## POOR DOCUMENT

child which it shelters. Besides, many modern families are housed so unhappily as to be unable to care for more than the physical needs of the child. Further, many modern families are so small that the one or two youngsters in them are orphaned in the very presence of their parents. Youth needs youth. So, because the community controls the streets, and the school and play activities of children are community matters, there is no wisdom in upbraiding the home, or trying to save the children by group-efforts whose range is narrower than the community.

In each community is to be found a number of organizations whose function is to train the children. The school board, the junior department of the Y. M. C. A., the Sunday schools, the Boy

ific Hair Color Restorer





The "COLONIAL" No. 1961

It is made of Simmons Seamless Square and Rectangular Tubing throughout. Easy running casters. Your choice of Double Width and Twin Pairs—and especially pleasing in Twin Pairs.

Has the Simmons Patented Pressed Steel Noiseless Corner Locks. Enameled in Ivory, the Decorative Colors, and Mahogany, Oak and Circassian Walnut effects.

### Marvelous new ignition current for motor boats

WE announce Columbia "Multiple" Dry Battery No. 356, with four times the life of an ordinary battery, and so absolutely waterproof it will work under water.

It's exactly what you have always wished for, but supposed impossible to create.

> A Solid Dry Battery of 15 Cellpower-Absolutely Water proof—Only 2 Binding Posts, and They're Perfectly Insulated

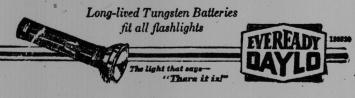
Not a thing to keep in running order—not a spot to protect from rust—not a connector to work loose and break the circuit.

Ask your dealer today for a Columbia "Multiple" No. 356 for your ignition—and you'll order another soon for your lights.

Canadian Made for Canadian Trade

CANADIAN NATIONAL CARBON CO. Toronto, Canada

COMING-Another Eveready Contest, \$10,000.00 in Cash Prizes. Ask your dealer for particulars.



## Women Give Enthusiastic Welcome to Beauty of New Patterns in Simmons Beds

Now in the Stores—the First Metal Beds Ever Designed in Harmony with Interior Decoration Today. Old-established House of Simmons Limited, Strengthens its Commanding Position as Leading Producers of Metal Beds

O woman who sees these beautiful beds will wonder at the way they are being received.

Every day goes further to confirm the initiative of Simmons Limited in producing metal bed designs based on the sound principles of line, form and composition—such as the "Colonial," illustrated above. This Simmons idea of putting real design into metal beds is just the latest ex-

ample of initiative that has expanded Simmons Limited from one small plant twenty-five years ago to one of the great Canadian industries today.

It was Simmons Limited that first thought of sleep in relation to metal beds.

That led to the Simmons Patented Pressed Steel Corner Lock—the lock that holds the bed together firm, like one piece of metal—the lock that prevents squeak and rattle and makes the bed noiseless, inviting relaxation and deep repose. They have consistently advocated the Twin Bed principle.

They have invented Springs, too, that yield evenly to the contours of the body -always resilient and elastic.

For example—
"Waldorf" Box Spring—Composed of finest oil-tempered double cone spirals, mounted on a frame of seasoned hardwood and upholstered with heavy layers of white cotton felt. Covered with attractive ticking. Finished with roll edge. A spring that really does give freely to all the contours of the body, yet supports

the spine in any sleeping position.

Now this latest achievement—good design in metal beds-involves also the invention of a truly seamless tubing.

You know how it is with the old-fash-ioned metal beds. The tubing always has a seam running the full length of the tube. It is likely to be rough—does not take the enamel nicely.

When you see these new Simmons Beds, notice especially the tubing—its exquisite finish, free from seam and roughnessand how beautifully it takes the enamel.

VOU will find them in the leading stores I —and with them some very charm-ing Brass Beds and Children's Cribs—

built for sleep, by Simmons Limited.

Prices of Simmons Beds are little, if any, higher than those of ordinary beds. If you have any trouble finding them we shall be glad to send you the names of Simmons merchants near your home.

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.

TORONTO

SIMMONS LIMITED WINNIPEG

CALGARY

**VANCOUVER** 

# MONTREAL Built for Sleep