

Take Every Precaution - Safeguard Your Health

A SERIOUS Epidemic of Spanish Influenza has spread throughout this country bringing sickness—and even death to many of our homes.

We owe a great deal to the health officials in the various municipalities who took such firm and quick action in dealing with this epidemic. But for their almost superhuman efforts in the face of many obstacles the ravages of this disease might have been much more serious.



Perfect Sleep, The Greatest
Medicine In The World

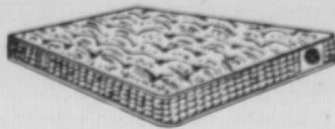
The "Ban" has now been lifted in many localities and the number of cases reported in other districts is rapidly decreasing, but we are well advised to still take every precaution to safeguard health.



Thoroughly Renovate Your
Bedroom

Many people have considered it necessary in renovating their bedrooms to discard old mattresses and buy new ones—and rightly so.

There is probably nothing in the home that is so essential to keep clean and sanitary as the mattress. How very important it is, then, in selecting a new mattress to buy one that is guaranteed to be made of new, clean and sanitary materials. In the United States various state laws require manufacturers to attach a label to mattresses stating exactly what is inside—guaranteeing nothing but new, clean and sanitary materials.



At present there are no pure bedding laws in Canada. We, however, realizing our responsibilities as the largest manufacturers of Beds and Bedding under the British Flag, have made a law unto ourselves and have fought the pernicious practice of using second-hand materials in mattresses. Furthermore, we have rigidly

lived up to our own pure bedding law established with the inception of this business twenty-seven years ago.

Whenever you buy a mattress bearing the well known "Alaska Guaranteed Bedding" trade mark, you are assured that the mattress contains absolutely nothing but new, sanitary materials.

Whether it be the high grade cotton felt used in our more expensive mattresses or the sun-dried sanitary wood fibre and felt filling of the cheaper grades, there is only *one* standard of cleanliness. You are also buying the utmost in sleep comfort, and as one physician has said: "Perfect sleep is the greatest medicine in the world."



All Furniture Dealers
Recommend Alaska Bedding

All furniture stores sell and recommend "Alaska Guaranteed Bedding." Your dealer will sell you Alaska Mattresses, ranging from \$6 to \$30, all clean and comfortable.

The Alaska Bedding Companies

(ASSOCIATED WITH SIMMONS COMPANY, KENOSHA, WISC., U.S.A.)

Montreal Winnipeg Calgary Vancouver

Makers of the famous OSTERMOOR Mattress

Also Makers of High-Grade Brass and Steel Bedsteads, Bedsprings
Steel Couches, Mattresses and Pillows.

ALASKA BEDDING



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