



## BACK TO OUR LOOMIS

The Great War has upset the whole industrial and economic balance of the world. Britannia is now being divested of her armour. Mercury, the God of Commerce, is replacing the distaff in her hands, freed of the sword. The great British Cotton Industry must again meet the world's demands.

Tootals are ready. With laboratory and research departments fully equipped with highly trained scientific experts, a great forward step is inaugurated. British textile supremacy will be maintained.

With a modern, well equipped "continuation school" under highly qualified superintendence and trained teachers, Tootal employees are provided with free superior education and opportunity to become provident, efficient and aspiring British citizens.

Tootals thus carry on their traditions of superior production, and every purchaser is assured of continued satisfaction in the economy and service of all those fabrics that bear the "Tootal Mark," and are sold under the "Tootal Guarantee."



*Sold by High-Class Drapers and Outfitters.*

**TOBRALCO (Regd.):** The Cotton Wash-dress fabric in world-wide use. 27/28 inches wide. Self-white and indelible colors.

**TARANTULLE (Regd.):** The quality Cotton Fabric for home-sewn Lingerie and Baby-wear. In three weights—40 inches wide.

**TOOTAL PIQUE:** White and indelible colors. 43/44 inches wide.

**TOOTAL SHIRTINGS** for men and women. Indelible colors. 32 inches wide.

**NAMRIT—The Indelible Voile.** White and indelible colors. 40 inches wide.

**LISSUE HANDKERCHIEFS (Regd.)** for ladies. Dainty exquisite self-white and indelible color border designs.

**PYRAMID HANDKERCHIEFS (Regd.)** for men. Correct self-white and exclusive indelible color border designs.

**TOOTAL CLOTH:** The Guaranteed Velvet Fabric. Plain and Cord. 27 inches wide.

**TOOTAL BROADHURST LEE COMPANY LTD., MANCHESTER**

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