

# SELLERS-GOUGH

"The Largest Exclusive Fur House  
In the British Empire"

# JANUARY SALE

Store Opens  
8.30

## Starts Thursday-

JANUARY  
20 TO  
50% OFF  
SALE

The Greatest Fur-Selling Event in the History of this Store---a Sweeping Clearance  
of our Tremendous Stock at Unrestricted Reductions---

### Nothing to be Carried

Thursday morning our doors will open for the most stupendous value-giving event in the history of the fur business in Canada. It is an absolute rule of this institution that no stock can be carried over from one season to another. **EVERYTHING MUST GO.** Prices have been slashed. All profit has been sacrificed. The most gorgeous furs of wonderful

### Over to Next Season

quality will go on the bargain table. Every item listed in this advertisement is an OPPORTUNITY. Come to the store early Thursday. See the endless array of coats, capes, stoles, muffs. See the price tickets. All Toronto will crowd to this sale. For a wide choice---be first.

## A List of Amazing

## Bargains---Be Early

### PERSIAN LAMB COATS

Best quality, even cut skins, full box and semi-fitting styles, Pussy Willow linings. Regular \$500.00. Sale price... **\$395.00**

### HUDSON SEAL COATS

Trimmed. These coats have cape collars, deep cuffs of Alaska Sable, pockets, Pussy Willow silk linings. 42 and 45 inches long. Regular \$300.00. Sale price... **\$225.00**

### HUDSON SEAL COATS

Plain. Semi-fitting and full box styles, large shawl collars, deep cuffs, made from fine quality skins, lengths are 42 and 45 inches. Regular \$250.00 to \$200.00. Sale price... **\$200.00**

### HUDSON SEAL COATS

Trimmed. Have large shawl collars, deep cuffs of best quality Alaska Sable, all around belt, pockets, Pussy Willow silk linings, 45 inches long. Regular \$350.00. Sale price... **\$295.00**

### NUTRIA BEAVER COATS

Trimmed. Made from fine quality skins, large cape

collars, deep cuffs of Hudson Seal, brocade soft silk linings, 42 inches long. Regular \$250.00 to \$275.00. Sale price... **\$165.00**

### COATS AND COATEES

Hudson Seal, grey squirrel, with different style trimmings, of Alaska Sable, opossum, squirrel, fitch and taupe squirrel. Regular \$150.00. Sale price... **\$125.00**

### HUDSON SEAL CAPES

AND CAPERINES. Have neat shawl collars of beaver, Alaska Sable, Australian opossum, fitch and grey squirrel, Pussy Willow linings. Regular \$125.00 to \$150.00. Sale price... **\$92.50**

### MINK SETS

Made up from fine quality mink skins, large neckpieces, finished with tails, heads and paws. Muffs are round melon and pillow styles. Regular \$175.00 to \$200.00. Sale price... **\$135.00**

### TAUPE LYNX SETS

Animal neckpieces, finished with head, tail and paws, muffs are melon style. Finished with head, tail and paws. Regular \$150.00. Sale price... **\$110.00**

### BLACK FOX SETS

Made from fine quality skins, full animal style. Muffs are round melon style, finished with head, tail and paws, soft silk linings. Regular \$125.00. Sale price... **\$85.00**

### SCOTCH MOLE SETS

Neat round shawl collar neckpieces, finished with button and button hole, muff melon shape with small cuff, soft silk linings. Regular \$75.00. Sale price... **\$49.00**

### RED FOX SETS

Full animal style, neckpieces finished with head, tail and paws, soft silk linings. Regular \$125.00. Sale price... **\$75.00**

### NATURAL COON SETS

Neat neckpieces, finished with head, tail and paws, melon style muff, soft silk linings. Regular \$50.00. Sale price... **\$37.50**

### WHITE FOX SETS

Full animal style neckpieces, finished with head, tail and paws, muff round melon style, finished with head, tail and paws, soft crepe de chine linings. Regular \$175.00. Sale price... **\$125.00**

### TAUPE FOX SETS

Full animal style, finished with head, tail and paws, muff new round melon style, finished with head, tail and paws, crepe de chine linings. Regular \$125.00. Sale price... **\$110.00**

### BEAVER SETS

Made from fine quality skins, shawl and straight neckpieces finished with silk ties, muffs are round and canteen styles. Regular \$110.00. Sale price... **\$87.50**

### AUSTRALIAN OPOSSUM SETS

Neat, cape style neckpieces, round melon muff, soft silk linings. Regular \$125.00. Sale price... **\$75.00**

### MUSKRAT COATS, PLAIN

Made from good quality skins, full box style, good ripple skirts, 42 and 45 inches long. Regular \$175.00. Sale price... **\$115.00**

### MUSKRAT COATS, TRIMMED

Have large cape collars, deep cuffs, wide border and belt of Hudson Seal, well made and lined. Regular \$250.00. Sale price... **\$125.00**

### GENTS' FUR-LINED COATS

Have good quality shells, lined with extra fine quality natural Canadian muskrat, large shawl collars of Canadian otter. All sizes. Regular \$175.00. Sale price... **\$115.00**

