

YOU ARE THE PEOPLE.



YOU represent the labor, business and profession of our community. You are every man, young and old, in it.

You are the people whom **we** desire to pass judgment **for** or **against** the new production of Fit-Reform.

You are an intelligent, thrifty, fair minded people.

Each season most of you have to buy some article of apparel. Each season the same old question has to be answered, "Where shall I buy my clothes?"

Men and occupations are as various here as in any other community, and the men differ in size, shape and personality as widely as do the occupations at which they are engaged.

Fit-Reform is ready-to-wear clothing made to fit these different forms and suit each different individuality.

Fit-Reform garments are made to fit nine distinct shapes of men, the "regular" man, the "short stout" man, the "slim" man, the "tall stout" man, and variations of each.

Fit-Reform for spring and summer 1899 is now ready, and we are waiting for your judgment of it. Truly the showing of styles and cloths that are herewith put before you for this season merits the careful consideration of every buyer of men's clothing in this vicinity.

This is the beginning of the third season for Fit-Reform. The first two were only experimental, but they demonstrated to the maker that the people of Canada **did** appreciate better clothing than heretofore they had been able to procure.

The first two seasons brought out other important facts that have tended to **improve** and **perfect** this brand of clothing, the present showing of which is well nigh perfect.

It brought to the surface all the mistakes, the shortcomings, the imperfections. It showed **where** they were and **how** to remedy them.

They **have** been remedied.

Still, from the first, the maker put his guarantee on every garment, and stood ready to right all errors that happened.

The guarantee this season is, then, a double one; the improvements make dissatisfaction **less** liable, the absolute guarantee provides for dissatisfaction if it does come.

So the chances of your disappointment have been reduced to **nothing**.

Now we can tell you something about the clothing itself.

The way Fit-Reform is made:—The invisible **staying** that **binds** every pocket—the **linen tape** that **strengthens** every edge—the **hand** stitched