

MODERN SYSTEM OF TAILORING TO CUSTOM MEASURE

How a Prompt Four-Day De-
livery Schedule Helped
Build Business

CUSTOM SUITS,
\$25 TO \$50

Tailored by Specialists and a
Perfect Fit and Good Wear
Are Guaranteed.

The tailor who would guarantee that he would finish every suit within four days after he took the customer's measure would soon be much sought after. If the quality of his work were equal to his promptness he would be inundated with orders.

In the biggest and best wholesale tailoring house in Canada, the four-day schedule on all suits made to custom-measure has been carried out for eighteen years.

In 1905, the total sales of Special Orders in the Semi-ready shops in Montreal amounted to \$300,000, and it was a minor feature of their business. Today in the same shops there is a well-organized department doing a business in custom tailoring alone of \$500,000 a year.

The growth of the Special Order department is ascribed to the prompt four-day schedule, whereby suit or overcoat orders received before noon on Monday are cut, tailored and parcelled ready for shipment on Thursday evening. Even at holiday rush time there are few delays, and then only when the orders received required special patterns to be made for them.

There are over 400 Semi-ready stores

and Special Order merchants in Canada. In the larger stores, a full stock of Semi-ready clothes, tailored to the try-on standard, is carried for inspection. The Special Order is always a useful adjunct, for it gives the customer a choice of a million-dollar stock in patterns and styles should he not find just what he fancies in the garments already tailored.

Each Special Order is given individual making from the web of cloth carried in the warehouse. Within an hour after the Photo-type measurement form is received the order is properly on its way through the shops and in the hands of cutters and specialized tailors.

A Special Order outfit has been described as a "Complete Tailor Shop in a Box." It carries sample swatches cut from a stock of fine woolsens valued at \$750,000. For the Special Order patterns include also the cloth from which all the big Semi-ready stores order their stock goods.

In St. John, in Ottawa as in Quebec City an order for a custom-tailored suit is delivered on the morning of the sixth day.

In Winnipeg and other Western cities, as well as in Halifax, one just figures time taken by a letter to reach Montreal, and the quick return by express or parcel post.

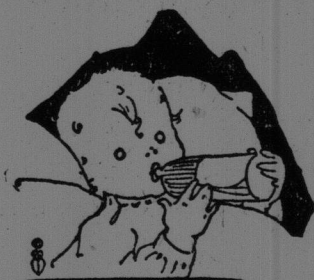
Many customers find that the parcel post charges are much more reasonable than are the express charges. "We never have any trouble with our Special Order tailoring," said one man who has sold thousands of these custom-made garments, "and we never look for any, for the Semi-ready Company guarantee that each order shall be made up exactly as designated on a photo-type form which is akin to the Physique-type system that has made Semi-ready tailoring so much sought after."

The Special Order department of the Semi-ready Shops does not compete with the larger department of stock goods, but is rather a useful reinforcement.

Some of the best tailors in Canada advocate and use the system for its uniformity of quality, its same price everywhere and its ever-satisfying guarantee.

"We stick to quality, to pure wool weaves and good weavers and leave the cheap materials severely alone. A good suit cannot be produced and sold for less than \$25 today," said the President of the Company in a letter to his customers.

"I shall be glad to show these new samples to anyone who likes good clothes," said George Creary, of Creary's store in St. John.



See a Model Dairy

Exhibition visitors are invited to avail themselves of the opportunity that is always open to anyone to make a surprise visit to what experts declare to be the finest and brightest plant in Canada for ensuring safety and health in

Pasteurized Milk
Pasteurized Cream
Pasteurized Butter
Pasteurized Ice Cream

The only one in St. John.

PACIFIC DAIRIES, LTD.
150 Union St.

FROM DENTIST TO SING SING.

Hogan, Convicted of Using Union's Funds, Gets Rid of Bad Tooth.

New York, Sept. 2.—Supreme Court Justice Edward J. McGoldrick permitted William A. Hogan, convicted head of the Electrical Workers' Union, to visit his dentist before leaving for Sing Sing to begin a sentence of from one and a half to three years for embezzling funds of the union. Hogan was indicted as a result of the Lockwood committee's housing investigation.

