

## Sleep Your Way to Health and Happiness

It's not how long you sleep, but how well that starts you off in the morning with vitality and a grand sense of well-being! It is difficult to realize that we spend approximately four whole months of every year in bed, and to busy people the very thought of it seems a frightful waste of time.

But consider it for a moment. Do you know that sleep is more important to the human body than food? People have been known to go many days, even weeks, without food, yet it is impossible for anyone to do without sleep for more than a week, without going insane. Indeed, an ancient form of Chinese torture was to keep prisoners awake. They were rarely able to keep their reason after the fifth or sixth day.

So you see how essential sleep is to life. The loss of only two hours of normal sleep makes work very much more tiring the next day, and it takes several nights' sound sleep to make it up again. Sleep is a medicine, a remedy. It allows the intricate and delicate machinery of the human body to restore lost energy, rebuild worn-out tissue, rest and relax over-strained muscles and refresh over-taxed minds.

There are few people who can maintain good health on less than eight hours' sleep out of every twenty-four, and few can retain a cheerful, happy outlook on life without this adequate amount of deep, comfortable sleep.

How necessary it is, then to have a bed of the utmost comfort—a bed that allows complete relaxation? We, today, couldn't stand the strain of sleeping in the contraptions our ancestors used. The pace of modern living demands more than ordinary sleep—it demands a sleep so deep and refreshing that the mental and physical exhaustion of our strenuous, over-worked days is completely banished every night. We couldn't sleep in trees as prehistoric man did, to protect himself from beasts of prey. Our bodies must relax. Some people today believe that the sudden, falling sensation we often have just before we go to sleep is a "throw-back" from those days when falling out of a tree must have been quite common.

It's a far cry from those ancient times to the utter comfort of the modern spring mattress. Indeed, it's even a far cry from the mattresses of just a few decades ago, though there are many people who have vivid recollections of the straw and old-fashioned hair mattresses with their bumps and hollows, and the smothering feather beds.

There is such a wide variety of mattresses on the market today, how is the inexperienced buyer to know when she is getting the most for her money? Well, here are a few questions she can clip out and take shopping with her for reference and comparison:—

### POINTS TO PONDER WHEN BUYING A MATTRESS

- Is the border of the mattress pre-built to prevent the edges from rolling or sagging, to give the maximum width to the bed and allow for beautiful bed-dressing?
- Are the springs pocketed separately to keep them under control and on even height, each other, or at least built to give just the proper amount of "yield" to each sleeping movement?
- Are there plenty of ventilators to allow a free flow of air through the mattress?
- Are there handy handles for easy mattress turning?
- Is all the material of new, first quality?
- Is the tufting depressed enough to prevent hard lumps forming, not so deep as to form mounds and hollows, and firm enough to hold permanently?
- Is the covering of cheap, easily-spilt material or a good-looking, long-wearing fabric of pleasing appearance?
- Lie on it. Is it too soft? Too hard? Does it give easily to every position of the body without forming uncomfortable hollows?
- Does it bear the name of a well-known and reliable manufacturer, such as Simmons?

It has been found that a fine quality mattress, though it may cost more, works out to a cost of only a cent or two a day, over a long period of years, while a less expensive mattress, which will not wear nearly as long, actually costs much more per day.

break down. Over half a mile of wire alone is used in one mattress—over 300 square feet of pocket cloth—over two miles of thread. There are over 3½ million Beautyrest mattresses now in use, and for long wear, quality and sleeping comfort, it is now more than ever a "best buy!"

# NATIONAL BEAUTYREST WEEK

April 17th to 24th

SEE THE *New* SIMMONS Beautyrest MATTRESS

NOW ON DISPLAY AT YOUR DEALER'S



### The GREATEST ADVANCE IN MATTRESS DESIGN IN THE PAST TEN YEARS

You'll awake with a smile on the new Simmons Beautyrest Mattress—awake refreshed as never before! For this new mattress embodies every modern improvement—a new plain edge that provides a wider sleeping surface and gives the bed a more trim appearance; extra pocketed coils for greater buoyancy; "jiffy-join" tufting for a smoother sleeping surface; ventilators; handles for easy turning; everything. And what gorgeous coverings!

