



THE VOGUE OF FURS

Next to sparkling diamonds, Furs are nature's choicest gift to mankind, in fact in this northern climate they rank ahead, not alone for their beauty and worth, but for that which, above all, is most necessary to comfort and health viz, the protection they afford from the icy blasts of our variable Canadian winters.

Aside from their undoubted usefulness and comfort-bringing qualities, there are other points which recommend furs to popular favor, viz, their universal becomingness, and their undoubted economical qualities. As to the first there is no woman so beautiful, whose charms are not enhanced by addition of a good fur to her toilette, whether it be coat or neckpiece, and no woman so plain who is not made attractive by a proper selection of furs. The same remarks apply with equal force to men—and they evidently realize it—judging from the greatly increased demand for Fur Collars, coats &c,

As to their economical qualities, what garment, for instance, can be worn for five, ten, fifteen or even twenty, successive winters and still look dressy and respectable, except a good Fur? How many of the cheaper kinds of clothing would be gotten through with in that length of time, and then not give a tittle of the comfort?

Undoubtedly the garment for this climate is Fur, and just as undoubtedly, the place to get the right quality of Fur is here. We make a speciality of furs of all kinds suited to our climate and trade. We do not recommend the fancy gew-gaw-style of furs suited only to milder climates and large cities, where furs are worn chiefly for style, but select instead, garments which are not only handsome and stylish, but comfortable and appropriate withal.

The growth of our fur trade, during the last few years, has been most satisfactory and encouraging, and we ask for your patronage with confidence, knowing that our fur qualities are unsurpassed, and that our prices are the lowest consistent with those qualities.

We do not handle inferior qualities and ask the price of good, but aim to give everyone such satisfaction, that our Store will always be singled out as headquarters for reliable qualities—at equally reliable prices.

No matter what garment you want we have it, or can get it for you. We carry immense stocks, and can fit any figure in coats for men or women.

In the smaller, as in the heavier furs, ours is undoubtedly the largest and most select range in the Provinces. After selling hundreds and hundreds of pieces this season already, we have still such a magnificent range on hand, that we can suit every taste. OUR FURS SELL. We do not carry the same handful over from one season to another, nor do we sell on commission. Our Furs are purchased outright, and guaranteed to be all we claim for them. Should any garment prove unsatisfactory, we make the matter right with the purchaser. Considering our enormous fur sales, the complaints are so few as to be hardly worth mentioning.

No need to specify prices on furs in a newspaper, as price and quality must be considered together, but in a general way, may say that we have men's fur coats from \$18.00 to 90.00. Ladies' fur jackets from \$19.50 to 225.00. Men's fur caps from \$1.75 to 14.00. Ladies' fur caps from \$2.25 to 6.75. Men's fur collars from \$5.00 to 10.00. Men's fur mitts from \$5.00 to 8.00. Ladies' neckpieces from \$1.50 to 50.00. Ladies' muffs from \$1.50 to 50.00. Ladies fur mitts from \$2.50 to 5.00.

We alone in this city sell the famous 'Coristine' jackets which are the best jackets made, and are all fully guaranteed.

We have a fine selection of children's furs, sleigh robes, fur-lined coats, imitation fur lined coats with rubber interling, which are just the thing for men whose occupations take them out in all kinds of weather, as they are rainproof, frost-proof and windproof at prices as low as \$18.00.

We have handsome Fur Coats for presentation purposes, and we cordially invite delegations who may have to select such, to call and see our lines.

We fully appreciate your patronage, and our constant aim shall be to merit it still more and more. We extend the seasons greetings to all our numerous patrons and friends. May their Christmas be a bright and merry one.

M. TRAINOR & Co.,

Headquarters for High-class Furnishings.