

In addition to publishing the answers of the winners of last week's were selected. Some of them would have The GORDON HAT wishes to thank the senders of these answers live up to

THIS WE

What would YOU do and your best girl's brother The best answer to the Morning will entitle the sender of the next best Gordon Gloves.

If two or more answers received first will get the de Mail your answers to

What about your Easter hat? The latest styles and colors in Gordon Hats are on sale at the principal stores in the Twin Cities. Better get yours today.

\$3.00

St. Paul, Minn., April 10. Gordon & Ferguson, City. Gentlemen: In answer to your query in the Globe of today will say that I would carefully examine both hats. I am quite sure, however, that I would select the Gordon as I have never yet been satisfied with any other hat. I could almost select a Gordon without hesitation. I know it so well. Easy lies the head that wears the Gordon hat. ELMER H. BROWN, 213 Wabasha st.

St. Paul, Minn., April 10. Gordon, St. Paul. In answer to your question in this morning's Globe, I would give the dealer \$3.00 and take the Gordon. J. A. WESTHAUSER, 93 W. 10th st.

St. Paul, Minn., April 10. Gordon, City. In answer to your question which appeared in St. Paul Globe April 10th, I would ask the dealer to show me a Gordon hat, because I know Gordon hats are better than any \$4.00 hat and just as good as a \$5.00 hat. A saving of money by asking for the Gordon. S. ANDERSON, 923 Burr st.

St. Paul, Minn., April 10. Gordon. Dear Sir: In answer to the question as to which hat I would choose if a dealer placed before me a \$5 hat and a Gordon hat and gave me my choice for \$4, I would say that I would rather take the Gordon hat at \$4. "A hat of known reputation than to run my chances on a hat I knew nothing about. Yours respectfully, ANDREW M. TORRETT, 72 Mt. Airy st.

St. Paul, Minn., April 10. Gordon, St. Paul, Minn. Dear Sir: In answer to the question as to what I would do if a dealer should put a \$5.00 hat and a Gordon on the counter so that I could not see the names and offer me my choice for \$4.00, I would at once take the one that looked the most elegant—sure then I should get the Gordon hat. I could not be mistaken for any one who has worn a Gordon hat can tell one as far as it can be seen. Yours truly, FRED A. FOOTE, 1041 Beany st.

Belle Plaine, Minn., April 10, 1905. Dear Sir: In answer to the question as to what I would do if a dealer would put a \$5 hat and a Gordon hat on the counter without telling me the price or name of either I would take the one that looked and fitted the best. Which I think would be the Gordon hat. Yours truly, GEO. McDEVITT, Belle Plaine, Minn.

St. Paul, Minn., April 10. Gordon, St. Paul. In answer to your question in this morning's Globe, "What would I do if my dealer should put a \$5.00 hat and a Gordon on the counter so I could not see the names, and offer me my choice for \$4.00," I would go where I could see the name on the Gordon and buy it for \$5.00. A. R. CARPENTER, 453 Ada st.

St. Paul, Minn., April 10. Gordon Contest Dept., Gordon & Ferguson, City. Gentlemen: This problem of hats is no problem for me. For any one man with two eyes could see that there's just as much difference between Plano and Organ. As there is in other hats and the famous hat, "Gordon." I don't need to see the name on the hat. The quality obvious would surely tell that. So if you'd lay down the two to give me the test, I'd pick out a "Gordon" if I wanted the best. Respectfully submitted, C. J. BYRNE, Care A. L. Ege Company, City.

St. Paul, Minn., April 10. Gordon Hat Makers, St. Paul, Minn. Gentlemen: In reply to your question, "What would you do if your dealer should put a \$5.00 hat and a 'Gordon' on the counter so that you could not see the names and offer you your choice for \$4.00?" I would say that I would select the "hat" with the proper "shape." The "hat" with the good "feel" to the touch. The "hat" that seemed to have the "quality." The "hat" with (to me) the "workmanship." The "hat" with the up to date "finish." The "hat" that gave the face the right "look." These points would be my guide in buying from only two styles without knowing the price of either. Very respectfully, J. A. RIPPETOE, 1911 Portland av., Minneapolis.

