



## The Perfection of **Tailoring**

These delightful Suits and Overcoats that are making so many men so thoroughly satisfied with their new clothes, are simply the result of one thing:

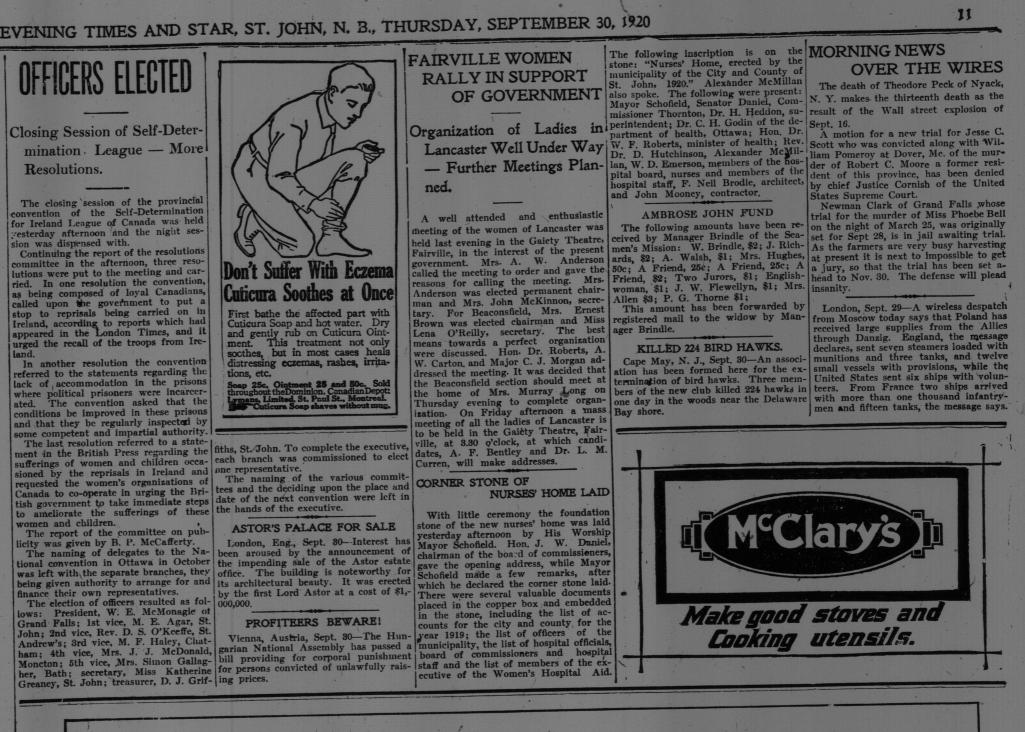
The finest tailoring that Canada's most efficient tailoring organization can produce.

Finer than ever before, Fit-Reform offers the well-dressed man styles and workmanship unknown in previous years and unequalled in this one.

Fit-Reform Donaldson Hunt

17-19 Charlotte Street





## Can You Do More Work by Neglecting Sleep

WHEN a man finds himself up against more than he can do, his solution may be shorter hours instead of longer-more sleep instead of less.

There is no greater help to good work, and keen enjoyment in doing it, than plenty of that deep, sound sleep that wakes a man up feeling alive all over.

When a man finds that he is not sleeping properly, he should look to his bed. No one can sleep soundly unless his bed is noiseless and steady; his spring resilient, and his mattress and pillow invite perfect relaxation.

THE truly noiseless Bed is the Simmons Metal Bed—built for sleep.

Just as the sleep-inducing Spring is a Simmons "Waldorf," of specially tempered spring coils. Fine Springs that fit the contour of the body and support the spine in a straight line, insuring perfect circulition and restoring the energy used up in the fatigue of the day.

Simmons Felt Mattresses are the result of twenty-five years' study of equipment for sound, natural sleep. Made of pure, new cotton in clean, sun-lit factories. Used in thousands of fastidious Canadian

And Simmons Pillows, which rest the head and neck exactly as they need to be rested.

Years ago Simmons Limited established the principle of Beds,

Springs, Mattresses and Pillows built for sleep.

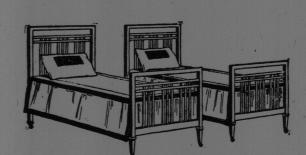
It is today the largest maker of fine sleeping equipment in the Do-

It is a specialist in Twin Beds-a pioneer in that fine modern principle of a separate bed for each Simmons Metal Beds, Brass Beds,

Springs, Mattresses, Pillows, Day Beds and Children's Cribs are the most sought after sleeping equipment in leading stores of this com-

The prices are little if any higher than for the ordinary.

And when you are selecting your Simmons Beds with an eye to their appearance in the room, you will see that Simmons has for the first time established beautiful and authoritative design in Metal Beds.



The REVERE—Design 1962

Your choice of Double Width and Twin Pairs—and especially pleasing in Twin Pair. Has the Simmons Patented Pressed Steel Noiseless

Sleep is a big subject! Write us for the booklet, "What Leading Medical Journals and Health Magazines Say about Separate Beds and Sound Sleep." Free of charge.

SIMMONS LIMITED

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VANCOUVER