

shrunken canvas that **interlines** the fronts, **moulded** into shape by the needle—will **positively** keep the garments in **perfect** shape until worn out.

No **cheap** "custom made," no other "ready made" has these hidden **merits** of Fit-Reform.

What Fit-Reform is made of:—The cloths contained in Fit-Reform garments are first of all **carefully selected**. The markets of the world are open to all—wider open where larger orders are placed. The custom tailor cannot possibly buy as cheaply by the suit length (6½ yards) as the maker who orders cloth in one thousand yard lots. The custom tailor never deals with the cloth maker, but gets his stock through the wholesale house—thus pays another profit.

The cloths in the new Spring Fit-Reform suits are from weavers of known reputation. Tweeds from "Hill & Sons, Lucan," Ireland; from the Athlone Woolen Mills, Ireland, comes the famous Shannon Tweeds; from R. Nobles & Co., Howike, Scotland, are representative weaves; from Fox Bros. and John Taylor come the English serges that go into Fit-Reform garments. Tweeds and homespuns from the Rosamund Woolen Mills and the Cornwall Manufacturing Company tell the story of Canadian produced wools that enter the Fit-Reform out-put for the coming season.

Before these cloths are made up they are subjected to severe **tests for color and wear**, and any that do not come up to the **high standard** now observed by the makers of Fit-Reform are shipped back to the weavers. The cloth must be absolutely fast color, and each thread stand a certain **test for strength**, or it does not pass the cloth expert.

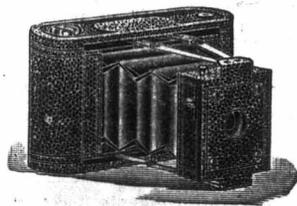
The price to you is regulated by the maker, printed on a silk label and sewn into the left breast pocket, put there to **protect** the wearer against overcharge and to assure to him the **value** intended by the maker.

This label with the brand, price and size printed thereon, is the manufacturer's guarantee, and as long as this label is **left intact** the maker assumes **entire responsibility** for the good behaviour of the garment.

## The Fit-Reform Wardrobe :

 **PROWSE BROS.**

Sole Agents for the Island.



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**T**HE CAMERAS we sell are guaranteed to take good photos. We have a fully equipped dark room on the premises, and will give full practical instructions to all who purchase cameras from us.

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