White Bear Lake, Minn., April 10. In reply to your query in Globe of 10's a. m., would say that I would not purchase from a dealer who made me such an offer, inasmuch as the Gordon hat is the equal of any \$5 hat, I should therefore be \$1 loser, no matter which hat I selected. Yours very truly, D. L. LONERGAN, White Bear, Minn.

White Bear Lake, Minn., April 10. In answer to your question in the Globe as to what I would do if my dealer would put a Gordon hat and another on the counter and not show the names and let me have my choice for \$4.00, I would examine them carefully and be sure that I would have the Gordon, and would gladly pay the \$4.00 and walk out feeling happy and contented, for I would know that I had more than my money's worth. Yours truly, R. G. BRACHVOGEL.

St. Paul, Minn., April 10. Dear Sir: In answer to your question in St. Paul Globe of April 10th, I will say that should I, in selecting the hat, get the \$5.00 hat instead of the Gordon and paid \$4.00 for it, I figure I would have been better satisfied with the purchase had I received the Gordon at the same price. Yours respectfully, JAMES DONAHOE, 555 Bradley st.

St. Paul, Minn., April 10. Gordon, St. Paul, Minn. Question: What would you do if your dealer should put a \$5.00 hat and a Gordon on the counter, so that you could not see the names, and offer you your choice for \$4.00? Ans: I assume the dealer would let me examine the hats without looking at the names; I am an expert judge of the material of which hats are made; I am a close observer of the newest and "up to date" shapes. I have worn the Gordon hat for years, and knowing that it is always a leader in style, and that it will wear better than any \$5.00 hat on the market, I am sure I would be able to select the Gordon as my choice. Yours respectfully, U. MILNE, 602 Ernat bldg., City.

St. Paul, Minn., April 10, 1905. Gordon, St. Paul, Minn. Sir: In answer to your question in the St. Paul Globe of April 10: I would refuse to take either hat, but would ask for a Gordon hat for \$3.00 and refuse to pay more for it. Yours truly, CLEVELAND HILSON, 215 New York Life Building.

St. Paul, April 10. Dear Sir: Please accept the following as an answer to the question you submitted in the Globe this morning. The Gordon Hat is good enough for me, and as good as most five dollar hats. I would therefore insist upon having a Gordon Hat at \$3.00, even if I had to go to some other dealer to procure it. Yours truly, HERBERT DOSEN, 992 Margaret Street, City.

Luverne, Minn., April 11, 1905. Gordon & Ferguson, St. Paul, Minn. Gentlemen: In answer to the question "What would you do if a salesman showed you a \$5.00 hat and a Gordon hat, asking \$4.00 for each, not knowing the brand or price," I should say I would take the Gordon for the following reasons: First, for the better style; second, because the quality in a \$5.00 hat is not superior to the Gordon and, third, it would be sure to be a penny more. Yours very truly, P. R. KELLY,

St. Paul, Minn., April 10. Gordon, St. Paul, Minn. Gentlemen: I am pleased to submit herewith an answer to your question of April 10th, 1905. THE GORDON HAT. If two hats there were on the counter displayed. A Gordon beside another arrayed. And a choice were given of either make. Which of the two would you choose to take? Beyond the chance of question or doubt The Gordon's the one that's sure to win out. Because of its fit and pleasing style It brings to the face of the wearer a smile, And gives a comfort all of its own, To better the World where Gordons are known. Yours very truly, EDWARD VAN ANTWERP, 432 St. Anthony av., St. Paul, Minn.

Emmettsburg, Iowa, April 10, 1905. "Gordon," St. Paul, Minn. Dear Sir: In case I were confronted with your with "hat proposition," I should insist upon being given a Gordon hat at three dollars (\$3.00), as I don't believe there is a hat made for five dollars (\$5.00) that is actually worth enough more than the Gordon to take the chance on paying four dollars (\$4.00) for either. Very truly, C. FRANKLIN SMITH.

