THE COURIER, BRANTFGRD, CANADA, FRIDAY, APRIL 12, 1918.

## WORD PREEOM IS IT SAMKE

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# By Fara ${ }^{6}$ the Greatest Value in Canada TIP TOP TAILORS 



$\bar{C}$ANADA has changed from a nation of eareless spenders into one of careful buyers. Thousands of men who have been accustomed to paying from $\$ 25$ to $\$ 35$ for their clothes find the same value, style, fit and tailoring in Tip Top made-to-measure clothes at $\$ 17.50$.
TIP TOP SERVICE MEANS gnod quality of material to choose from, linings which will give honest wear (not inferior shoddy goods which may look well for a few weeks then go to pieces), careful tailoring - Tip Top Clothes hold their original shape after years of hard usage. This is
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Iffor the kind of serviee we guarantee in Tip Top clothes
If for any feason they do not satisty you, we will gladly
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