

Opening the Semi-Ready Wardrobes

At 81 Yonge Street and 472 Queen St. West This Saturday Morning

YOU are specially invited to call and gather for yourself an idea of a great idea—the new system of tailoring men's clothes.

HOW Semi-ready Tailoring has progressed far beyond the attainments of its many imitators can be best judged by a personal visit.

GENTLEMEN may feel free at all times to visit the Semi-ready Wardrobes "just to look." There is never any obligation to buy in the Welcome Store.

THAT Semi-ready saves you both time and money is not its chief reason for the tremendous success which has attended it since the first small store was opened in Toronto.



THE better style, the distinguishing marks of culture and refinement, and the superior class of tailoring, combined with the finer cloth fabrics, gives the Semi-ready garment a tone which can be produced by only one custom tailor in Toronto—and only one in Canada.

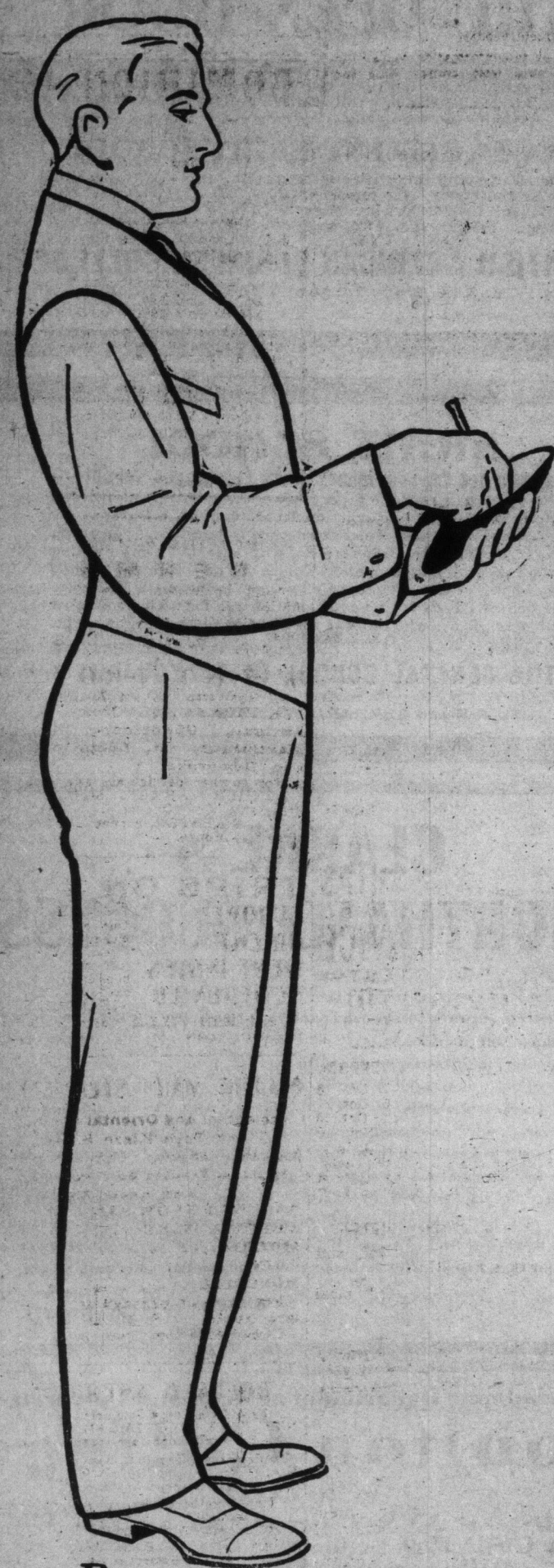
THE Semi-ready Sac Suit style for the Fall and Winter season is here pictured direct from a photograph of a \$20 English Worsted Suit.

This style is made without side or centre vents in the back, and was first worn by a brilliant financier on the New York Stock Exchange.

"Semi-ready" Suits are made at \$15, \$20, \$25 and \$30.
"Semi-ready" Overcoats at \$15, \$20, \$25, \$30, \$35 and \$40.
"Semi-ready" Dress Suits and Tuxedo Suits at \$25.
"Semi-ready" Frock Suits, silk-faced, \$25.
"Semi-ready" Trousers at \$4, \$5 and \$6.

Into these garments there are tailored finer worsteds, serges and tweeds than the custom tailor can afford to import. The English worsteds from the mills of Sir Titus Salts of Saltair, Yorkshire, are found only in the "Semi-ready" tailoring.

