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VICTORIA ROLLER RINK
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| PRINCESS AARIE RICHARD CARL |  |
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|  <br> 우녈 | Ontario Jockey Club toronto |
|  | AITIUMN MEETING |
| Tiger Lilies Burlesquers | SEPTEMBER 15th－22nd |

Hanlan＇s Point RAGING \＆STEFP FCHIPNG saturday，sepr．22nd


INSURANCE CONMISSION

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## WORKING OUT OUR IDEAL

o tailor suits better than the best custom tailor．


A Semi－ready Physigue
Type E．

To make each suit fit－better，to have more careful interior workmanship，to give each suit an individual expression－the certain snap that＇every well－tailored garment carries－to so tailor that each suit holds its shape permanently，that was our purpose in＇ 98 ．

That is our purpose in＇ 0 ，but it＇s easier now －ever so much easier！and yet our different foreper－ sons have mostly been with us since＇ 98 ！

From the start it has been a steady process of education for us all！

By rigid adherence to our ideals－by rejecting the＂not－quite－so－good＂and exacting the＂best＂ have we attained our purpose．

Because the demand for our carefully hand tailored suits has increased－because we have estab． lished new selling branches just as we have here －our business has warranted many things．
We have been able to assemble skilled，clever tailors－men and women who are cunning and skilful with their fingers，who delight in their work－who know how to mould cloth with the needle－how to sew so as to render the cloth shape retaining．These skilful tailors we have grouped in units－each expert on some one suit part－as a part is finished it is carefully scrutinized for flaws and then quickly passed to the next unit．

The result is a suit that fits perfectly－possesses individual expression －looks well－bred－tasteful，and becomes a gentleman．

The one right we have to open a selling branch here is the fact that we can tailor suits better than the best custom tailor．

The growth from two selling branches in Canada in＇ 98 to thirty in 04 is one indication that we possess that right－you will see the only other in the suits themselves．

We will be very proud to show you these suits．Please don＇t consider it obligatory to make a purchase．

If yoù do so and are at all dissatisfied we refund your money．

## Semi－ready Tailoring


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## SPECIAL FARMING \& LIVE STOCK EDITION




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THE TORONTO WORLD



