POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MARCH 2, 1922

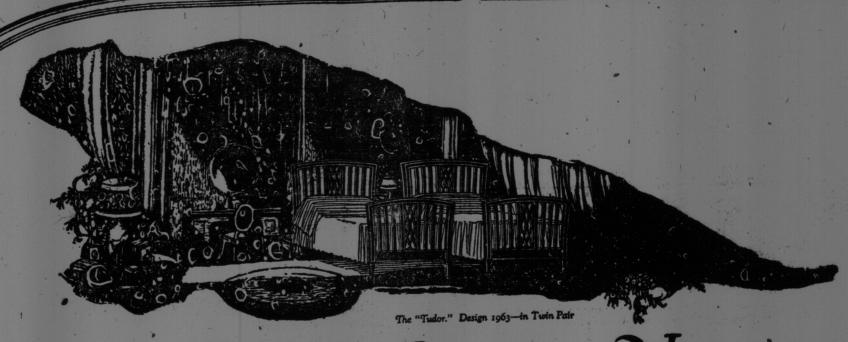
SPEECH FROM HOUSE OPENING

Infants—Mothers The Original

Malted Milk'.

Always Pure and Clean and Kept Good in the Sealed





Pure ~ Clean ~]

In these three words is summed up one of the greatest services ever performed for the households of the Dominion. Simmons Mattresses BUILT FOR SLEEP-wholly of pure, clean, NEW cotton. No "renovated" materials. Each Mattress MADE clean. And KEPT clean. Sealed in CARTON ROLL-dust-proof, germ-proof. Delivered to the home sweet and clean.

On the face of it—here is a service that appeals instantly to the instincts of the

And perhaps she cannot comprehend all it means until she knows more about conditions in the Mattress industry.

True, the responsible merchant takes all possible precautions, and sells his mattresses in good faith.

But there are no Dominion-Wide Pure Bedding Laws.

Much still depends on the integrity of the manufacturer. We say this without prejudice to anymattress maker of integrity.

We do not for a moment imply that Simmons Limited is the only maker of sanitary mattresses.

But it is a fact that many mattresses are still made of "renovated" materials.

Even materials out of old mattresses discarded by hospitals, or by homes where there has been infectious disease. There is nothing to prevent it.

Even clean mattresses are still hauled in open trucks through the dust and dirt of

As originators of Simmons Beds, Springs and Mattresses built for sleep—as the largest single factor in the business-

Simmons Limited is concerned for the integrity of the industry and the consequent well-being of the people of this country.

Simmons Limited makes this unqualified statement to the merchant-

"Cut open any Simmons Mattress that comes into your store. If you do not find it up to specifications or better-ship back every item of Simmons merchandise and never send us another order."

Canada has no Pure Bedding Laws-but Simmons Limited has!

Simmons Mattresses are now at your service in five styles - distinguished by Labels of different color - at a popular range of prices-

Purple Label, \$40.00 Green Label, \$16.50 White Label, \$10.50

Each mattress sealed in carton rollpure, sweet and clean.

A Service due the Canadian Public Today Simmons can give the public a

complete sleeping unit. Beds, Springs and Mattresses, each built to fit the other-all built for sleep. In this way, you secure a real guarantee of sleep satisfaction.



SIMMONS BEDS

Built for Sleep
Write us for "Yours for a Perfect Night's Rest"