Mink and MInk Marmot Perian Lamb Coats, some box front and tight Jopanese Mink, and Mink Marmot Stoles and

 Mink-Trimmed Perslan Coats, $\begin{gathered}\text { Exta Large. Extra Dark and Fu Lu Lenth Na- } \\ \text { \$158.50. }\end{gathered}$















 Sable and Crey Squirrel Butterfy
Tiles, $\$ 5.25$.
 the latest tylle, regular prices $\$ 6.00$ and $\$ 1.00$. Ladies' Trimed Millinery, all our newest styles,
 Larre Canadian Mink Pillow Muffs, made with Lamb Caps, 990 .


 Throw Ties, full length, latest style, regular Children's White Thibet Boas, made in three
15.00 and $\$ 16.50$, for $\ldots \ldots \ldots . . \$ 9.75$ styles, regular price $\$ 5.50$, for $\ldots \ldots \ldots .22 .75$ The W. \& D. Dineen Co. ${ }^{\text {Lunted }}$

CHRISTMIS PISSENIGERS SERNIGE FOOR NEWSBOYS



Why You Should Read the Daily World The eneat reade of a nempe








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who have the interests of their country
at heart will be int at heart will be interested in the do-
ings of both houses. ings of both houses.
No medium will giv or more independent report than The
Toronto World Toronto World, and this newspaper
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any
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Railway Trains, and the price
only 25c per month, or Ic per copy.

momememe

Toilet Sets Half-Price


Brush and Comb Sets, Manicure Sets, Shaving Sets -all at half-price Saturday.
is absolutely true.
it is absolutely true.
The most popular Christmas present goods of
price. THREE DAYS BEFORE CHRISTMASI
Wrice is are going to make a clean clearance of these goods if
Here is a condensed list of what we have

and $\$ 20.00$.
$\$ 2.50, \$ 3.00, \$ 4.00$

$75 \mathrm{c}, \$ 1.50, \$ 1.75, \$ 2.25$,
$\$ 2.75$ and $\$ 3.25$. Giov
75 c.
XXPHPY
SMOKERS' PRESENTS

## Saturday Bargains 10 Cent CIGARS FOR 5 Cent

 Bostons, Irvings, Ohamberlain.CIGARS-FIne quality, and In Boxe ten and twenty-five. BRIARS - In Cases, Amber MouthA HANDSOME CHROMO away free with each pur Mo given away free with each purchase of One Dollar and upwards upon presentation of this advertisement. Bring this with
you, not given without.

ALIVE BOLLARD rovoést
 $=9=2=2$

