

JUST OUT!

The Famous Sellers-Gough Fur Catalogue—the Most Comprehensive Fur-Buying Guide Ever Published—Full of Fur-Fashion News—Packed With Money-Saving Bargains—NOW READY TO MAIL

SEND immediately for this book—a magnificent volume fresh from the press—showing all that's new in FUR-DOM. Year after year 50,000 people receive this famous catalogue. As many more of their friends borrow it. It has won a Dominion-wide reputation. Folks all over Canada know it is an avenue to amazing money-saving opportunities in buying furs. Others welcome it as a fur-buying guide—giving a wonderful panorama of advance fur fashions, and authoritative styles. Don't wait—you, too, are entitled to a copy of this book. You have seen style books before—you never saw the equal of this big, handsome, de luxe edition. Postively, you can't afford to buy furs this coming winter without seeing what Fur Fashion Headquarters is offering

No. 409



Typical of the amazing values offered in the new 1918-19 Sellers-Gough Catalogue are the two items illustrated here. No. 409 is a smart Hudson Seal Coat, 42 inches long, made from fine quality Hudson Seal skins. It has the popular, neat shawl collar, deep cuffs and pockets. In full box style. Linings are of fine quality brocade and Pussy willow silk. A wonderful bargain at \$195. No. 238 is an equally amazing money-saving opportunity—An Alaska Sable Animal Stole, made from fine quality skins, finished with head, two tails and paws. Fastens in front with large Hudson Seal button. Best quality soft silk lining. Price only \$38.00.

You can order either of these from this advertisement—we GUARANTEE to satisfy you or refund your money.

Many Important Style Changes—This Wonderful Book From Fur Fashion Headquarters Shows Them All—In Life-Like Illustrations—Amazing Variety—A Veritable Theatre of Fashion—Just the Fur-Buying Guide You Need.

Fashion has decreed an added note of war-time simplicity for the coming season's styles. New York emphasizes this feature. Styles from London and Paris also express the same tendency. Our own designers have given a clear-cut decision on these important style changes. You'll at once perceive the marked variation from previous year's styles as you open our new catalogue.

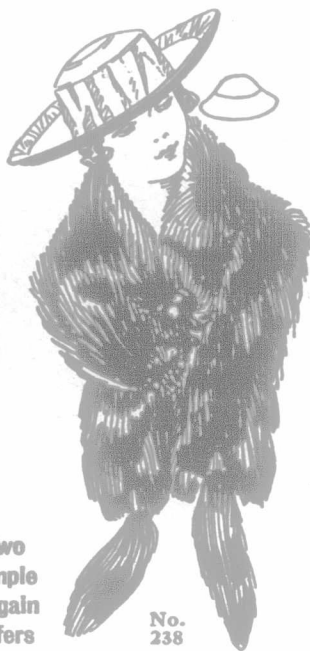
It is a veritable theatre of fashion—available for you weeks in advance only because the world comes to Sellers-Gough for fur styles. Indeed, this institution—the largest exclusive fur house



EVERY PAGE CROWDED WITH FUR BARGAINS

THE MOST AUTHENTICATIVE FUR STYLE BOOK IN CANADA

Alaska Sable \$38.00



Two Sample Bargain Offers

No. 238

BETTER THAN EVER—

And Never Before Were the Amazingly Low Sellers-Gough "Maker-Direct-To-You" Prices So Welcome As in These Days of War-Time Thrift.

Sellers-Gough prices always represent utmost dollar-for-dollar value. On that basis, alone, our vast business has been founded and developed. This year, despite war-time difficulties, increased scarcity and high cost of materials and skilled help, we have eclipsed all former achievements. We have put in extra weeks of time and labor to make this catalogue a step better in its array of bargain offerings than any we have previously issued. We believe these are times for getting down to "brass tacks." Mere talk doesn't count. Values do! We have put our buying power, our organization, our facilities to the severest test in order to produce in this new catalogue prices never before equalled on this continent. And, remember, the extra style you get in a Sellers-Gough fur-piece costs you nothing!

Get Your Copy At Once
Write To-day—Sent on Postcard
Request to Anyone, Anywhere

FREE

Style and economy both urge you to get the Sellers-Gough catalogue in your hands at once. Let us also urge you to be sure you do get a copy at once. There will be many extra calls this year for the Sellers-Gough catalogue. Thousands who heard of it and saw it in their friends' homes will be wanting a copy this year for their own use. Within the next few weeks we will be bombarded with requests from women in all parts of Canada who want furs of top-notch quality and authentic style at low maker-to-buyer prices. Yet as a vital war-time economy we have printed only the same number of copies as last year! Write, then, at once to-day! Use the coupon below, or send a post card. Mention this paper, please. And if you have in mind buying any particular fur-piece, tell us in your note the kind of fur, as near as you can the style and size, and the price you would be willing to pay. We will then write you a description of what we have to suit you. As soon as you get this catalogue read carefully the unqualified guarantee we make—that every fur we sell must delight the customer or we will refund money and pay all shipping charges.

