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**C**OLLEGE MEN'S CLOTHES, to the mind of the average merchant tailor who does not know the young men, are usually associated with everything that is rah-rah and of an exaggerated type of garment.

The College Student of to-day is not that sort of a dresser. They are conservative in their attire and wear garments of utility and cultured expression. College men are dictators of fashion, for after they are seen wearing certain styles for a while these clothes are adopted by their followers outside of academic walls. There is nothing extreme or unduly attractive in the contour of any garment in the Semi-ready stores.

### **Semi-ready Tailoring**

Riley Hern

565 St. Catherine St., West

Rod. Sangster

239 St. James St.

Eugene Bourassa

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