man may be down but he's never "out."

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In Color Harmony with Your Dresser and Chiffonier

Beautiful Hardwood Effects Enameled on Steel Beds—see the New Designs by Simmons Limited in the Leading Stores.



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.

HIS will be a new thought to you— the enamel lies tight and evenly all over— Hardwood Effects enameled on a does not scratch, check or chip.

The whole idea is new. Impossible heretofore, until Simmons Limited invented its new Seamless Steel Tubing, and opened the way to really good design in metal beds and a perfect finish that admits of exquisite enameling in Decorative Colors and Hardwood

Now you can go to any of the leading mer-chants here in the city—select from perhaps a dozen charming designs, enameled in Mahog-any, Oak or Circassian Walnut—or if you prefer, in Ivory or Colors.

The range of patterns is so great that you will find beds to harmonize with antiques and "Period" pieces.

SIMMONS Limited has been working on the problem of good design in metal beds for years.

But old-style tubing has a seam running the full length of the tube. It cannot be worked into the shapes. It is apt to be rough -does not take the enamel smoothly.

All these new designs are made with the Simmons Seamless Steel Tubing—a new invention of the greatest practical importance.

Square and trim-free from joints, seam and roughness. Beautifully smooth, so that

YOU will find these fine new Simmons designs in Beds Built for Sleep in the leading stores. Quiet beds, with the Simmons Pressed Steel Corner Locks-free from squeak or rattle.

Your choice of many different patterns— and of Twin Pairs and Double Width in each

Simmons Springs, too-

"Waldorf" Box Spring—Composed of fin-est oil-tempered double-cone spirals, mounted on a frame of seasoned hardwood and up-holstered with heavy layers of white cotton felt. Covered with attractive ticking. Einished with roll edge: A spring that really does give freely to all the contours of the body, yet supports the spine in any sleeping

And some very charming Brass Beds and Children's Cribs, together with Simmo Mattresses and Pillows—all built for sle by Simmons Limited.

SIMMONS Beds, Springs, Mattresses and Pillows cost little if any more than the ordinary merchandise of the average store. A post card to us will bring you the names of Simmons merchants near your home.

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