

# GORDON, MACKAY & CO.



**T**HIS, of all ages, is essentially the age of keen business competition. The merchant who conducts his business profitably, must take advantage of every favoring circumstance. He must keep pace with the times, and see to it, that his trade is not hampered by old time prejudices, which have nothing to recommend them but the rime of age. Under the old regime, six months was the usual term of Credit on Imported Staples, and under it 15 to 25 per cent. was the profit made; 6 per cent. off the foot of the Invoice is a common cash discount. This could easily be made 60 per cent. if it were added to the price in the first place. We give only **60 DAYS ON STAPLES AND ALLOW DISCOUNT FOR CASH ONLY AT THE RATE OF 6 PER CENT. PER ANNUM** and we do not think we assume too much in asserting that the annals of the Dry Goods Trade of the Dominion, record no change of such vital importance to Retail men as the one here referred to, which we have recently inaugurated in our Staple Department. A change which brings the retailer into the closest possible contact with the manufacturer, a change which reduces bad debts in this department to an exceedingly insignificant fraction and compels traders without ample capital to go to the long-price, long-credit houses for their supplies. **WE HAVE NO USE FOR BUYERS WHO DO NOT KNOW THEIR BUSINESS**, or who have insufficient capital for the volume of trade they are aiming at. In computing our profits, we have made no provision for loss by bad debts, and consequently **CANNOT AFFORD TO TAKE HAZARDOUS ACCOUNTS**. Our prices have been adjusted with the greatest care. Skill, sound judgment, correct taste, enterprise, indefatigable energy, with the measureless power of ample capital have been yoked together and the natural result has followed. The strongest and most tasteful buyers of the country are drawn by it as steel by the magnet. "The Hum" throughout the warehouse during December and January, affords us gratifying assurance of perpetual activity in our staple departments.



## DEPARTMENTS.

**LYBSTER MILLS GOODS.**--We own and operate the Lybster Mills, and are in a position to supply the trade with Cottons, Sheetings, Shirtings, Denims, Derries, Carpet Warps, Cotton Yarns, etc., at the closest possible prices. We guarantee our colored goods indigo Dye and fast.

**LINENS.**--The importation of Linens by the Retail trade is a thing of the past. Under the most favorable circumstances these goods cannot be laid down at the prices we quote.

**AMERICAN PRINTS.**--Color guaranteed and price low: the best Value in Prints ever offered in Canada.

**AMERICAN SATEENS.**--Sell every time they are shown, and the most successful line of goods we have yet introduced.

**AMERICAN CHALLIES.**--In 25 and 36 inch. Prices astonish everybody, and the patterns are equal to those of the finest French Delaines.

**GLOUCESTER INDIGOS.**--We are now working on our third repeat of this line and still the orders come.

**QUILTS.**--We call special attention to the values we offer in English and American quilts. Every line "a leader."

**WOOLENS.**--Imported and Canadian Tweeds, Worstedes, Serges, Meltons, Covert Coatings, etc. Every detail of this department has received careful attention.

**TAILORS' TRIMMINGS.**--We claim to give the best value in Tailors' Trimmings in the trade. Our range is extensive and complete, and well assorted at all seasons.

**DRESS GOODS.**--Our range of Dress Goods is each season looked forward to as a popular and important factor in confirming the opinions of merchants relative to styles. The orders for the coming season are a substantial reward for our efforts in that direction.

**SILKS.**--All staple lines fully represented and at staple prices. A comparison of values is requested.

**LACE CURTAINS.**--Merchants who have not received our illustrated spring price list will be furnished with one on application. We show four special numbers A. B. C. D. unequalled in the trade for value.

**HOSIERY AND GLOVES.**--Every pair of our "Ebony Fast Black," carries with it an absolute guarantee.

**MENS' FURNISHINGS.**--We have every week since the New Year had to cable repeats for Men's Neckwear, and on all hands we are complimented on the magnificence of our range and excellence of our values. In Half-Hose, Underwear, Dress Shirts, Regatta and Neglige Shirts, Handkerchiefs (in Linen and Silk), Braces, Umbrellas, etc., we are also quite up to the mark. Men's Rubber Clothing a specialty.

**HABERDASHERY.**--Smallwares, Ribbons, Laces, Embroideries, Muslins, Parasols, etc., etc.

**OUR STOCK.**--From attic to basement will in every respect maintain, and in many departments surpass our well known high standard of excellence.

**GORDON, MACKAY & CO.,** Cor. Bay and Front Sts.  
TORONTO.