

FURS

From an established
manufacturer



INDIVIDUALLY
DESIGNED FROM
OUR OWN EXCLUSIVE
PATTERNS

three doors east of
ROYAL YORK HOTEL
entrance between Honey
Dew Grill and Murrays

ONE FLOOR UP

W. N. WARD
FUR CO.
LIMITED

under the personal
supervision of
LORNE J. SMITH

EL gin
3581
62 Front St. West



Be Safe

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Entrust the storing of your furs only to a furrier. Expert care will prolong the life of your furs.

It costs the usual two per cent of your own valuation to have your furs stored in our modern, fire-proof, cold storage vaults. They are covered against loss, fire, theft and moths while in our possession. Year-round, World-Wide Insurance is only a half per cent additional charge.

Just telephone Elgin 3581 and a bonded messenger will call for your furs.

While your coat is in Storage we will examine it and give you a report of its condition, with suggestions for necessary repairs.

Re=Styling

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Summer months are the off-season in our factory. It is the time to save on all repairs and re-styling. You get price reductions we are enabled to give full-time employment to our staff.

If you are tired of the style of the collar or sleeves, we'll change them to a smarter style. If you are tired of your long coat . . . we'll convert it into a short Swagger or into a smart new Jacket or Bolero.

We recommend that furs be cleaned every year. Our cleaning greatly enhances the beauty of the fur without the use of harmful chemicals. It actually restores the oil to the fur while removing the embedded grease and grime. The linings too, are thoroughly cleaned.

For Spring



Our Boleros and Capes of Silver Fox, for daytime and evening wear, are far in advance of the usual fur styling.

Sable, Martin and Kolinsky Scarves are more than ever in vogue.

By paying a small deposit now, we can make a coat to your individual requirements. We will design a coat to your own ideas or you may have it made to one of the Parisian or New York styles we are now showing.

Whether you choose Rice Lake Hudson Seal, Persian Lamb, Pekin Lamb, Broadtail, Squirrel, Mink or Kolinsky, you can be assured of the utmost in quality, style and value.

The garment will be stored free of charge, until required in the fall.

We would be pleased to assist you at any time, telephone Elgin 3581.