



SELLERS-GOUGH FUR CO.

LIMITED

Sale of Winnipeg Stock Starts This Morning

We have closed for this season our wholesale and retail store in Winnipeg, and have had the entire stock shipped here to be sold. This stock represents an assemblage of the very finest furs our factory turns out. They were made for a high-class Western trade, and every article and garment has that exclusive style and high-grade quality that have made this store the largest exclusive fur house in the British Empire. We have completed stock-taking in our own store, and find that we have closed by far the biggest year we have ever had, but we cannot take this Winnipeg stock on our sheets, and have decided to clear out every dollar's worth immediately. To do this we have made

35 to 50 Per Cent. Reduction

off every article in the entire lot. This is a genuine sale and one that will interest every woman and man in Toronto. The goods are the finest known to furdom; the styles are correct, and we guarantee the fit and the workmanship. You will probably never again have such an opportunity of securing rare bargains in quality furs as this sale will offer you. Not one garment goes into stock — the entire lot must be sold. The sale starts this morning at 8 o'clock. We have secured an extra staff of salespeople, who have worked elsewhere in the establishment, and no one will have to wait.



\$600 Genuine Alaska Seal Ladies' Coats, \$395

This is one of the most beautiful creations we have ever seen. There are three only of these coats. They are made in box front and back style, are 36 inches long, have large collars, revers, and cuffs. Lined with "Skinner's" brocaded and brown satin, beautifully finished, chamois pockets. Regular \$600. Sale price **395.00**

This is a very special bargain. These coats were made for a high-class trade and have to be seen to be appreciated.

\$1000 "Paris Model" Genuine Alaska Seal in Hudson Bay Coat \$650

One only of these coats, made in the new semi-loose fitting style, from most beautiful specially selected furs. It is 50 inches long, lined with heavy satin, and is a very striking garment; in short, it is a Paris model. Regular \$1000. Sale price **650.00**

Mink Ties and Cravats, \$8.95

Natural Canadian mink fur, double fur around throat, brown satin lining, trimmed with heads and tails. Regular price up to \$15. Sale price **8.95**

Ladies' Persian Lamb Jackets, \$100

24 to 26 inches long, in six different styles, linings of brocaded and black satins, trimmed with heavy silk braid, and some with fancy metal buttons. Regular \$150 to \$175. Special **100.00**

Persian Lamb Muff, \$10

In large Imperial style, bright, glossy, and black satin lining, and silk wrist cord. Regular price \$15. Sale price **10.00**

Ladies' Fur-lined Coats 52.50

In finest quality green broadcloth, lined with muskrat, grey and white squirrel, and hamster, collar best quality Northern mink. Regular price \$75 to \$85. Sale price **52.50**

Ermine Ties, \$19

New paddle-end style, trimmed with heads and tails, lined with white satin. Regular price \$35 to \$40. Sale price **19.00**

Ermine Muffs, \$24

In variety of styles, lined with best white satin, trimmed with tails. Regular price \$35 and \$40. Sale price **24.00**

Odd Muffs, \$3.95

Black Western Lynx Muffs, Caracul, Black and Blue Opossum Muffs, and Electric Chinchilla, Black Thibet, Astrachan. Ranging in prices from \$7 to \$15. Sale price **3.93**

Alaska Seal Jackets, \$229

Four only, 26 inches long, large collar and lapels, box fronts, lined with heavy brown satin, No. 1 guaranteed skins. Regular price \$350. Sale price **229.00**

Mink Muffs, \$38.00

In the new rug and animal styles, extra large size, made from the finest quality of selected Canadian mink. Regular \$50 to \$65. This special must be seen to be appreciated. Sale price **38.00**

Mink Stole, \$89.00

Made in the new square-back style, trimmed with heads and tails, four and five stripes over shoulder, loose skins hanging down the front. These stoles are good value at \$150. Sale price **89.00**

Grey Lamb Muffs, \$3.75

Imperial style, lined with best quality grey satin, best quality eiderdown beds. Regular \$5. Sale price **3.75**

Grey Lamb Ties, \$3.75

Made of No. 1 skins, choice curl, pointed-end style, lined with grey satin. Regular \$5. Sale price **3.75**

Electric Seal Jackets, \$24.00

Imperial style, which has created such a favorable impression with all ladies; 26 inches long, large collar and lapels, trimmed with silk girdle, brown satin lining. Regular price \$37.50. Sale price **24.00**

Men's Fur-Lined Coats, \$59

Shells of finest beaver and melton cloths, lined with best quality Canadian spring muskrat, collar and trimmings down front, of best quality plucked and dyed otter. Regular price \$100. Sale price **59.00**

The Sellers-Gough
THE LARGEST EXCLUSIVE FUR
244-246-248-250



Fur Co., Limited
HOUSE IN THE BRITISH EMPIRE
Yonge Street, Corner Louisa

