

CONSIDER the improvements in every industry within the past decade. It will help illuminate the advance of Semi-ready Tailoring—the ready-to-finish of fine clothes—with gentlemen who formerly put up with the uncertainties and irritations of the custom tailoring shops.

Test Semi-ready Tailoring on a fine "Blunoz" serge, either in fast black or dark blue cloth, double-breasted Business style as pictured above, made to your exact measure. Send \$22 with your order, and if you are not pleased ask for and get your cheque back.

May we send you a copy of our book, entitled "Dress and Address?" It is full of information about correct apparel for every occasion, and contains the sprightly observations of a society lady on manly men. Address orders or requests to the Semi-Ready Limited, Montreal, the Semi-ready

store nearest your home.

The Signet of Surety.