

# RETURNED SOLDIERS LIKE SEMI-READY PHSIQUE TYPES

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"Military training has increased the sale of the normal type of clothing as typified in the Semi-ready physique type system. The well-set up figure, with upright carriage, makes it an artistic pleasure to show off a well-tailored Semi-ready suit.

"It has reduced the cost of our tailoring shop," said Mr. Bert McGolrick. "We seldom have to make a single alteration for a returned soldier—just finish the sleeves and trouser legs to the right length. This can be done in a few minutes.

"This is particularly true of officers—for whom we made most of the trim tunics and breeches—for soldiers who did trench digging we often have to give more room in the sleeve or arm-hole. But this is a simple tailoring operation with Semi-ready clothes."

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