

SELLERS-GOUGH FUR CO. LIMITED MANUFACTURERS' SALE

High-Grade Fur Garments in Many Cases at Less Than the Actual Cost of the Fur



BEING the largest exclusive manufacturers of furs in Canada, and such being the case, we have an immense turn-over. But, after the biggest season's trade in our history, we find that we have a tremendous stock, 25 per cent larger than it should be. This must be reduced at once.

We do not believe that it is necessary to dilate upon the excellencies and superiority of our furs. We guarantee everything we sell, and our entire capital is behind our guarantee. We know our own garments, and we know that we can give you perfect satisfaction. Our regular prices have always been much lower than is usually associated with high-class furs.

25 to 50 Per Cent Reductions

The sale starts Thursday morning at 8 o'clock. The following prices are just a few of the many genuine bargain surprises that we have in store for you. Everything in the store is reduced from this sale, there will be

25 to 50 per cent. This is possibly the greatest opportunity you will ever have to buy furs.

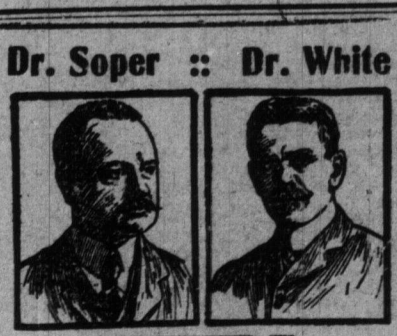
- Blue, Black and Natural Lynx Large Stoles, extra quality fur, beautifully finished. Regular \$24.00, for \$15.75. Mink Ties, \$15.75. Fine Natural Canadian Mink Ties, in all the new styles. Regular \$22.00 to \$25.00. Sale price \$15.75. Mink Muffs, \$17.75. This is indeed an extra special. These are large "Imperial" style Mink Muffs, beautiful specially selected skins. Regular \$25.00 and \$30.00. Sale price \$17.75. Lynx Muffs, \$15.75. Blue, Black, and Natural Lynx Muffs, all the new styles, extra fine quality fur. Regular price \$24.00. Sale price \$15.75. Persian Lamb Jackets, \$89. These jackets are our new exclusive "Imperial" and "Alexandra" styles. Plain or Canadian Mink trimmed. All sizes. Regular \$125.00, \$135.00 and \$145.00. Sale price \$89.00. Seal Coats, \$185. Two only Alaska Seal Coats, trimmed with Natural Canadian Two-Striped Mink, beautifully lined with fine brocade silk, 26 inches long. Regular \$275.00. Sale price \$185.00.

Sellers-Gough Fur Co., Limited "FURS EXCLUSIVELY" 244-246 Yonge St. Cor. Louisa St.

1908 East Toronto 1908

RE-ELECT Councillor Phelan WARD TWO Election Monday, Jan. 6th, 1908

Money cannot buy better coffee than Michie's finest blend Java and Mocha, 45c lb. Michie & Co., Limited



Dr. Soper :: Dr. White SPECIALISTS IN FOLLOWING DISEASES OF MEN: Piles, Hemorrhoids, Gleet, Gonorrhea, Syphilis, Rheumatism, Catarrh, Stricture, Loss of Vitality, Rupture, Emissions, Skin Diseases, Diabetes, Varicocele, Kidney Affections. One visit advisable, but if impossible send history and two-cent stamp for free reply. Office: Cor. Adelaide and Toronto Streets. Hours: 10 a.m. to 1 p.m., 2 p.m. to 6 p.m. SUNDAY-10 a.m. to 3 p.m. DR. SOPER AND WHITE, 25 Toronto St., Toronto, Ontario.

Toronto's Leading Loaf TOMLIN'S PLUM LOAF 10 CENTS

Invites you to get another slice. Phone for it—College 3561.