### MEN'S PERSIAN LAMB DETACHABLE COLLARS

Made to put on any style coat, fine quality skins, satin lined. Regular \$30.00. Sale price... **\$20.00**

### MEN'S PERSIAN LAMB CAPS

Driver style, made from good quality skins, tie top with peak, well lined and made. Regular \$12.00. Sale price... **\$8.00**

### ALASKA SABLE SETS

Full animal neckpieces, finished with head, tail and paws, muffs are melon style, down bed, soft silk linings. Regular \$100.00. Sale price... **\$75.00**

### MEN'S COON COATS

Made from full furred skins, large shawl collars, some have storm collars, and lapels, best quality linings and trimmings. Regular \$250.00. Sale price... **\$200.00**

### Mail Orders

Out-of-town customers enjoy these bargains. Order from this ad. Or write telling what you want. We'll send you a list of bargains.

# SELLERS-GOUGH FUR CO. LIMITED

244-250 YONGE STREET

## ENGLISH DERBY SHOWN IN PICTURE

Thrilling Scenes in Big Film  
Production at the  
Allen.

Chief among the big features that make "Sporting Life" so notable a photoplay is a scene showing the English Derby at Epsom Downs. The film production of "Sporting Life" is an adaptation by Maurice Tourneur of the celebrated Drury Lane melodrama of the same name

which was produced in London for the first time in 1897, and which has held the stage periodically ever since. This exceptional British story of the turf and the prize ring will be shown at the Allen the entire week of Jan. 6. The story deals with a young British nobleman who seeks to rehabilitate his fortunes, which are at a low ebb. He is a thorough sportsman and he backs a prize fighter and his own mare Lady Love to win the Derby at Epsom Downs. Both events are carried thru successfully, but not without serious difficulties laid in the young sportsman's path by a relentless enemy. There is a charming love story which holds much suspense interest. The production is an excellent one, and from every standpoint "Sporting Life" is a most notable film drama. Altho this is a big film spectacle from every standpoint, the management of the Allen will present this magnificent photoplay at the regular price.

## NINETY THOUSAND EXHIBITION CHEQUE

Largest Profit Ever Received  
From the Canadian  
National.

Santa Claus appeared early in the city hall yesterday in the shape of the board of directors of the Canadian National Exhibition. "Ninety thousand!" exclaimed Mayor Church, when a cheque for the sum of \$90,572.71 was laid on his desk by F. F. Brentnall of the board.

The sum represents the profits of the exhibition for the last year. President T. A. Russell, Vice-President C. A. E. Brown, Past Presidents Joseph Oliver, Noel Marshall, and Geo. H. Gooderham, Second Vice-President Robert Fleming, Manager J. G. Kent, Press Superintendent Joseph Hay, and Treasurer F. F. Brentnall escorted the largest cheque in history to the city hall. "Why we estimated only \$35,000, Mr. Bradshaw, did we not?" inquired the mayor. "Yes your worship," smiled that official. "It is a splendid tribute to the new management of the Exhibition," he added. The cheque was the largest ever received from the Exhibition during its history. The amount, it is said, would have been \$100,000, but for certain expenditures which were made in improving the grounds. The cheques handed over since 1908 are as follows: 1909, \$37,559; 1910, \$42,058; 1911, \$36,431; 1912, \$40,084; 1913, \$62,580; 1914, \$27,573; 1915, \$45,116; 1916, \$42,658; 1917, \$66,758; 1918, \$90,572.

## TWO-PLATOON SYSTEM RUNNING SMOOTHLY

After many years of agitation, the two-platoon system has been installed in the Toronto Fire Department, in accordance with the order issued by the city council some time ago. Under the new system the day men will work ten hours, while the night men will work fourteen. Under the old system every man was on duty 24 hours per day. One hundred of the new men needed to fill up the double staff have already been signed on, the majority of

whom are returned soldiers. There are still forty men needed, and, according to Chief Smith, these positions will be kept open for the men of the fire department who have gone overseas. In order that each station may have its complement of officers, there will be a new list of promotions issued shortly. The men themselves are as pleased as Punch with their new working hours and many celebrations were held in the various halls to commemorate the inauguration of the new system.

### MAKE REAL HAUL.

Minneapolis, Minn., Dec. 24.—The American Jewelry Company, Minneapolis, was robbed by four men early

today of \$50,000 in diamonds and \$500 in cash.

### ETOBICOKE BRIDGE OPENED.

The temporary bridge over the Eto-bicoke Creek on the Toronto-Hamilton Highway was opened for traffic yesterday afternoon.

## Sore Eyes

Granulated Eyelids, Eyes inflamed by exposure to Sun, Dust and Wind quickly relieved by Murine Eye Remedy. No Smarting, just Eye Comfort. At Druggists or by mail 60c per Bottle. Murine Eye Salve in Tubes 25c. For Book of the Eye FREE ask Murine Eye Remedy Co., Chicago.