



FURS & FUR SETS

Skunk, Beaver, Fox, Wolf, Persian Lamb, Sable, many others priced at \$25.00 to \$200.00.

Regular SELLERS GOUGH GUARANTEE with everything sold. You take no risk in putting all confidence in anything sold here.

ALL THIS WEEK

FUR COATS

For either men or women, Hudson Seal, French Seal, Coon, Muskrat, Persian Lamb, Beaver, Marmoset and Siberian Dog.

Wholesale Prices ranging from \$125.00 to \$750.00. Take advantage of this showing, you may not have the opportunity again and we know you'll agree that it is a METROPOLIS DISPLAY.

ALL THIS WEEK

SPECIAL FUR EXHIBIT

BY COURTESY OF

SELLERS GOUGH, TORONTO

AT THE HOLLINGER STORES ALL THIS WEEK

We have made special arrangements with the famous Sellers Gough Fur Co., Ltd., of Toronto to stage a genuine Fur Exhibit in the Hollinger Stores. Mr. Geo. Booth a practical fur man is in charge of this display which represents about \$30,000 worth of High-class Fur Coats, both for Ladies' and Gentlemen as well as a wide range of Furs and Fur Sets.

You will find here a choice difficult to equal even in the large cities, and we might say very unusual in centres other than Toronto and Montreal. We would urge you if you are contemplating buying or not, to see this display and have a chat with Mr. Booth. He will intelligently advise you facts of different kinds of furs, etc., which you ought to know, for if you are not buying now, you possibly will be some other time.

To those who have furs or fur coats, which need repairing or you would like the style changed or something, come in and see Mr. Booth, he will tell you what can be done, and for what cost and will look after it for you and give you prompt delivery.

Prices of coats are less buying this way than if you bought in Toronto. You can buy here at practically wholesale prices.

Dresses Dresses Dresses

Just arrived about 60 real smart afternoon and street dresses, in the latest wanted materials, Canton Crepes, Meteor, Satins and combinations of Satin and Tricotene, as well as a wide range of Embroidered and Beaded Cloth Dresses. These are all priced reasonable, in fact they are cheap.

ROYAL GARMENTS of Toronto will put on a display of Evening and Party Dresses Tuesday of next week.



HOLLINGER STORES LIMITED