The "Blunoz" serge, the finest serge made in Canada, is made in blue and black worsted serge at \$20—only in the "Semi-ready" Wardrobes, too.



B
Semi-ready Physique Type B, Over-Erect.

WHAT THE IDEA IS

To forejudge your suit at the basting stage before you buy!

That's the kernel of the nut!

We save you the bother of being measured—the bother of being fitted, and the immediate unpleasantness of having to pay for a suit that does not fit—does not look right—and will not hold its shape—all characteristics of custom tailoring.

You try on a Semi-ready suit that has been carefully hand-tailored and left only partly finished. That has been through the hands of the most skilled tailoring people in Canada—tailors whose salaries the best custom tailor could not afford.

That has the smartness and distinction of a suit designed by a master tailor—the most knowing and scientific in America.

You try on a Semi-ready suit before an entire figure glass—you are acutely critical because your suit forms part of you, and you expect more from Semi-ready than you do from the custom tailor.

There are no excuses for any ill fit in a Semi-ready suit—you are not flattered as to your appearance when you feel unconsciously that there is something wrong, or are you forced to take a suit against your own judgment.

If the suit is not right, don't take it. If by any chance you don't find that you're dissatisfied until you get it home, send it back—we'll refund your money—Why?

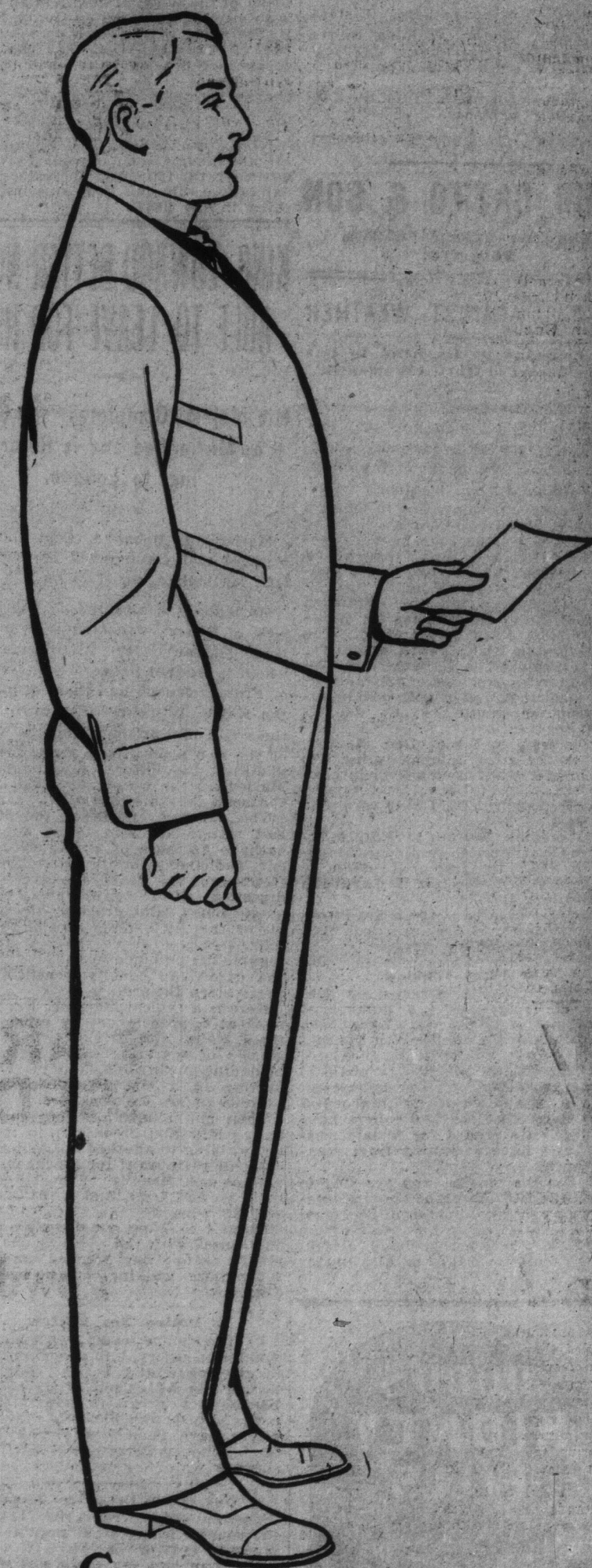
For our own sake, because it would hurt us to have an unsatisfactory suit on anyone.

Could a custom tailor afford to take your suit back?

Remember the cordial welcome which awaits you to-day—and afterwards—in the two Semi-ready Wardrobes.



Semi-ready ED. MACK, - Proprietor.



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