FRIDAY MORNING

veeds, etc., etc., in Gra ck and White, etc.

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ESTABLISHED 1864.

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THE TORONTO WORLD

FEBRUARY 14 1913

SELLERS-GOUGH FEBRUARY SALE FEBRUARY SALE 331% to 50% Reduction 331% to 50% Reduction An Extraordinary Persian Lamb Coat Opportunity!

\$200.00 to \$275.00 For \$129.00 \$300.00 to \$475.00 For \$189.00 A Really Sensational Opportunity On Sale Friday and Saturday Only

TWO PRICES

AT \$129.00 and \$189.00

Words occupying pages of newspaper space would fail to supply an adequate description of this tremendous money-saving opportunity. We must clear out every Persian Lamb coat in this store before we close our doors on Saturday. You will have first choice if you are here when Big Ben in the City Hall clock strikes 8 on Friday morning.

Now for the details, and the reason why. In anticipation of a repetition of last winter's cold weather, we had our workroom specialize on Persian Lamb coats, and we have had a tremendous stock of Persian Lambs all season. The weather disappointed us. Fur sets had the call this year, and even after the tremendous reductions we had made on Persian Lamb coats since the first of the year, we still find ourselves with a tremendous stock of several hundred Persian Lamb coats.

Good business methods prohibit us carrying this big investment over to next season-hence the tremendous sacrifice that we are making for Friday and Saturday.

Every coat is a Sellers-Gough creation, made in our own exclusive style, and by our own experts, bearing our label guaranteeing the standard of quality that has made this store the largest exclusive fur house in the British Empire.

We have divided the stock into two lots, and have cut the prices in many cases 25 per cent. less than the cost of the raw skin.

EVERY PERSIAN LAMB COAT IN THE STORE

ANY \$200.00 TO \$275.00 LADIES' PERSIAN

lash Fabrics

landkerchiefs

ine select stock of Pure Linen H archiefs for Ladies', Gentlemen's mildrent use, in every size, van them, itemstitching, Initialled journing designs, etc., etc. ery popular make and price.

Linen Sale Great lay out of Handsome Linen Demask Table Cloths, in every size and great quality range (slightly iming at One-third (and more) be-Wash Dress Clearance Big range of Ladies' and Misses' Wash Dresses, in a fine variety of materials and styles; clearing this month at

Much Lower than marks.

Ladies' and **Misses'** Coats

Big clearance values now offering in Serviceable Coats to make room for

WAIL ORDERS CAREFULLY FILLED.

bination.

Coal.

Louis Geisel, beloved husband of Anna Zieman, in his 59th year. Funeral Saturday, at 4 p.m., from his late residence, 173 Waverley road.

at 2.30 p.m.

of Toronto.

cal No. 91, I.T.U.).

Michael's Cemetery.

are now coming to hand, and within the next week or ten days will be nexty well forward. livella Flannels

(Samples on Pocket of these Unshrink-able Flannels for Day and Night, in every desirable weight. Spiendid-Wearing, Reliable, Hand-some, Non-Thickening Flannels these, with a pattern or plain color suitable for every flannel use.

4.17 p.m.—Gerrard street bridge, horse down on track; 5 minutes' delay to westbound Carlton and Parliament cars.

STEAMSHIP ARRIVALS.

| nd- | Dec. 13 At | From |
|---------|---------------------|-----------|
| etv | Chicago New York | Havre |
| and | Zeeland New York . | Antwerp |
| | Adriatic New York . | |
| 101 | ChemnitzBaltimore | Bremen |
| . 01 | CarmaniaLiverpool | |
| P. Para | Sant Anna Algiers | |
| | Venezia Marseilles | |
| | CaroniaNaples | |
| | CornishmanPortland | Liverpool |

DEATHS. ARKSEY-On Thursday, Feb. 13, 1918, at his residence, 268 North Lisgar street,

ing, Muskoka, in his 74th year. Funeral private, Saturday, Feb. 15,

Robert Amos Arksey, late of Port Carl-

RAGG-Alban E. Ragg, Binghamton

N.Y., in his 39th year, former resident

CLOUTIER-On Thursday night, Feb. 13, at the home of his grandson, Daniel J.

O'Donoghue, 159 Dunn avenue, George

Cloutier, aged 88 years (member of Lo-

Funeral Saturday morning at 9

o'clock from above address to Church

of the Holy Family, thence to St.

GEISEL-On Thursday, Feb. 13, 1913,

a for Steamer and Moto rt patterns, including Tartan Clan designs, reverses of Tartan and \$4.00, \$5.00, \$6.00, \$7.00, \$15.00.

THE BAROMETER.

Bar. 29.96 Wind. 18 W. 28 W.

THE WEATHER

in Ontario and Quebec, will ritime provinces it has b

Street Car Delays.

Thursday, Feb. 13, 1913. 11.09 a.m.—Held by train, G. T. R. crossing; 5 minutes' de-lay to King cars.



TRENTON, N. J., Feb. 13.—(Can. Press.)—Further prosecution of the "hard coal trust" was begun today by the federal government in a civil suit against the Delaware, Lackawanha and Western Railroad Co., and the Delaware, Lackawanna and Western Coal Co., charging violations of both the Sherman anti-trust law and the commodies clause of the Interstate Commerce Act. Commerce Act. Arrangements and contracts between the two defendant corporations, which have practically common stockhold-ers, are declared to be simply devices

wanna Railroad.

straint of trade

gains Below al, reg. \$750, for al, reg. \$750, for ano, special; like g. \$450; like new; mahogany, reg. Nonpareil, \$150. \$65; \$32.50, \$26. supplies al

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S & CO. ano House, R ST. EAST, orner. Tel. N. 4278 357

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ALLY SHOT ER BEATEN

thewan Due to of Young vian.

'eb. 13.-(Can. Christianson, wife mer living near shot and fatally daughter, Annie, a flatiron by ig Scandinavian. xt quarter seccause.

large, but the ard on his trail opected shortly. vithout money is alarmed and

Press.) The New Jersey House of Representatives today adopted a reolution extending condolences to the Deople of England on the death of Deople of England on the dealn of Capt. Robert F. Scott and his four companions in the Antarctic regions.

A. L. Fleming will lecture on "Es-quimaux of Baffin's Land" on Satur-day, Feb. 15, in the institute, 198 College street, at 8 o'clock. Public cor-dially invited.