Lafayette, Minn., April 10, 1905. Messrs. Gordon & Ferguson, St. Paul, Minn. Dear Sirs: My answer to this week's question in the St. Paul Globe is as follows: Since the Gordon hat has the reputation of being the most stylish and serviceable hat any gentleman with good judgment would purchase one in preference to any other \$5.00 hat. Yours respectfully, FERD L. HULTGREN, L Box 19.

St. Paul, Minn., April 7, 1905. Messrs. Gordon & Ferguson. Dear Sir: In answer to your query of this date as to what I would do if my dealer were to put a \$5.00 hat and a Gordon on the counter and offer me my choice of the two for four dollars and the hats were placed so as I could not see the names I would try to pick out the Gordon hat and if I did not pick it out would lay the other hat back on the counter and take the Gordon \$3.00 hat because I like them as well and think them as good as any \$5.00 hat. Yours, HUGH J. McQUADE, 329 Grove St., City.

St. Paul, April 10, 1905. In answering your question as to what I would do if a \$5.00 hat and a Gordon were placed on the counter so that I could not see the names and offer me my choice for \$4.00 I would say that I would not take either but would take \$3.00 and go buy a Gordon, thereby saving \$1.00. Yours, W. T. WRIGHT, 597 Carroll St.

Rush City, Minn., April 10, 1905. "Gordon," St. Paul, Minn. In answer to your question of the 10th inst., "What would you do if a dealer should put a 'five dollar' hat and a 'Gordon' on the counter so that you could not see the names and offer you your choice for four dollars?" I would tell him to give me a "Gordon" hat for three dollars. I would save one dollar and run no chances, and at the same time get just as good a hat. Yours truly, CHAS. A. ERICKSON, Rush City, Minn., R. No. 3, Box No. 16.

St. Paul, April 10. Dear Sir: In answer to the question as to what would you do if your dealer should put a five dollar hat and a Gordon on the counter so that you could not see the names and offer your choice for four dollars. I would answer my experience has taught me that the Gordon stands pre-eminent in quality, in wear and style. The difference from others can easily be distinguished by its richness of color and its velvety softness, which is its true characteristic of the Gordon hat. G. A. TERNAGE, 340 Grove St.

Gordon, St. Paul, Minn., April 11, 1905. To the question in the St. Paul Globe Monday, April 10, I would answer that I would not pay \$4.00 for a hat, knowing I could get a Gordon for \$3.00 which would satisfy the most fastidious in fit, comfort and style. Respectfully, WILLIAM A. RIORDAN, 829 Ashland Av., St. Paul, Minn.

Hinckley, Minn., April 10, 1905. Gentlemen: In answer to the question as to which hat I would take if a five dollar hat and a Gordon hat was offered for four dollars I would pick on the best I would be the Gordon. Yours respectfully, ARTHUR MULLINS, Hinckley, Minn.

St. Paul, Minn., April 10, 1905. Gordon, St. Paul, Minn. In answer to your question in today's Globe: I would know that he was asking me more money than I need pay for a hat and undoubtedly he knew that I would pick the most popular looking hat and give me hat for \$4.00 that I need not pay more than \$3.00 for. M. JOHNSON, 881 Payne Av.

St. Paul, Minn., April 10, 1905. Sir: In reply to your question which appeared in the St. Paul Globe April 10 would take a few minutes and investigate the outer appearance of the two hats and then pick the one reliable and fashionable hat, which in the past has been and always will be found in the Gordon style, and pay the dealer the \$4. Yours truly, P. E. KEFFE, St. Thomas College, St. Paul, Minn.

St. Paul, Minn., April 11, 1905. Gordon, St. Paul, Minn. In answer to your question in the Globe of the 10th of April: I am sure I would recognize my old favorite, the "Gordon," and go away pleased with my purchase. Respectfully yours, HENRY A. BEHR, 432 Van Buren St., St. Paul, Minn.

Luverne, Minn., April 11, 1905. Gordon, St. Paul. Dear Sir: In answer to your question which appeared in the St. Paul Globe April 10, would take the very best, you set, and am sure it would be the Gordon hat. For no five dollar hat made yet for style and finish will compare with that. Yours truly, G. W. TURNER.

