

Magnificent Selected Furs

S WEEPING revision of prices is under way in this vast fur emporium! Furs which even at former prices represented typical Sellers-Gough values are now offered at prices that mean amazing money-saving opportunities. Never before at this season of the year were such values presented. Never before could you save so much money by buying your fur set early. And never before did the call to economize in your necessary purchases come so strongly as right now.

Sellers-Gough variety and styles are just as unmatchable as Sellers-Gough prices ---Buy now.

OESN'T it mean much to you that by buying

your furs here you are buying in the largest exclusive fur house in the British Empire? You are assured of VALUE, for value here is built on

world-wide reputation. You are assured of authentic style, for we are in close contact with the world's foremost fashion artists -and the world comes to Sellers-Gough for fur fashions. And there is a magnificent assemblage to choose from-a variety of pelts, styles and prices which outranges anything offered anywhere on this continent. In this luxurious array of new coats, coatees, capes, stoles, neckpieces and muffs you will find just the fur piece you want-at just the price you want to pay. Every new style is here represented, every wanted style. And the short list of VALUES given below is but a mere glimpse of the many striking moneysaving offerings we feature today.

Examine This Stupendous Array of Stylish Fascinating Furs ---Values Never Before Presented at This Season.

HUDSON SEAL COATS, trimmed with Natural MINK MUFFS, new, round HUDSON SEAL COATS, trimmed with Natural MINK MUFFS, new, round Canadian Beaver. We have many styles, some melon and canteen style semi-fitting full-flared skirts, some are full box made from fine quality dar styles, belts and pockets, cape collars, deep cuffs skins, showing four of Beaver, beautifully lined and finished, 42" and and five distinct 45" in length. Special \$275, \$300 and \$325 \$275, \$300 and \$325

ORDER BY MAIL. If you live outside If you live outside Toronto you can buy by mail on our guar-anteed money-back-if-not-satisfied plan any of the fur bar-gains listed here. Or you can buy from our famous Fur Style Book. New 1918-19 edition is full of fur fashion news-and page after page and page after page is packed with low maker-direct-to - you Write for your

"The Largest Exclusive Fur House

in the British Empire"

copy of this fine fur-buying guide today.

Aud \$325 MUSKRAT COATS, trimmed with Hudson seal, made from evenly matched, dark Muskrat skins, large cape collars, deep cuffs, wide, girdle, Belt of best quality Hudson Seal: also pockets: 40, 42 and 45" long. Best all silk Pussy Willow lin-ings. Special. **State State Sta**

-GOUGH

FUR CO., Limited

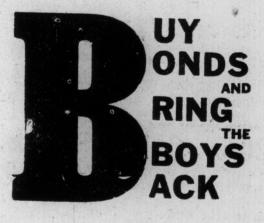
244-250 Yonge St.

Take advantage of this price-reduction drive! Get your share of the tremendous savings we are effecting. And get a superb fascinating fur set that you will be proud to own!

Peace is near -- Prosperity is here

Ensure Peace and Retain Prosperity by Buying Victory Bonds

Saving becomes a habit when you are paying for Victory Bonds



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