

WS

OCK STORE  
ED OF STOCK

nsack It of Har  
ic Nominations  
Monday.

24—(Special)—  
entrance to Davi  
hardware store  
successfully got away with  
of small articles, such  
razors, flashlights, and  
lined thru a cellar, and  
to the postmaster's  
ations on Monday  
mayor, aldermen and  
e board of education  
already in sight. Three  
ore the election for  
Aldermen Macdonald  
ex-Mayor Clifford  
three wards there, will  
aldermanic positions  
e exception of St. An  
here it looks like an  
Ald. Murray and his  
retiring members of  
ication are out for re-  
women's council are  
sa, V. L. Francis and  
candidate.

TEST IN  
ENER LIVELY

Candidates on  
Slate—Two  
yoralty Run.

at, Dec. 24.—Twenty-  
are on the aldermanic  
municipal election.  
re ten of last year's  
On the list are six  
three veterans. An  
yality contest will be  
of the contest being  
nd Alderman Clive

omations were one on  
d and the two writer  
S. E. Frey is a third  
e present light com-  
e candidates follow:  
John B. Eden, Clive  
ermer, Jerome L.  
L. O. Brethaupt, W.  
salle, A. Eston, G. Zin-  
niff, J. Furlong, C.  
s, A. A. Armstrong,  
Burnham, A. F. Kilg-  
aner, E. Hagedorn, J.  
el, A. Bricker, C. J.  
E. B. Bate, R. C. J.  
miston; S. B. Frey,  
I. Krans; water com-  
Brethaupt, P. G. G.  
north ward, John P.  
eger, south ward, Fred  
anston; centre ward,  
S. Haldard; west  
ame, P. Andrew;  
iller, Dr. J. A. Hillard.

IT TROPHY  
Dec. 24.—The final  
sition, first aid exam  
Frank Walker and in-  
Lorne Robertson, was  
e Nesbitt Trophy, an  
championship among  
in the recently held  
out Canada. The team  
highest in the schol-  
ch included police and  
branches of the insti-  
bers of the team are  
Broad, H. Thompson,  
Culligan.

D OF FORGERY.  
Dec. 24.—Alfred Sil-  
y Darrington, was sen-  
years in the penitenti-  
arges of forgery.

e Council

EN

meside, was ap-  
derived from a

from the new  
required.

tax rate. Don't  
the man who

JUTTEN.

for Mayor

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SIONER

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body'



SELLERS-GOUGH

Store  
Opens  
at 8.30

Your Dream  
of Fur Bargains  
Now Comes True!

# JANUARY SALE STARTS MONDAY



THE annual January Sellers-Gough sale opens on Monday with such sensational values that it will surpass even your greatest expectations.

People have learned to expect extraordinary reductions in this sale. For it is our fixed policy to turn our tremendous stock into cash each season—even if it must be mercilessly sacrificed.

This year we must go farther than ever in ruthlessly reducing prices. The mild, open winter—the luxury tax, perhaps—general conditions, more or less—have left us with a

stock that is excessive. But we cannot carry on on excuses. We must turn this stock into cash.

Every exquisite coat, each charming fur piece, has therefore been priced so amazingly low that we are confident our object will be attained.

Remember, the fur pieces listed below are all of Sellers-Gough make, style and quality and carry the Sellers-Gough guarantee. These prices quoted for Monday mean in most cases furs at half-price.

Be among the first to select from this astounding array of wonderful fur bargains.

### HUDSON SEAL COATS

Trimmed With Alaska Sable.  
Have large cape shawl collars, and deep cuffs of finest quality Alaska Sable, full box and semi-fitting styles, finished with all-around belts and pockets. Made from extra good quality Hudson Seal skins, rich Pussy Willow silk linings. Reg. \$700.00. Sale Price **\$425.00**

### HUDSON SEAL COATS

Plain.  
Made from best quality Hudson Seal skins, have large shawl collars, deep cuffs of self, full box styles, with all-around belts and pockets, Pussy Willow silk linings. Regular \$600.00. Sale Price **\$365.00**

### HUDSON SEAL COATS

Trimmed With Australian Opossum.  
Have large cape shawl collars and deep cuffs (some are bell styles), or rich dark Australian Opossum, full box styles, finished with all-around belts and pockets. These coats are made from finest quality Hudson Seal skins; fancy figured Pussy Willow silk linings. Regular \$650.00 and \$700.00. Sale Price **\$385.00**

### 1 ONLY MINK COAT AND 1 ONLY MINK COATEE.

Made from choice quality mink skins, the coat has large cape shawl collar and deep bell cuffs, wide dropped reverse border, trimmed with natural tails, beautifully lined and finished. The Coatee has large shawl collar and open at waist line, but can be converted into sleeve, very exclusive styles, with belt and pockets. Pussy Willow silk linings. Regular \$1,350.00. Sale Price **\$875.00**

### MUSKRAT COATS,

Trimmed With Hudson Seal.

