

PIONEER MERCHANT, **WILLIAM DINEEN,** DIES IN HOSPITAL

Outstanding Figure in Business Life of Toronto
Passes to Beyond

SERVED ON SCHOOL BOARD

Taken from his place of business at Yonge and Temperance Streets on Friday to St. Michael's Hospital on the advice of his physician, William Dineen, a pioneer of the business life of Toronto and one of its best known citizens, passed away last night in St. Michael's Hospital. He was 81 years of age. Pneumonia was the cause of his death.

The late Mr. Dineen was an outstanding figure, whose hobby was his business, which, with the assistance of a brother, he developed from a small store in the early 60's to its present dimensions. His other interest was the welfare of children. Mr. Dineen for many years represented Roman Catholic citizens on the Board of Education, contributing counsel which was heard with respect by his colleagues.

Came to Canada in 1844.

Mr. Dineen was brought to Canada by his parents in 1844 as an infant. As a young man he was employed by the firm of Petley & Dineen, outfitters to men and women, of Toronto. That was more than sixty years ago. At the same time he went into partnership with his brother, Dennis, in the hat store. Mr. Dineen kept his connection with the firm of Petley & Dineen, and when he decided to leave he was asked to make some arrangement whereby the firm could retain his services. The arrangement was that he would open the store and remain there for an hour, going to the hat store, and returning at the close of the day to straighten the affairs of the firm.

Mr. Dineen's hat business expanded rapidly. He secured premises at King and Yonge Streets, and finally acquired more space in the building for his fur business. As business moved northward, Mr. Dineen decided upon the site of his present business at Yonge and Temperance Streets, which the company has occupied for fifteen years.

Mr. Dineen was known in the markets of the world. Twenty years before the war he made annual trips to London, Leipzig and Petrograd to purchase furs and became known as a keen and intelligent buyer.

A Pioneer in Advertising.

Seldom ill, Mr. Dineen appeared daily at his store with the rest of his employees when the store was opened for business. His constant application to its affairs accounted for its success. A factor in the success was in keeping pace with modern developments. The Dineen store was one of the first to install a telephone and electric light. He was the pioneer in advertising and claimed the record as the longest continuous advertiser with Toronto's daily newspapers. Much of the advertising was written by himself.

Mr. Dineen was a director of the Crown Life Insurance Company, the Sterling Bank, the Ansley-Dineen Company and the W. & D. Dineen Company. He is survived by five sons, William, Frank, Clifford and Gordon, who are in business in Toronto, and Charles, who is in Los Angeles.

The funeral will take place from the residence of his son, **William F. Dineen**, 3 St. Andrew's Gardens, on Thursday at 8.30 a.m. to St. Michael's Cathedral, and thence to Mount Hope Cemetery.