



WHAT IT IS

Semi-Ready is a new brand of gentlemen's clothes of the best custom tailor made quality.

So called because not quite ready made.

Only finished to that point where a suit may be tried on, and afterwards completed to order.

That is to say:—

The cuffs of sleeves and bottoms of trouser legs are merely basted into position.

Outlets in coat collar, vest back, trouser leg and waist seams to be let out or taken in as desired.

It would be just as truthful to say "made to order."

But semi-ready has this advantage, that you don't have to guess at the effect or the color and style of the garments, but you see it before you order it.

"Semi Ready" is equal to the best custom tailoring.

The prices are:—Suits and overcoats \$10.00 to \$25.00, trousers \$3.00 to \$6.00.

Your money back if dissatisfied.

The Kennedy Company, Limited,



2364 St. Catherine Street.

TORONTO, WINNIPEG, MONTREAL & OTTAWA