Martin Conboy, attorney for Hogan, explained to the court that his client was troubled with a broken tooth, and that because of the denial of a certificate of reasonable doubt, he was about to be taken to Sing Sing. A Deputy Sheriff accompanied Hogan to the dentist's office.

Minard's Liniment for sale everywhere.

RAISES WAGES OF STEEL WORKERS IN PLANT AT SYDNEY

Sydney, Sept. 1.—Wage increases running from ten to fifteen per cent and affecting all classes of workers at Sydney steel plant, were announced tonight by E. P. Merrill, general manager of the British Empire Steel Corporation.

Approximately 2,800 men are affected by the new order.

The new schedule will include a general levelling up of rates in different departments.

The minimum rate, that paid for common labor, is increased from 24½ and 26 cents to 28 and 30 cents an hour. A detailed statement of all rates has not yet been worked out.

HEMORRHOIDS

No not suffer another day with itching, bleeding, or protruding Piles or Hemorrhoids. No surgical operation required. Dr. Chase's Ointment will relieve you at once and afford lasting benefit. 60c a box. All dealers, or Edman, Bates & Co., Limited, Toronto. Sample box free.

GREAT INTEREST IN MONCTON FOOTBALL

Billy Monaghan, Wanderers' Star, will be a Member of Railway Town Squad.

(Moncton Transcript)

Moncton intends to go in for football in earnest this fall, according to announcements of several promoters. Practice will be commenced early and a measure of training for the players is also under consideration.

This city had a revival of English Rugby two years ago and for the past two seasons Moncton has been represented by a senior team. With very few practices and little coaching the team, both of these years, has made a very creditable showing. Critics of the game declare that there is material here for one of the best outfits in the Maritimes and all that is required is the developing of it.

The majority of the players have now had two years' experience and will be in the game this year in earnest.

A valuable adjunct to the squad this season will be Billy Monaghan, Halifax Wanderers' football and hockey star, who has accepted a position in this city. In addition to being captain of the Wanderers' hockey team last year and one of the best defence men in the Halifax league, he was a member of the Wanderers' football team, playing at quarter where he excelled. The Wanderers always place an exceptionally fast rugby team in the field. Last year, the only team in the Maritime Provinces to successfully dispute with them, was Mt. Allison's Intercollegiate Squad which tied the Wanderers at Halifax, 3—3, and defeated them at Sackville, 6—0.

Mr. Monaghan has had much football experience and possesses a knowledge of the game which should prove valuable to the local team. In conversation with the Transcript, he expressed his willingness to do what he could towards making football "go" here this year.

Considerable talk is already current in local sporting circles concerning Moncton's chances on the gridiron and it is believed that practically all of last year's squad will turn out this year and considerable new material is in sight.

How Fat Actress Was Made Slim

Many stage people now depend entirely upon Marmola Prescription Tablets for reducing and controlling fat. One clever actress tells that she reduced steadily and easily by using this new form of the famous Marmola Prescription Tablets at one dollar for a case, or if you prefer you can secure them direct from the Marmola Co., 4612 Woodward Ave., Detroit, Mich. If you have not tried them do so. They are harmless and effective.

MERCHANTS MATCH WINNERS IN NO. 7 P. F. RIFLE ASSOC.

The following prizes were awarded to No. 7 Permanent Force Rifle Association winners in the merchants' match, by choice, according to score:

