

For You---a Beautiful Fur Coat--\$160 Brings It

Here is just the coat. That is if you want a coat that will wear well, look well and cost little. The choicest grade skins from Canadian muskrats were used by our expert designers in making this beautiful coat. The coat has a deep shawl collar, slash pockets, cuffs and belt. A close fitting waist line to extra full ripple skirt. It is trimmed with Hudson Seal. The most exacting care was taken by our operators in order that this coat might be a worthy example of their skill as furriers. The coat is carefully lined with beautiful quality silk. Length of the coat is 45 inches. It will pay you to consider it's a phenomenal bargain. Order by its number—442. Price..

\$160

Our Guarantee Protects You

Here is our guarantee which covers purchases made through our Catalogue. Read it carefully.

"If, on receipt, you find that the furs for any reason are not satisfactory, write your name and address on the outside of the package and return them in ten days in good condition, stating why the goods are returned, and we will pay the transportation charges both ways and exchange or refund the money in full. All that we ask is that before you ship the article you notify us. We make no exception with any goods. Our policy is to give you complete satisfaction. Therefore we do not wish you to keep any article that will be in any way unsatisfactory to you."

This Set Only \$87.50

Alaska Sable is a fur that is always in style, and so it might be for it is very charming in appearance.

You would certainly be delighted with such a collar and muff as we illustrate below. The Crush collar [No. 761] is very cosy. Best quality skins have been used and the linings are made of soft silk. The muff [No. 124] is the new round melon shape style and is made of best quality skins. It has soft silk lining, silk wrist-cord, and eiderdown bed. Mention both numbers when ordering the set. Separately the collar costs \$55.00 and the muff \$32.50. **\$87.50**



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You Should Have Our Big Free Catalogue

Wherever you live in Canada you should secure a copy of the Fur Guide. Many styles in fur coats, muffs, stoles, etc., are interestingly pictured. Wonderfully low prices are quoted on the furs. From cover to cover the book is full of interest. You will enjoy studying its pages. Send for a copy to-day. The book is free. We will mail a copy as soon as your request reaches us. Write at once. Send us postcard to-day.

Other Bargains

822—Natural Canadian Wolf Neck-piece; two full skin animal style; made from best quality skins; finished with 2 heads, 2 tails, and paws; soft silk linings **\$18.00**

11565—Gent's Fur-Lined Coat, shell of imported black beaver cloth, well tailored, lined with good quality full furred marmot skins, storm collar of River Mink, length 50 inches **\$35.00**

1663—Marmot Neckpiece, made from best quality skins; long tab back and front; made to slip through fur; finished with head, tails and paws **\$11.50**

1850—Natural Alaska Sable Scarf, made from selected skins; made to throw over shoulder; finished with tails; best quality soft silk linings **\$42.50**

850—Hudson Seal Coat, 42 ins. long, with extra large square back collar of fine quality Alaska Sable; deep cuffs, slash pockets; seal buttons, slightly fitted waist line with extra full ripple skirt, best all silk lining **\$285.00**

664—Alaska Sable Neckpiece, a very smart cosy fur, made from best quality skins; finished with head, tail and paws. **\$25.00**

1843—Ladies' Fur-Lined Coat; shell made from best quality imported broadcloth, lined with best quality Canadian muskrat; 38 ins. long; large collar, straps, cuffs and two pockets; length is 50 ins. **\$100.00**

SELLERS-GOUGH FUR CO.

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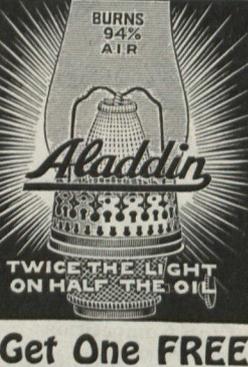
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The Child's Teeth And Xmas Goodies

By A PROMINENT SPECIALIST

Children! Do you want to be able to eat your Christmas sweets this year without toothache? Then join this ten-minute class with me and let me tell you how.

I AM going to begin my talk with you by asking a question. I would rather ask questions than answer them because it is easier sometimes. How many of you washed your faces before going to school this morning?

Well, that is good. All of you washed your faces. Now I am going to ask you another question, cross-your-heart-truth, about it?

How many of you cleaned your teeth before going to school this morning? Well that is fairly good, but quite a number of you did not do so. Now, I think if you are going to omit one of those cleanings you had better clean your teeth and let your faces go dirty. But I would not omit either of them if I were you for if you do not wash your faces they will look badly and if you do not wash your teeth it will be bad for you in a number of ways. Now for another question!

How many of you ever had the toothache?

Oh my! Nearly every one of you! Well, if you have had the toothache it is not necessary for me to tell you it is not nice. It hurts. But maybe I can help you some by telling you what makes the teeth ache and how you can keep from having it. Nobody likes toothache, do they? Is there any one of you that would like to have toothache? Not one. Well, you know teeth do not ache unless they are decayed.

So, first I want to tell what makes them decay. Let us suppose the evening meal is over. Every one has left the table and mother is clearing things away. Here is a nice piece of meat and here are some good fried potatoes and some butter and here is some nice strawberry jam. It is all good to eat and mother wants to keep it until tomorrow. Where does she put it? (A voice, "In the ice box.") That is right. She puts it in the icebox. But why does she put it on the back steps where the sun and rain would get at it? (A voice, "It would spoil or decay.") That is right it would rot or decay if it were left out in the sun and rain.

Now that is just what the food that stays in your mouth does. It rots or decays there. Every time you eat anything a little food is left between the teeth and around the necks of the teeth, and as the mouth is warm and moist, after a while the food rots and decays just as the food from the table would do if Mother put it on the back steps.

When it decays in the mouth acids are formed which eat into the teeth. They dissolve a tooth just like sugar will be dissolved in lemonade, only not so quickly. For a long time it will not hurt much, if any. Maybe it will hurt a little some day when you take a drink of cold water but it does not ache.

BUT the acid keeps on eating away at the tooth and the hole keeps on getting bigger and bigger, until one day that tooth just aches and aches like everything. And that is the way teeth decay.

Now another question! When the week's washing is all ready to be put away, Mother picks up your stockings and runs her hand way down inside to the toe. Sometimes she finds a little hole there. When she does find a hole, what does she do? (A voice, "She mends it.") That is right; she mends it. Now, if mother misses that little hole and you put those stockings on again and wear them that little hole becomes a big one and the next time mother sees it she says, "Oh my! I wish I had found that and mended it while it was little for it has been getting bigger and bigger and now it will take a good deal longer to mend."

That is just the way with these holes the acid makes in your teeth. They keep on getting bigger and bigger. It is much easier and better to mend them when they are little holes than to wait until they become big ones.

Now, here is something I want you to think about.

I have told you the rotting or decay (CONTINUED ON PAGE 54)