Pelican Rapids, Minn., April 11, 1905. Gordon, St. Paul, Minn. In answer to your question as to what I would do if my dealer should put a \$5.00 hat and a Gordon on the counter so that I could not see the names and offer me my choice for \$4.00 I would tell him that a Gordon hat at \$3.00 was good enough for me or for anyone and ask him to show me a Gordon. Respectfully, J. McINANEY.

Hawley, Minn., April 11, 1905. Gordon, St. Paul, Minn. Gent: In answer to your question of April 10, which appeared in St. Paul Globe will say that if in need of a hat I would ask any dealer to show me a \$4.00 \$3.00 Gordon Fedora. Their neat appearance is good enough for me. Why pay \$4.00. Yours truly, T. B. C. EVANS.

Jamestown, N. D., April 11, 1905. Gordon, St. Paul, Minn. Dear Sir: In answer to your question "What would I do if a Gordon hat and a \$5.00 were placed before me so I could not see the names and offered my choice for \$4.00?" I would buy a Gordon hat for \$3.00, be equally as well satisfied and still be \$1.00 ahead. Yours truly, A. E. SIMMONS.

St. Paul, April 10. Dear Sir: If a \$5 hat and one of yours were placed on a table and were offered for \$4 each, you ask which one would I take. If I took either of them I would take yours, for then I should know I had a good one, but if I wanted to save a dollar, I would go where I could get one of your hats for \$3 and let the other fellow pay the extra dollar. Respectfully yours, A. N. GILMAN, 813 Ger. Life Ins. Co. Bldg., City.

Cobden, Minn., April 10. Gordon, St. Paul, Minn. Sir: In answer to the question in your "ad" in the St. Paul Globe I would say the Gordon is good enough for me. I am yours truly, AXEL NEUDALL.

In answer to the question as to what I would do if my dealer should put a \$5.00 hat and a Gordon on the counter, so that I could not see the names, and offer me my choice for \$4.00, I would select the hat with the best qualities, which, of course, would be the Gordon. Yours truly, HOWARD STEVENS, 47 Linden st., Stillwater, Minn.

THE best answers received your dealer should put you could not see the names. Received from MORRIS ED SANDERSON, Minneapolis, who will get a Gordon hat. St. Paul, is awarded one pair of No. 1 Gordon, St. Paul. In answer to your question of Monday, April 10th: Without hesitation I should have down the dealer's proposition insist upon having a Gordon \$3.00. My reason is this: If I succeeded in getting a \$5.00 for I should be a dollar out of pocket because I do not believe I could get any more service, and certainly more style, out of a \$5.00 hat out of a Gordon \$3.00 hat. Respectfully submitted, MORRIS ED SANDERSON, 3116 Dupont Avenue South, Minneapolis, April 12, 1905.

Elmore, Minn., April 11. Gordon, St. Paul, Minn. Dear Sir: In answer to the question yesterday's Globe as to what I would do if a dealer should place a \$5.00 hat on the counter, neither name visible, and offer me my choice for \$3 should assure him that quality merchandise would tempt me and ask shown a Gordon. JOHN A. HAT.

St. Paul, Minn., April 10. Sir: In answer to your question I would do if my dealer would put two on the counter so I could not see names, I would politely ask him if I a Gordon, for I prefer the Gordon if hat. Respectfully yours, WM. PYN, 472 Webster

St. Paul, Minn., April 10. Gentlemen: In answer to the question as to what I would do if my dealer put a \$5.00 hat and a Gordon hat on the counter so I could not see the names and offer my choice for \$4.00 I would answer that I would try to do two things: First—I would select the best which must be the Gordon hat. Second—I would tell my friends to in mind when buying a hat to buy a Gordon hat, as the Gordon is only hat made in style and fit and only hat men nowadays wear. Respectfully, GEO. FLEISCHACKER, 259 West Rose St., C

GORDON HATS ARE WORN BY MEN WHO C