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SIMMONS

KENOSHA



**METAL BEDS
AND SPRINGS**

SIMMONS

METAL BEDS & SPRINGS

PROPERTY OF KENOSHA CO.
HISTORICAL SOCIETY



SIMMONS COMPANY

Executive Offices

KENOSHA, WISCONSIN

Factories

KENOSHA, WIS. NEWARK, N.J.

SAN FRANCISCO, CAL.

Associated Canadian Factories

TORONTO - MONTREAL - WINNIPEG

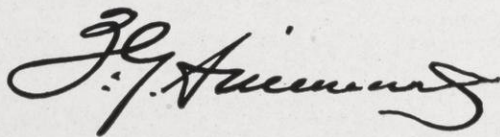
CALGARY - VANCOUVER

“**M**EN have gone sixty-three days without food and a week without water—but they cannot last more than ten days without sleep.”

Only deep, undisturbed sleep can bring that full degree of perfect rest needed for the harmonious functioning of mind, nerve, and muscles.

Everybody knows that sound sleep means sleep of complete relaxation—yet such a condition of complete relaxation cannot be brought about *unless one's bed invites* it.

Simmons Company for years have designed and constructed beds and springs that *invite sleep*. They are the National standard of value, comfort, elegance, refinement and service wherever beds are talked about, displayed and sold.

A handwritten signature in cursive script, reading "J. G. Simmons". The signature is written in dark ink and is positioned at the bottom right of the page.

Make the most of the bed-selling opportunities in your territory with Simmons patterns

IF YOU sell furniture at all you realize the importance of the right line of steel and brass beds, without being reminded of it.

You know local demands. You have a clear idea of styles that are acceptable to the furniture buyers to whom you look for business. Also, we believe you are well posted regarding the metal bed offerings of the mail-order catalog houses operating in your territory.

Under the circumstances, then, no one is better able to appreciate the quick-selling possibilities of Simmons Beds than yourself.

As a collection of attractive, worth-while styles, you will find this catalog helpful in making up your stock assortments. But that is not all; as a dependable index of the really worth-while bed creations, you will find it of increasing value as the season advances.

A personal visit to our Chicago Market Exhibit could not give you a more practical idea of the most popular bed patterns than this special catalog makes possible—for the numbers here illustrated are those which represent the buying tendency of the trade during the market season just closed.

With this catalog before you—you can now make up your stock order with every assurance that no competition will be able to equal, much less surpass, your offerings. If local trade condi-

tions are disturbed by mail order competition, make up your order with this in mind. Convince the people in your territory of your store's superior service by exploiting your merchandise attractively and consistently—by concentrating upon a line of National reputation.

The character and refinement of the Simmons Beds on the following pages is such that you can make no mistake in ordering any one or all of them for your stock. They may be had in a variety of finishes—Ivory, White Enamel, Vernis Martin, Oxidized Copper, in a wide choice of artistic opaque shades. They may also be ordered finished as Oak, Mahogany, or Circassian Walnut. The brass beds are to be had in Satin or bright finish, as preferred.

In ordering, always specify the width and finish. This will greatly facilitate the handling of your order.

Prices quoted on the inserted list are those prevailing at this time. Owing to fluctuations in the cost of labor and materials, we reserve the right to change these prices without notice.

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Steel Bed No. 1814

Furnished in all standard widths

Specifications

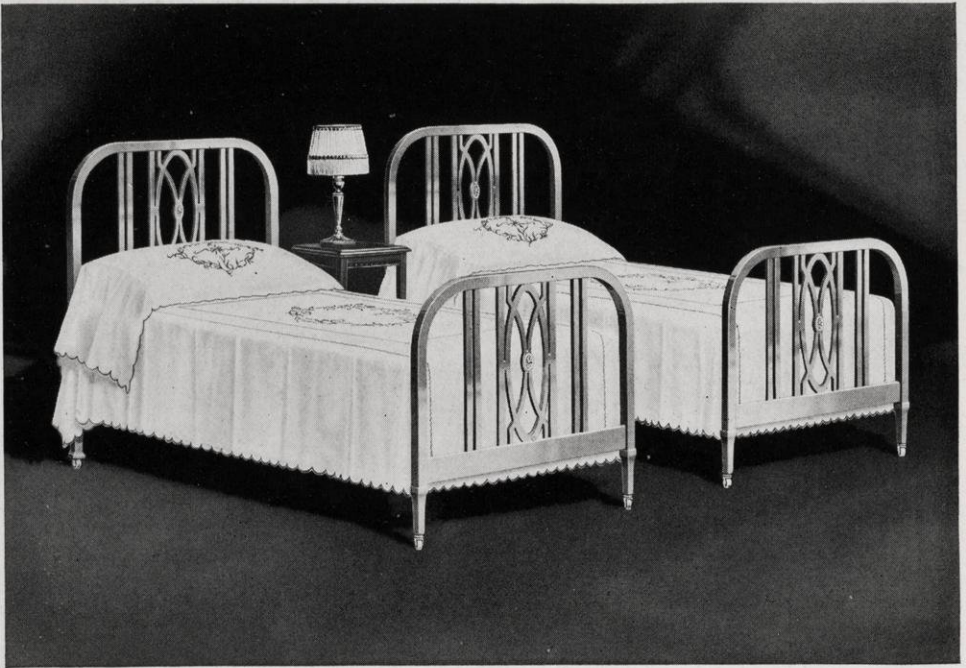
Pillars, $1\frac{1}{2}$ inches square. Top tube, $1\frac{1}{2}$ inches square. Filling tubes, 1 inch and $\frac{1}{8}$ inch square. Cross tubes, $1\frac{1}{4}$ inches square. Steel panel, $3\frac{3}{4}$ inches. Ornamental cast center. Height of head, 50 inches. Height of foot, $32\frac{1}{2}$ inches. Casters, steel, easy rolling type. Fitted with new Simmons patented pressed steel corner lock with reversible side-rails. See page 62. Weight for shipment, approximately 55 pounds, in 3-0 size.