Will Be Justice Cameron. WINNIPEG, Dec. 31.—(Special)—A trial of the Manitoba Government proclaimed this morning by order-in-council the act creating an additional judge on the court of kings bench of Manitoba.

With All Good Wishes for A Happy New Year From the makers of BELL Pianos

den 75, Lewis Manton 75, Pearl Letache 75, Ralph Lovell 75, Louisa Letache 75, Frank Walthe 74, Elsie Day 74, Ethel Drake 73, Melville Waddington 73, Edith Lawson 73, Edith Whitshire 74, Bertram Day 70, George Walthe 70, Jennie Gillepie 69, Bert Lawson 68, Harold Molyneux 67, Pearl West 67, Edith Hopkins 66, George Whitshire 65, Belle Molyneux 65, Francis Powell 68, Evelyn Palmer 67, W. R. Baldwin, P. G. I. Whetter, William James Sheppard, ward five, D. Grenville, W. W. Howland, John D. Morris, R. C. Jennings, S. R. D. King.

York County and Suburbs Contest in Junction Narrows Down to Two

World subscribers in Toronto Junction are requested to register complaints of carelessness or late delivery of The World Branch Office, 22 Dundas Street East, Toronto Junction, or The World Office, 43 Yonge Street, Toronto. Intending advertisers may also transact business at the Junction Office.

1908 THE W. & D. DINEEN CO., LIMITED, extend to all sincere wishes for a bright and prosperous New Year.

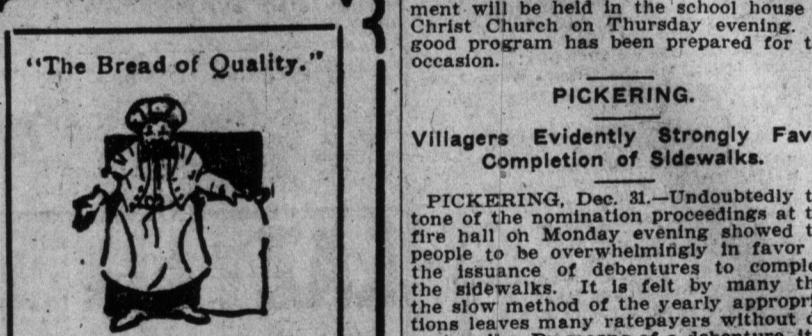
Of Interest to Women

At the Y.W.C. Guild. The holiday days at the Young Women's Christian Guild are almost at a close, and as the re-opening of the classes approaches many enquiries are being made and much interest is shown. The work in the various departments will re-open on Monday, Jan. 6, and it is necessary that all young women desiring to enter for the second term's work should register at once. The New Year's supper, for the members and their friends, will be served at 6 o'clock in the gymnasium. A pleasant time will be spent in the parlors during the afternoon. All young women will receive a very hearty welcome. The following have passed the examination on "First Aid to the Injured," in connection with the St. John Ambulance Association class, at the Y.W.C. Guild: Medallion examination—Miss A. Grace Hughes, Miss Edith M. Cottle, Miss Mary E. Hardie, Miss Ellen A. Cottle. First examination—Misses Violet Gray, Alice Laurie, Nora Moore, Ethel Tafta, Annie L. Hack, Minnie Bowber, Hattie Wade, Hettie Dewhurst, Lily Collins, Barbara A. Ross, E. Jean Fowler, Edith L. F. Nasson, Mary M. Currie.

Torington Choir. Dr. F. H. Torington who, with the Festival Chorus, gave such a splendid and successful production of the "Messiah" in Massey Hall this week, has decided to recommence practice with the Torington Choir (formerly of the Metropolitan Church) commencing Friday evening at the Toronto College of Music, Pembroke Street. Application may be made to Dr. Torington or Harold Melr at the College of Music.

