



In Blue and in Black
Twenty Dollar Suitings

KING'S Own Serge is something specially fine, made in the best serge mill in the Yorkshire woollen district. We have put it to every possible test for wear, value and color staying.

It is made from a fine, soft feeling silky wool, particularly selected for our trade and is equal to the ordinary \$25 value in suitings.

King's Own Serge can be had only in the Semi-ready stores in Canada.



A Sample, with Style Book and Self-measuring Form, will be sent to any address in Canada—if you are not able to get it from the Semi-ready merchant in your town.

SEMI-READY, LIMITED
 : 472 Guy Street :
 Montreal, Canada