Afford it? Of course you can. It costs about 1 cent extra per night for this new Beautyrest! Think of it! See your dealer and get further information on the new Beautyrest... today!



The new inner roll, attached to pre-built border and outer row of springs, ensures a straight-edge mattress and prevents sagging. Only Simmons has it!



New 837 individually pocketed coil springs in the Beautyrest. Highly tempered, sensitive, they create a restful sensation like floating on air!

True, isn't it? This is what the edge of the new Beautyrest Mattress looks like.

### GENERAL MOTORS' NIGHT HALTON GARAGE OPERATORS

On Thursday evening, April 4th, the Halton Branch of the Ontario Operators' Association were guests of General Motors Corporation in the Farmers' Hall at Milton. Mr. J. L. McKindley, the Branch President, was in the chair.

The meeting was well attended, a large number of members and visitors present. A time was spent in discussing the regular business of the Branch.

Following the regular business period the guest speaker of the evening, Mr. Russell Gage, Chevrolet Service Engineer of General Motors Service Dept. was then introduced. A very profitable and interesting time followed.

Mr. Gage gave a very valuable talk from motion pictures on service to cars, and in particular the Chevrolet car. Mr. Gage was assisted by Mr. Cain, also of General Motors Corp.

Mr. A. Richardson of the Equipment Department of United Motors Service was a visitor, and spoke briefly.

A vote of thanks was given to the General Motors Corporation, and to their representatives, for their efforts in bringing to the Halton Branch such inspiring and educational addresses.

At the close of the meeting the members and visitors enjoyed a buffet

luncheon, provided through the courtesy of Wm. Whitaker & Sons, General Motors dealers in Oakville.

### Children's Aid Society

The fifth annual meeting of the Children's Aid Society of the Counties of Peel and Halton will be held in the evening of Wednesday, April 24th, 1940, at 8 p.m. in the Sunday School room of St. Paul's United Church, Milton. Annual reports will be presented and officers elected for the ensuing year.

Mr. R. E. Mills, Director of The Toronto Children's Aid Society, will be the guest speaker and will at the same time show moving pictures of the Bolton Fresh Air Camp, which is situated in the County of Peel.

A very cordial invitation is extended to all who are interested in the work of the Society.

There is no other tobacco JUST LIKE OLD CHUM

**for Beauty - -**

WE OFFER SPECIAL VALUE to introduce the New Series of **Muriel Astor Toiletries**

Your choice of any two 50c Muriel Astor Products, regular \$1.00 value **BOTH FOR 59c**

**for Rest - -**

If you can't sleep at night... your jittery... your nerves are upset... We recommend

**NEURO-TONIC TABLETS, 90 tablets 50c**

For those who prefer a Liquid Medication we recommend

**NURO-VIM . . . . . A Nerve Food and Tonic with Vitamin B — 16 ounces \$1.00**

**MacCORMACK'S DRUG STORE**

Phone 327 We Deliver Georgetown

## The Simmons "Admiral" Studio

with metal back support and carved wooden arm rests, combine to make this popularly priced lounge a practical addition to any home. Covered in a beautiful assortment of hard wearing velours. May be purchased with or without matching chairs.

**\$44.50**

A complete line of Simmons' Products on hand

# Harold C. McClure

"THE HOME FURNISHINGS STORE"

PHONE 54w GEORGETOWN

**SIMMONS**

**"Baby Fair" Crib Outfit**

consists of crib, spring and mattress. Crib may be had in ivory or walnut finish; has attractive panels in the end and comes in popular 2-3 x 4-3 size. A real SPECIAL at this **\$12.95** sale price