Personal. Mr. Roaf Evans sails on Saturday from New York on the Cedric, for a European trip. Mr. and Mrs. Douglas Wilson Fraser, who have been spending their holidays with Mr. and Mrs. Robert Junking 165 Crescent-road, have returned to North Bay. His Honor the Lieutenant-Governor will receive at Government House on Wednesday, Jan. 1, from 4.30 to 6 p.m. In St. George's Church yesterday the marriage of Miss Isabel Biggar, daughter of Mr. C. R. W. Biggar, to Mr. Christopher Charles Robinson, M.A., son of the late Christopher Robinson and Mrs. Robinson, was celebrated.

How to Treat Painful Corns. Night and morning apply Putnam's Painless Corn Extractor. It acts like magic. Kills the pain, cures the Corn, does it without pain quickly and surely. Use only "Putnam's."



"The Bread of Quality." BREDIN'S CREAM LOAF The bakers of "the best bread baked" wish their patrons a joyous and prosperous New Year, knowing that BREDIN'S CREAM LOAF on the table will greatly aid in the joy of living. At your grocer's—5 cents.

TOBICOKE TOWNSHIP. Reeve Evans Retires and Three Will Contest for Vacancy. ISLINGTON, Dec. 31.—The election for the township officers will take place on Monday and considerable enthusiasm is being shown. John Gardhouse, R. S. Warner and John Bryans are in the field for the reevehip. J. D. Evans having retired. Of these new men, Warner has been in the deputy reeve's chair, Bryans a councillor and former reeve, while John Gardhouse has served as councillor deputy and county councillor. For the deputy reevehip, W. C. Grubb and George Stubbs will run. James Dandridge, J. M. Gardhouse, Isaac Johnson, William Gillman, W. W. Burgess, and in the field, with three to be elected.

TODMORDEN. St. Andrew's Mission Hold Delightful Christmas Concert. TODMORDEN, Dec. 31.—The second annual children's treat and Christmas distribution of presents to the scholars of the Sunday school of the mission church of St. Andrew took place on Monday night. Tea was served at 6 o'clock and at 8 o'clock the parents and friends assembled to listen to a program of carols, recitations and dialogues. John Robert Luxton impersonated Santa Claus and stripped the tree of its load of gifts. Each child received a present and a bag of candy. The Rev. Mr. Biggs, who is in charge of the mission, presided, and Miss Ethel Webster accompanied on the piano. The affair was a grand success, the hall being crowded to its capacity. The rector of the parish of Chester, Rev. Frank Vincent, called at a visit during the evening and made a short, happy New Year's address.

AURORA. Dec. 31.—(Special)—The town council, to-night elected by acclamation, will consist of Mayor W. J. Baldwin, Reeve J. Knowles and Councillors John Bond, G. T. Browning, J. B. Bassett, G. Kennedy, D. G. Rogers and W. Hastings. For school trustees, L. B. Barry, D. F. Butler and R. Tustin.

DEER PARK. DEER PARK, Dec. 31.—A midnight service was held to-night at Christ Church, starting at 11.30, which was well attended. The Christmas Sunday school entertainment will be held in the school house at Christ Church on Thursday evening. A good program has been prepared for the occasion.

PICKERING. Villagers Evidently Strongly Favor Completion of Sidewalks. PICKERING, Dec. 31.—Undoubtedly the tone of the nomination proceedings at the fire hall on Monday evening showed the people to be overwhelmingly in favor of the issuance of debentures to complete the sidewalks. It is felt by many that the slow method of the yearly appropriations leaves many resurveyors without the means to carry out their duties. It is estimated that walks could be laid over the main sections and the remaining ones greatly repaired, at a smaller yearly expenditure than at present, thus leaving more money for urgent needs on the streets and lighting. Fifteen persons were nominated for the position of poll-trustees for 1908. Dr. R. M. Bateman having moved away, his term is being filled by R. A. Bunting.

SCARBORO TOWNSHIP. The name of William Green was inadvertently omitted from the list of candidates in Scarborough Township. Mr. Green is a candidate for the township council.