SELLERS-GOUGH FUR CO. LIMITED

"The Largest Exclusive Fur House in the British Empire"

244-250 Yonge St. - - - Toronto, Ont.

Send This Coupon To-day

You may send me a copy of your New 1918-19 Catalogue of Furs, No. A1

Name _____

Address _____



MAIL CONTRACT

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon on Friday, the 27th day of September, 1918, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, six times per week, over Princeton No. 3 Rural Route, from the Postmaster General's Pleasure.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Princeton, Gables, Paris and Richmond, and at the office of the Post Office Inspector, London.

CHAS. E. H. FISHER,
Post Office Inspector.

Post Office Inspector's Office,
London, 16th August, 1918.

Questions and Answers. Miscellaneous.

Wind-gall.

Will a wind-gall cause a horse to go lame? How can it be cured? W. J. R.

Ans.—Wind-galls do not always cause lameness. Treatment consists in bathing with cold water and salt for about half an hour each evening, then bandage, leaving it on for a couple of hours. Applying the following absorbent lotion will help to reduce the swelling: The liniment is made of 4 drams each of iodine and iodide of potassium and 4 ounces each of alcohol and glycerine.

REGISTERED RED ROCK WHEAT ROSEN RYE

Pedigreed varieties developed at the Michigan Agricultural College and inspected, approved and registered by the Michigan Crop Improvement Association. Be sure and get Pure Rosen Rye, cross fertilized readily. For list of growers write to Secretary of the Association.

J. W. NICOLSON, East Lansing, Michigan.

Patent Solicitors—Fetherstonhaugh & Co. The old-established firm. Patents everywhere. Head Office: Royal Bank Building, Toronto. Ottawa Office: 5 Elgin St. Offices throughout Canada. Booklet free.

Questions and Answers. Veterinary.

Fatality in Calf.

Calf commenced to bloat, then blood escaped from mouth, nose, ears and eyes and death occurred in less than half an hour. What was wrong? G. M.

Ans.—The symptoms indicate rupture of some of the blood vessels of the lungs and also of the head. Nothing could have been done to save life. Neither could the trouble have been anticipated. V.

Pigs Lose Their Tails.

I have a litter of choice pigs three weeks old, and now the tail on every pig has apparently decayed and dropped off. However, the pigs are in good condition and doing well. What is the cause? J. H.

F This is a somewhat common occurrence. Its cause cannot satisfactorily be explained. The tendency appears to be common in certain strains or families of swine. It is not due to disease and we have never heard of any evil results. V.

Brain Trouble.

My six-year-old mare has been subject to peculiar spells since spring. At first she would stand with her head turned to her side and her feet firmly braced. She could not be forced to move. After a few hours she would get apparently all right and remain so for a variable time.

She has been on pasture for two months. She now holds her head down to the ground, froths from the mouth, wants to move around all the time, and she has no appetite. During these spells she stands still and trembles and does not appear to be able to move her fore legs. She has not been able to back since the first attack. S. G.

Ans.—The symptoms indicate pressure upon the brain, probably by a tumor or growth of some nature. Recovery is very doubtful. The administration of 1 dram iodide of potassium 3 times daily might give results. Keep her quiet in a comfortable box stall and protect her against flies. Keep the bowels loose by the administration of a pint of raw linseed oil as needed. Feed on laxative, easily digested food. To improve the appetite give her a tablespoonful 3 times daily of equal parts powdered sulphate of iron, gentian, ginger and nux vomica. V.

Gossip.

W. R. Shield & Son, of Peterboro, had the misfortune of losing their barns by fire, consequently they are obliged to reduce their herd of high-quality Holsteins. On Thursday, September 12, they are offering thirty head by public auction at the Peterboro Exhibition grounds. Among the offering are fifteen granddaughters of Pontiac Rag Apple 8th, and the dams of these heifers are practically all great granddaughters of Pontiac Korndyke. Thus it will be seen that their pedigrees are right. For fuller particulars see the advertisement in this issue, or write W. R. Shield & Son, Peterboro, R. R. No. 2. It will be an opportunity of securing some excellent young stuff to strengthen the herd. Remember the date is September 12.

On Tuesday, September 17, Messrs. Trestain and Henderson, of Glencoe, Ontario, are offering by public auction 50 head of Scotch and Scotch-topped Shorthorns. The majority of these are females, a large number of which have calves at foot. Heifers and cows are bred to such herd sires as Pride of Treganna and Chantry Sort, a richly-bred Butterfly bull. Both these herds have been established for some time, and families as Roan Lady, Lustre, Orange Blossom, Scotch Lily, etc., are represented. This is an opportunity for breeders to secure some fine quality foundation stock or herd headers. For further particulars see the advertisement in another column of this issue, or write D. Trestain or T. Henderson, Glencoe, for a catalogue. The sale will be held at 1.30, at Treganna Stock Farm, three miles south of Glencoe, on the Longwood Road. Trains will be met on the morning of the sale, and dinner will be served at the farm.