

MAF 1284

TRADE



MARK

WHOLESALE ONLY

Gordon, Mackay & Co. LIMITED

Wholesalers and Manufacturers, TORONTO

THE GORDON-MACKAY WAY DEFIES COMPARISON. Better values and more of them. Higher bargains—Bigger Profits—Bigger Sales. These are the results in the retail market who is willing to profit by the advantages we offer. There are more new offerings.

Shell Back Combs

A top value at this early year profit for you

0084. Shell Celluloid Back Combs, $1\frac{1}{2}$ inches wide by $2\frac{1}{2}$ inches deep, with $\frac{1}{2}$ inch fancy carved openwork back, a very handsome comb, boxed in dozens, reg. \$5.50/doz. . . . Per dozen **\$4.10**

Fancy Silk Elastic Belts

A value unexpected for quality and variety. The one you want with us this fall

G. Special. Fancy Silk Elastic Belt, 2 inches wide, large gilt buckle, in assorted designs, quarter inch wide stripes and fancy basket weave design, in dozens, either black or assorted colors, a very special value. . . . Per dozen **\$4.00**

Petticoat Assortment

Area of the century. Also the complete variety

101500. Ladies' Petticoats, comprising cotton taffetas, leather-blown and rayon, assorted styles and colors in dozens, also assorted sizes 28, 30 and 32 inches, reg. \$4.50 to \$5.00/doz. . . . Per dozen **\$3.90**

Cambrie Embroidery Assortment

A treat to the eye and a real cost saving commodity

20140. Cambrie Embroidery Edging, width of cloth 4 to 4 $\frac{1}{2}$ inches, width of work 2 to 1 $\frac{1}{2}$ inches, 6 different patterns in line, about 40 yards to piece, reg. cloth worth 25c., for . . . Per yard **8c**

Children's Lisle Gloves

A valuable opportunity to save and a good value

300. Children's Lisle Gloves, jersey knit, cleaving lines in 12 for White, Tan or assorted Navy, Cardinal and Brown, boxed in dozens, and 1/2 dozen 2/3 or 3/4, reg. \$1.25/doz. for Dozen **\$1.00**

Dyed Shantung Silk

Beautiful dyed in the most recent and exciting for you

31347. 31 inch Dyed Shantung Silk, in colors Champagne, Fawn, Beads, Amethyst, Old Rose, Navy, Navy, Light Brown or Dark Brown, piece of 27 to 30 yards (don't cut), a regular 47 $\frac{1}{2}$ cts. cloth, for . . . Per yard **47 $\frac{1}{2}$ c**

Silk Stripe Wool Taffeta

Another one of those new values that are doing great business. And the beautiful variety

0088. 35/40 inches wide, silk stripe Wool Taffeta Dress Goods, in colors: Cream, Ray, Champagne, Emerald, Tan, Brown or Navy, in 45 yard wide or any length cut, regular 43 $\frac{1}{2}$ cts. cloth, for . . . Per yard **37 $\frac{1}{2}$ c**

17-inch Crash Towelling

A special purchase. Save on this

HT22. 17 in. wide, firm thread, triple Red or Blue stripes on border, a good 6c item cloth, a reg. 8 $\frac{1}{2}$ cts. line, for. Yard **6c**

Men's Paramata Waterproof Coats

A strictly high-grade coat—an excellent value for your money. A good value for you

F88. Men's Paramata Waterproof Coat, guaranteed, made motor style, seams cemented, stitched and riveted, two pockets, in sizes 36, 40 and 44, a regular \$24.25 line for . . . Each **\$4.65**

Men's Reversible Derby Ties

Put these in your drawer at the end of the season

F78. Men's Reversible Derby Ties, silk papies with self-embroidered figures, in Navy and Black, with White paper-die-cut hole line stripes, assorted colors in lots of a dozen, regular \$6.25 **\$1.90** value, for . . . Per dozen

Ladies' Fancy Hose Assortment

A tremendous lot for you to get some great values

B1F. Ladies' Hose Assortment, comprising Tan, White, Oatmeal, Navy, Cardinal, Grey and Black, in plain colors, lace ankle and lace top. Black with assorted spots, all perfect goods, assorted sizes 8 $\frac{1}{2}$ to 12, in bundle of a dozen, regular \$6.25 to \$4.00 line, **\$2.10** while they last . . . Per dozen

28-inch Oxford Shirting

A new item. Great purchase at this cost

A214. 28 inches wide, a large variety of stripes and checks on light and medium grounds (sample enclosed), about 22 yds. to piece, exceptional value. Yard **10c**

20,000 YARDS Cambrie Embroidery Edging

A TREMENDOUS PURCHASE ENABLES US TO SELL AT A FIFTY-ONE PER CENT



Ten Different Designs

Cloth $2\frac{1}{2}$ inches wide, with 1 in. wide, would be excellent value if bought at 2 $\frac{1}{2}$ c.

Pieces of 54 Yards

Our Special price **95c**
Per piece

For other Special Values in Embroideries see Supplementary Catalogue, page 18, and complete range in our Big Spring Catalogue, page 90 to 101.

VALUE

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We claim these two lines are competition proof. Ours, true, no paper they appear about the same as you have been in the habit of buying, but in your store on comparison with others, with its width, weight for weight, texture, fast coloring, finish for finish, quality for quality, you will find these numbers superior in every way—otherwise we need not keep this goods, but can return at our expense.

It will pay you to test our Dress Goods values.

All-Wool Satin Cloth

Here is a value that you cannot afford to pass by. Good as you make and be convinced.



C292. 36" wide, in Cream, Grey, Fawn, Purple, Jamboon, Copper, White, Brown, Green, Blue, Brown, Cordoba, Myrtle, Navy and Black, cut lengths, per yard 35¢, in pieces of 20 yards. Per yard **35¢**

All-Wool French Chiffon Panama

Don't judge the material by appearance, you will be surprised by its strength and finish.



C293. 48" wide, in Cream, Grey, Fawn, Copper, Purple, Mid Cordoba, Cordoba, London Smoke, Brown, Myrtle, Navy and Black, cut lengths per yard 52¢, in pieces of 20 yards. Per yard **52¢**

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MADE IN CANADA

MIL. O. HANSON

