

POOR DOCUMENT

MC2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MAY 26, 1921

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What do you Know about the Mattress you Sleep on

A WOMAN would be shocked if she could know the true inside history of many a mattress that looks so nice on her beds.

Its beautiful ticking may be filled with anything—even material "renovated" from old hospital mattresses, or mattresses discarded from homes where there has been infectious disease.

She bought it in good faith.

Her merchant sold it to her in good faith.

Perhaps it is pure and clean. Perhaps not.

It all depends on the integrity of the manufacturer. There are no Dominion-wide pure bedding laws.

There is nothing but his conscience to prevent anyone from making mattresses in sweat-shops or disease-ridden tenements. Nothing to prevent the use of "renovated" material. Nothing to prevent a mattress from being hauled uncovered in an open truck through the dust and dirt of the streets.

SIMMONS LIMITED is going out to clean up the whole mattress situation. Remember, please, that we say this

without prejudice to any mattress maker of integrity.

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

But as originators of Simmons Beds, Springs and Mattresses Built for Sleep—as the largest single factor in the business, we are concerned for the integrity of the industry, and the consequent well-being of the people of Canada.

We are putting at your service a mattress built of new, clean materials through and through, without equivocation or excuse.

Here is our statement to the merchant

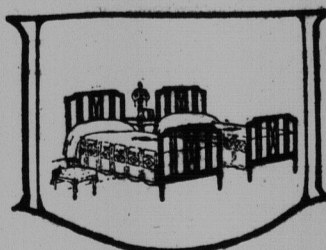
"Cut open any Simmons Mattress that comes into your store. If you do not find it up to specifications or better—ship back every item of Simmons merchandise and never send us another order."

THE Label of Simmons Limited is your unfailing assurance of a mattress built for sleep, of clean, pure, new materials. A mattress built—not stuffed.

Built in airy, sun-flooded work-rooms, by highly skilled work-people.

Ticking of the best. Stitching and tufting close, firm, uniform. Roll edge.

A mattress resilient, luxurious. Built for sleep.



SIMMONS LIMITED

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

SIMMONS BEDS

Built for Sleep

EVERY Simmons Mattress comes to you in a sealed carton roll.

It is sealed in our sunlight work-rooms.

It is delivered sealed to your dealer.

It is never opened until you break the seal in your own home.

Each carton bears the seal of Simmons Limited on each end.

These seals are your guarantee that inside the carton is a complete Simmons Mattress—through and through precisely the same grade as your merchant offered for your inspection in the store.

A mattress made wholly of new, clean, sanitary cotton—an invitation to ease of mind as well as ease of muscle and nerve, and such sleep as you have never known before.

Simmons Limited offers these fine sanitary mattresses, built for sleep, in four styles, distinguished by Labels of different color

Blue Label—\$35 Green Label—\$19.50

Red Label—\$25 White Label—\$12.75

A range of prices to suit every purse and every need.

The Simmons Label is our pledge to you that, so far at least as Simmons Limited is concerned, you may buy Mattresses with a mind wholly at ease about their sanitary quality—mattresses built for sleep.

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

Free Booklets on Sleep!—Write us for "What Leading Medical Journals and Health Magazines Say About Separate Beds and Sound Sleep," and "Yours for a Perfect Night's Rest."

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