Bill Against "Dry" Law. ATLANTA, Ga., Dec. 31.—A bill was filed in the United States Circuit Court to-night asking that the Georgia prohibition law be declared unconstitutional.

EAST TORONTO. EAST TORONTO, Dec. 31.—The final meeting of the town council, held last night, closed up a lot of unfinished business and incidentally gave the members an opportunity to show their appreciation of the services of Mayor Ross by the grant of \$150 as an honorarium. The customary grant has hitherto been \$100 but the added wealth and importance of the town amply justify the slight increase. The resignation of Councillor Hodgson came as a matter of regret to the members of the council. Mr. Hodgson has been a good representative, and would have been an excellent candidate more zealous for the interest of the town. Mayor Ross briefly reviewed the work of the year and made a high compliment to the heads of the several departments, to which hearty response was given. Council then adjourned.

WHITCHURCH TOWNSHIP. Old Council Are Returned by Acclamation. BLOOMINGTON, Dec. 31.—Whitchurch Township Council will all be returned by acclamation, the nomination proceedings yesterday failing to evolve any opposition to the present council, which is composed as follows: Reeve Seneca Baker, First Deputy Reeve S. Poole, Councillors William Clarke, L. G. Scauldin and William Thompson.

HIGHLAND CREEK. One of Scarborough's Popular Young Ladies Weds. HIGHLAND CREEK, Dec. 31.—The home of Mrs. William Chapman was the scene of a pretty wedding on Christmas Day, which was officiated by Alice Humes of Toronto. The bride was given away by her brother, William Chapman, with lace trimmings and carried a bouquet of white carnations. The bride's sister, Emily, acted as bridesmaid and was similarly attired. Mr. Ariett of Toronto was best man. The "Wedding March" was played by Miss Bertha Chapman of East Toronto, a cousin of the bride. The guests included the string of officiating clergyman. After the ceremony the guests enjoyed a dainty supper was served. Mr. and Mrs. Humes left in the evening for their home in the city, the bride going away in a brown velvet with ostrich fur and hat to match, with ostrich feathers.

WYCHWOOD. Local Brass Band Gave Another of Their Popular Concerts. WYCHWOOD, Dec. 31.—There was a full attendance at the second popular concert in the Alena-avenue Hall, and although there were some of the ranks of the town band depleted, the impromptu program provided a pleasant evening. Bandmaster Fred Nunn gave cornet solos, "Men of Harlech" and "Old Folks." The concert was given by the Bandmaster Pollett, in a well-controlled, powerful, baritone voice, rendered a jovial ballad.

Cook's Custom Koot Compound. The great Urinary Tonic and only safe effectual Monthly Regulator on which women can depend. Sold in three degrees of strength—No. 1, 2, 3. For special cases, 50c per box. Sold all over Canada. Sample on receipt of price. Free pamphlet. Address: 141 St. Nicholas St., Toronto, Ont.

A HAPPY AND PROSPEROUS New Year to All WANLESS & COMPTON JEWELLERS.

E...TS only... Fast... DRV...

WARE. HARDWARE CO., est. Leading Hardware and hardware in W. Phone Main... REPAIRS FOR... Phone Main 822... ALISTS. VARIOUS... REPRESENTED MONEY... CURED... DEALERS...

GE LICENSES. S. HAWES, 485 Oue... OPEN EVENINGS... SHIRTS AND HATS... HINGTON, 415 Parlia... AR STOVES AND... RANGES... HUGHES, 371 YONGE... RANGE, a nice heater... RE FRAMING... SPADINA—OPEN... PRINTING... TAURANTS... LIMITED, restaurant... BOARDING ACCOMMODATIONS... NG SCHOOL... NG MACHINES...

TAILORS. RURN COMPANY, "Star... DO AND CIGARS... ACCONISTS... BERTAKERS... DDD, UNDERTAKERS... SON, undertaking par... USE MOVING... ROOFING... BUSINESS CARDS...