

Progress

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From 2 stores and about 15 employees to a big wholesale Tailorey with ten exclusive "Semi-ready" wardrobes, 550 employees and 40,000 wearers in a little over two and a half years.

What has made such progress possible?
Sound business sense in makers' policy.
Gentlemen's clothing sold at the trying-on stage.
Finished to order and delivered same day.
Prices a third to a half less than equal custom work.
Suits and overcoats, \$12 to \$25.

Trousers, \$3.50 and \$5.

If dissatisfied, your money is not Semi-ready's to keep. By mail—Catalog free.



22 KING STREET WEST - TORONTO.

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OTTAWA

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until your vision is so deteriorated that even proper glasses cannot entirely restore your eyes to their former acuteness, when, if taken in time, glasses would give the same easy restful vision enjoyed in younger days—learn your eye wants by consulting our refracting opticians.

Ambrose Kent & Sons,

(LIMITED

MANUFACTURING OPTICIANS
156 Yonge Street - Toronto.

SPECIAL ATTENTION

is given to the needs of young men in the up-to-date contracts issued by the

Canada Life Assurance Company

They meet every real requirement in life insurance, and in addition afford methods of profitable investment for those of moderate means which cannot elsewhere or in any other way be equalled. Choose the best.

CANADA'S LEADING COMPANY.

H. C. COX,

MANAGER E.O., TORONTO

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SMOKE

Goldstein's Mixture

Cool, Fragrant, Delicious.

W. GOLDSTEIN & CO., 82 Yonge Street.

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Skates and Hockey Supplies

Rice Lewis & Son Limited

Cor. KING and VICTORIA STREETS - TORONTO.

Don't Fail

TO EXAMINE





THE PIANOLA

the first time you are down town.

IT PLAYS ANY PIANO.

ANYONE CAN PLAY IT.

Choice Pianos for Rent.

THE Mason & Risch Piano Co., 32 KING STREET WEST - TORONTO.