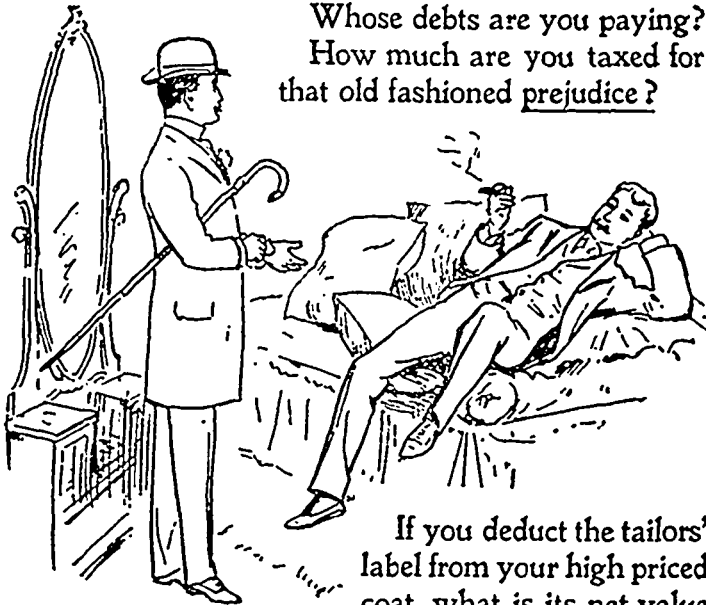


What Tailor owns you!

Whose debts are you paying?
How much are you taxed for
that old fashioned prejudice?



If you deduct the tailors' label from your high priced coat, what is its net value

in "Fit-Reform" Clothing?

He who buys his suit or overcoat "made to order" should have his hat, shoes, and gloves made to order.

Then he should travel in a stage coach, instead of in a Pullman, merely because it costs more money, and his grandfather did it.

Some men live for a tailor's benefit till they read—

"The Logic of Dress"
a book—free for the asking.



The Fit-Reform Wardrobe,

2364 St. Catherine St. (NEAR HAMILTON'S
Cor. PEELE.)

The Kennedy Company, Limited,
Montreal—Toronto—Winnipeg.