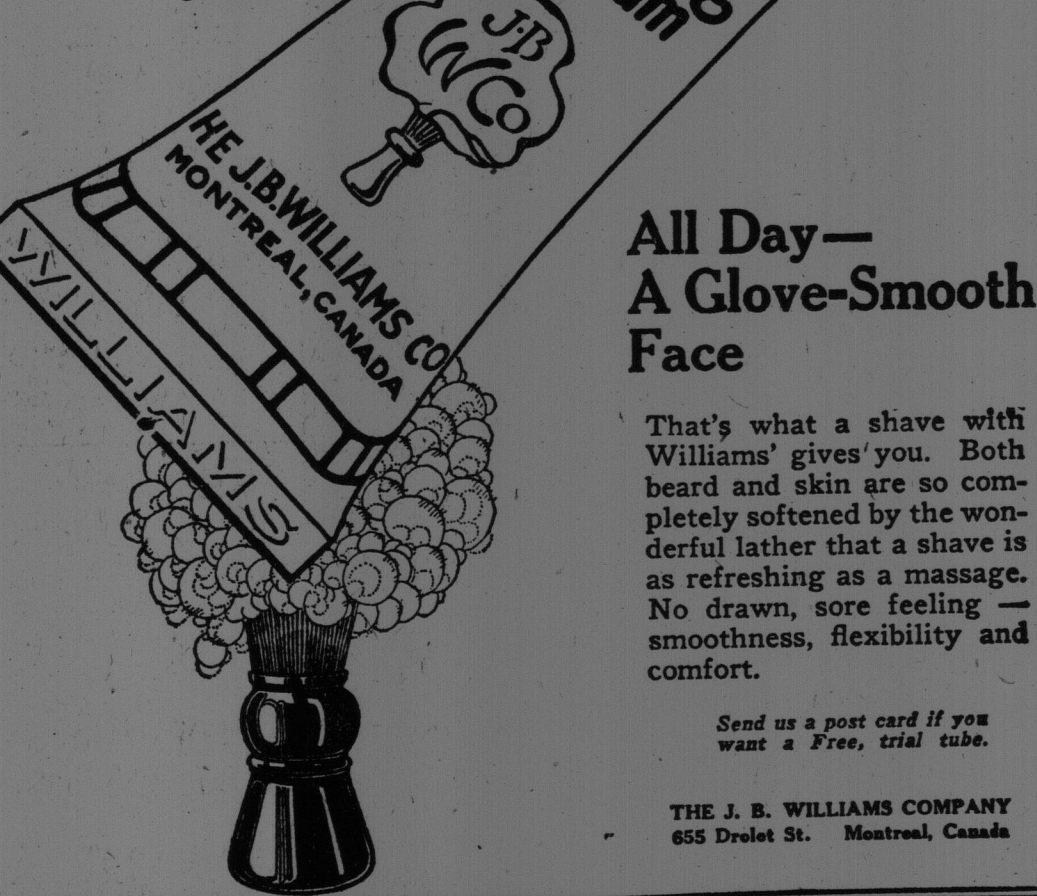
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|---|----|
| S-Sergt. W. G. Lake—Load of coal and N. P. kettle | 63 |
| Pte. C. A. Price—Load of coal and safety razor | 61 |
| Pte. F. Ramsey—Pair boots and box biscuits | 60 |
| Colonel H. C. Spaulding—Raincoat and trouble lamp | 58 |
| Sergt. G. L. Landry—Electric grill and 200 cigarettes | 58 |
| Sergt. J. H. Leese—Trunk and cigar case tray | 56 |
| Q.M.S. J. R. Purcell—Pair boots and basket plums | 56 |
| Sergt. F. A. Duffy—Sweater and \$2 | 54 |
| Corpl. E. N. Alderman—98 lb. bag flour and bag graham flour | 53 |
| S-M. W. G. Stegman—Silver vase and \$2 | 53 |
| S-Sergt. A. J. Weatherall—98 lb. bag flour and \$2 | 52 |
| S-Sergt. A. D. Logan—Thermos bottle and umbrella | 52 |
| Pte. P. E. Cleveland—Fishing rod and shaving set | 52 |
| S-Sergt. A. S. Gordon—Fern dish and \$2 | 51 |
| Captain W. V. R. Winter—Serving tray and pocket compass | 50 |
| Colonel A. H. H. Powell—Ham and \$2 | 48 |
| Q.M.S. H. Ricketts—98 lb. bag flour and 250 cigarettes | 48 |
| Pte. D. Morrison—Shaving set and ground sheet | 47 |
| S-Comdr. W. O. Sallis—Electric grill and \$2 | 47 |
| Sergt. E. W. Wiggins—Silk shirt and \$2 | 46 |
| Sergt. J. L. Lamb—Ham and \$2 | 46 |
| Pte. C. A. Earle—Five lbs. tea and \$2 | 41 |
| Sergt. W. J. DeVenne—Auto Strop razor and \$2 | 39 |
| Lieut. A. W. Powry—Shaving brush and \$2 | 39 |
| S-Sergt. W. W. McAllister—Oil stove and pipe | 39 |
| Q.M.S. F. Choppin—Box apples and \$2 | 33 |
| Dvr. C. F. Garnett—Pipe and \$2 | 33 |
| Corpl. E. C. Tremblay—Five lbs. tea and \$2 | 23 |
| Major E. R. Vance—Side bacon and \$2 | 21 |
| Lieut-Colonel A. B. Snow—Box writing paper and \$2 | 20 |
| Captain E. S. Coolan—Five lb. box chocolates and \$2 | 20 |
| Corpl. W. H. Ricketts—Five lbs. coffee and \$2 | 18 |
| Sergt. T. E. Tracey—Pipe and \$2 | 17 |
| Sgt. O. B. Delano—Pair hair brushes and 28 lb. flour | 8 |