Have large cape shawl collar, cuffs, wide border on bottom and belt of best quality Hudson Seal. These coats are made from good quality dark muskrat skins, full box sport styles. Regular \$350.00. Sale Price **\$200.00**

### FRENCH SEAL COATS

Plain.

Made in the straight box style with large shawl collars and deep cuffs, all silk linings, 36, 38, 40 inches in length. Regular \$195.00. Sale Price **\$135.00**

### FRENCH SEAL COATS

Trimmed.

Trimmed with Australian Opossum, Beaver and Alaska Sable, large shawl collars and cuffs, all silk linings, 36, 38 and 40 inches long. Regular \$400.00. Sale Price **\$225.00**

### FRENCH CONEY COATS (TAUPE).

Made from fine quality skins, large cape collars and bell cuffs, with all-around belts at waist, 36 inches long. Regular \$165.00. Sale Price **\$89.00**

### MINK NECKPIECES.

Neat stole style, finished with heads, tails and paws, crepe de chene linings. Regular \$150.00. Sale Price **\$85.00**

### MINK MUFF to match, melon style.

Regular \$125.00. Sale Price **\$67.50**

### ALASKA SABLE NECKPIECES

Large stoles, styles some plain, some finished with heads, tails and paws, good quality linings. Regular \$125.00. Sale price **\$75.00**

### ALASKA SABLE MUFFS to match.

Regular \$60.00. Sale **\$35.00**

### RUSSIAN ERMINE NECKPIECES.

Neat cross over styles, finished with head and tails, crepe de chene linings. Regular \$85.00. Sale Price **\$52.50**

### RUSSIAN ERMINE MUFFS to match.

Regular \$95.00. Sale Price **\$55.00**

### HUDSON SEAL NECKPIECES.

In the cape style, made to button across with two large buttons, best quality skins and silk linings. Regular \$85.00. Sale Price **\$52.50**

### HUDSON SEAL MUFFS to match, in the new round and canteen styles, silk linings and eiderdown beds.

Regular \$65.00. Sale Price **\$47.50**

### MOLESKIN NECKPIECES.

Made in the cape style, from fine quality skins and silk linings. Regular \$40.00. Sale Price **\$28.50**

### MOLESKIN MUFFS to match in the new round style, silk linings and eiderdown beds.

Reg. \$35.00. Sale Price **\$22.50**

### CANADIAN BEAVER NECKPIECES.

Made in the new cape styles, wide on shoulders, fastened with two large buttons, best quality skins and linings. Regular \$125.00. Sale Price **\$75.00**

### BEAVER MUFFS to match, in the new barrel style with cuff ends, also round style best quality linings and eiderdown beds.

Regular \$95.00. Sale Price **\$58.50**

### CINNAMON AND TAUPE FOX NECKPIECES.

Full animal style, with head, paws and large natural brush, finest quality skins and crepe de chene linings. Regular \$110.00. Sale Price **\$65.00**

### CINNAMON AND TAUPE FOX MUFFS to match in round, animal styles, with natural brush.

Regular \$95.00. Sale Price **\$55.00**

### RED FOX NECKPIECES.

Made from fine quality skins in the full animal style, with head, tails and paws, silk linings. Reg. \$35.00. Sale Price **\$20.00**

### RED FOX MUFFS, made in the round animal style, with silk linings and eiderdown bed.

Reg. \$35.00. Sale Price **\$20.00**

### BLACK WOLF NECKPIECES.

Made in the full animal style with head, tail and paws, beautiful quality. Regular \$60.00. Sale Price **\$35.00**

### BLACK WOLF MUFFS to match in the round animal style, silk linings and eiderdown bed.

Reg. \$50.00. Sale Price **\$30.00**

### DYED SABLE (BLACK) NECKPIECES.

Made in the full animal style with silk linings. Regular \$35.00. Sale Price **\$19.00**

### DYED SABLE MUFFS to match in the new round style.

Regular \$35.00. Sale Price **\$19.00**

## MAIL ORDERS

The wonderful bargains offered by our January Sale are also offered to our mail order customers. Order direct from this advertisement, or write immediately for list of January bargains. Every mail order is covered by an absolute guarantee of complete satisfaction or money refunded.



# SELLERS-GOUGH

MANUFACTURING FURRIERS  
244-250 Yonge St. TORONTO

FUR COMPANY LIMITED