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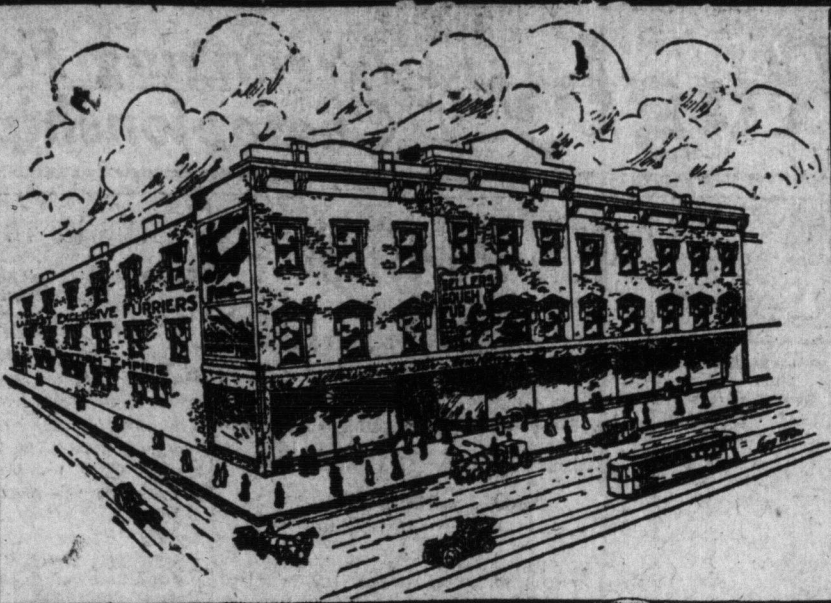
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MAIL ORDERS

RECEIVE CAREFUL AND PROMPT ATTENTION

Out-of-town customers can order from our catalogue, which they can have for the asking.



WE HAVE ONLY ONE PRICE

Garments made to order receive particular attention by expert artists. Re-modeling and repairs promptly attended to at moderate prices.

SELLERS-GOUGH NEW STORE WILL OPEN THURSDAY

The Largest and Best Equipped Fur Store in the British Empire
THE MOST MAGNIFICENT ARRAY OF
FURS EVER SHOWN IN CANADA



Our new store, which will double our present floor space, will be opened Thursday. The new addition is patterned in the same lines as our present store, which has created so much favorable criticism.

The ladies of Toronto will no doubt appreciate our efforts to give them a store which will afford them comfortable shopping and correct environment. We want you to come to our new store Thursday and bring your friends, and we know you will appreciate very much the collection of beautiful models in furs, fur-lined coats, fur coats, and evening wraps. This is the largest exclusive fur house in the British Empire. We employ 160 hands in our workrooms, three high-class designers in our designing room, and thirty odd people in our salesroom, and all of these people are engaged in the making and selling of furs, and furs alone. We are specialists in the true sense of the word. We believe this is the largest exclusive store of any kind in the world.

We have made special efforts to make Thursday a particularly interesting day for the ladies of Toronto. We have arranged a display of furs and fur garments that cannot be equaled elsewhere in Canada. While the fur and quality is the finest known to the trade, still you will find our prices moderate to a degree. Speaking of prices, we wish to impress upon your mind that this store has absolutely only one price, there is no hair-splitting or charging of two profits. We are content with a small profit and our treatment is the same to everyone.

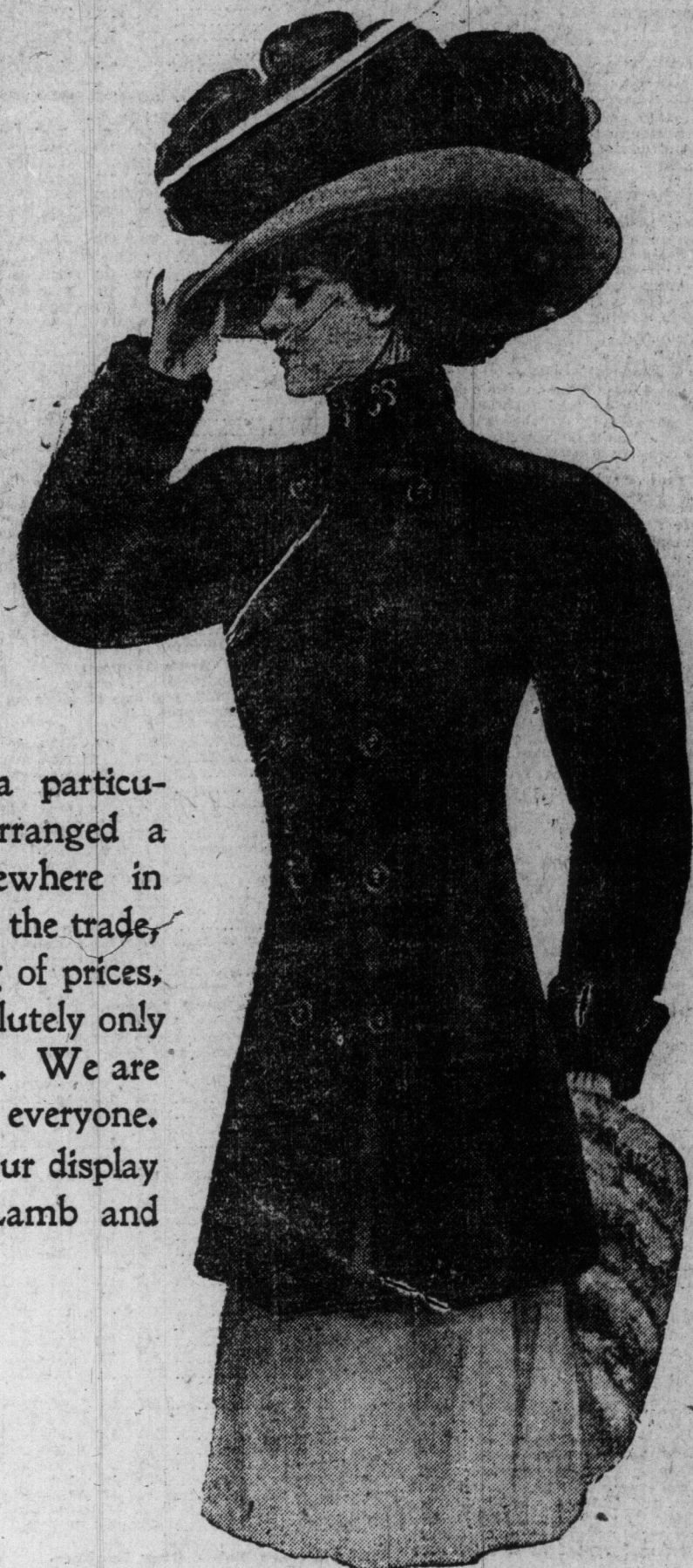
On Thursday you will be particularly interested in our display of Persian Lamb Jackets. We were particularly fortunate in our selection of styles for this season's Persian Lamb and we know that you will be pleased with our showing.

In Seal we are on the same solid rock as heretofore. We certificate our Seal Jackets to be the genuine Alaska Seal and a written guarantee goes with every coat.

In Russian Sable, Canadian Mink, Lynx, and Fox, you will find our display a luxurious and varied one.

In Ladies' Fur-lined Coats you will see many new designs that will create altogether a new idea in your mind regarding this very useful garment.

Our display of Caracul, Squirrel, Ermine, Marten, Pony, and Thibet, you will find not only interesting but decidedly exclusive.



SELLERS FUR COMPANY

244-246-248-250 YONGE STREET.



GOUGH LIMITED

CORNER LOUISA