## SELLERS-GOUGH MID-WINTER SALE

## THE HIGHEST QUALITY FURS <br> MOST EXCLUSIVE STYLES $20 \%$ to $50 \%$ REDUCTION

His sale has surely created an immense amount of interest amongst he ladies Nat st st be cleared. The following values give an idea of how we are going that inst be cleared. The following values give an idea of how we are e going
to do it. Remember that this list includes only a very small portion of the great specinls in store for you, as the reduction covers our entire stock.

Mink Tab Muffs, $\$ 25.00$
Natural Canadian Mink Tab Muffs, eight, s.npes, trimmed with tails, and paws,
satin lining eiderdown beds, silk wist cord. Special to-day only. Regular
Stas.00 Mink Scarfs, $\$ 7.95$
Natural Canadian Mink Scarfs, trimmed with heads and tat
Natry very stylish scarf. Regular $\$ 15$ and $\$ 16.50$. Sale price
7.95 Mink Stoles, $\$ 85.00$

Girls' Persian Lamb Gauntlets, \$12.75
Made from bight. glossy
palms, beautifuly fikis. fins.
Sale price
Ladies' Grey Lamb Mitts, $\$ 3.25$ No. I quality skinss.all shades and curls, brown 3.25
kid palmsifyur-ined. Rezular $\$ 5$. Sale price
Ladies' Fur-Lined Coats, $\$ 39.00$
Made from fine ladies cloht, in all colors, fifty inches long.
collas, lining of finst muskat, grey and white squirrel
lynx, hanser. Regular $\$ 60$ to $\$ \$ 75$. Sale $\mathbf{3 9 . 0 0}$
and hem
Alaska Seal Jackets, $\$ 278.00$
These jaikets are genuine Alaska Seal, a ceriifcate guaran-
teeing the quality goes with every coat. They are in all sizes, and in a variey of the very hatest styles, in lengths beautifully f fisished coats, highess quality known
to furdom. Regular $\$ 350$ and $\$ 400$. Sale price 278.00 Men's Fur-Lined Coats, $\$ 48.50$ Lined with best spring muskrat, Perian la mb and otte


Black Pony Cravats, $\$ 3.25$

| Trimmed with braid and metal buttons, black |
| :--- |
| sation lining. Rezular $\$ 7$. |
| Sale price |

Mail Orders Receive Prompt and Careful Attention.

## The SELLERS-GOUGH FUR COMPANY

LIMITED
$244,246,248$ and 250 YONGE ST. CoRNER

To Suffer From Headaches Makes Life Miserable.

| BIBLE SOCIETY LUNCHEON | hon. T. J. FOYYS RETURI |  |  |
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