THE CIVICS WIN CHAMPIONSHIP

The Civics won the championship of the Civic and Civil Service League for the 1922 season, when they downed the Post Office crew on the Rockwood Park diamond last evening, 8 to 5. The winners had come through as leaders of the league series, and by virtue of their win last evening, they topped the post series title, just nosing out the Water Department, which was tied with them until last night's game. Torrey and Evans was the battery for the losers, while Hatfield and Blair carried the burden for the Civics. Up to the fourth inning the game was close, both pitchers receiving good support. This is the first attempt to have such a league, and the venture has proved so successful that the league will be continued every year. There was a good-sized crowd on hand last evening to see the last game.

Williams' Shaving Cream

Made in Canada



All Day—
A Glove-Smooth
Face

That's what a shave with Williams' gives you. Both beard and skin are so completely softened by the wonderful lather that a shave is as refreshing as a massage. No drawn, sore feeling—smoothness, flexibility and comfort.

Send us a post card if you want a Free trial tube.

THE J. B. WILLIAMS COMPANY
655 Dore St. Montreal, Canada

KOLA PIPES

Smoke cool and sweet from the start and will outlast other pipes of many times their cost. It's the special "Kola" process that gives them their unrivalled lasting qualities and that rich mellow "Kola" color.

At all good tobacconists in over 100 different shapes and sizes.



"An old friend from the start"

Price
Kola Standard
or Kola Krust
ONE DOLLAR

25 Cigarettes for 10¢



Roll your own

With OTTOMAN Cigarette Tobacco; then you will know what satisfaction a freshly rolled cigarette can give, when it is made with OTTOMAN, the choicest cigarette tobacco—aromatic and delicious—and it costs just a fourth of the price of any other cigarette.

Every package of OTTOMAN Cigarette Tobacco is sold with a book of cigarette papers and contains enough tobacco to roll 25 cigarettes.

Rock City Tobacco Co., Ltd.

OTTOMAN CIGARETTE TOBACCO



Visitors at the EXHIBITION

Be sure you see TIP TOP TAILORS' incomparable fall display of suitings and overcoatings at their agent's, MULHOLLANDS, 7 Waterloo street.

Every garment made to your own measure in any style at one standard price—\$24—nothing higher nor lower.

FIRST SHOWING Sept. 2 - 9

Samples of the New 1923 McLaughlin-Buick motor cars will be on display at the

ST. JOHN EXHIBITION

Main floor, south wing.

15 New Models for 1923.

INSPECTION INVITED

McLAUGHLIN MOTOR CAR CO., Limited,
Oshawa, Ont.

Subsidiary of General Motors of Canada, Limited.

BRANCH HOUSE
140-144 Union Street