NOTE: All heights given include casters.

A VERY clear idea of the elegance and refinement of Simmons designs may be had from the above illustration.

This is a steel bed. The finely shaped, graceful fretwork of the head and foot interiors is of steel. The beautifully proportioned cross panel is of steel. We emphasize these facts for the reason that many dealers suspect that the finer details of design in the new Simmons line are only possible in *wood*.

Think, then, of the satisfaction that awaits you—in presenting beds of this character to your customers. Is it any wonder that these new designs are upsetting all traditions of the metal bed market—any wonder that Simmons Beds dominate the world as creations of refined elegance, comfort and service? Compare carefully and you'll appreciate the trade-building advantage of having a comprehensive display of these inimitable beds on display in your store.



Steel Bed No. 1964

Furnished in all standard widths

Specifications

Pillars, $1\frac{1}{2}$ inches continuous. Bottom tube, 1×3 inches. Filling tubes $\frac{5}{8} \times 1\frac{1}{16}$ inches. Shaped foot mounts. Ornamental cast center spindle. Height of head, 48 inches. Height of foot, 33 inches. Casters, steel, easy rolling type. Fitted with new Simmons patented pressed steel corner lock with reversible side-rails. See page 62. Weight for shipment, approximately 90 pounds.

NOTE: All heights given include casters.

THE character and refinement of Simmons Twin Beds prove their adaptability to the arrangement or decorative scheme of any bedroom.

A separate bed for every sleeper is no longer regarded as a fad. Instead, it is a very sensible and healthful innovation, advocated and urgently recommended by the foremost medical authorities everywhere.

The patterns shown on this and the preceding page illustrate two of the newest Simmons Twin Bed creations. They are made throughout of steel and are the most artistic, comfortable, sanitary and serviceable beds that it is possible to produce. At least one pair of twin beds should be permanently displayed in every furniture store in America.



Steel Bed No. 1960

Furnished in all standard widths

Specifications

Pillars, 2 inches square. Top tube, 1 ½ inches square. Bottom tube, 1 ½ inches square. Filling tube, 1 inch square. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Fitted with new Simmons patented pressed steel corner lock with reversible side-rails. See page 62. Weight for shipment, approximately 97 pounds.

NOTE: All heights given include casters.

SIMMONS BEDS are sturdy and strong. They lock firm at the corners, where most beds are weak and inclined to rattle. The side-rails, head and foot sections lock together secure and snug, without a creak, rattle or feeling of unsteadiness. Pressed steel corners, described on page 62, insure this result.

Features of this sort will be observed throughout our entire line. They are deserving of special mention as you discuss value and quality with your customers. Many of them are exclusive and can be found only in Simmons Beds.



Steel Bed No. 1826

Furnished in all standard widths

Specifications

Pillars, 2 inches square, continuous. Bottom tube, $1\frac{1}{2}$ inches square. Filling tubes, 1 inch square. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Weight for shipment, approximately 135 pounds. All heights include casters. Fitted with new Simmons patented steel corner lock with reversible side-rails. See page 62.

NOTE: Steel bed No. 1933, same as above in every respect except that bottom tube is $1\frac{1}{4}$ inches square, filling tubes, $\frac{5}{8} \times 1\frac{3}{8}$ inches. Height of head, 58 inches. Height of foot, 34 inches.

THIS is one of the popular square tube designs that have become so popular wherever shown.

These beds are very strongly constructed, yet the tubing used is surprisingly light.

They are superbly finished in ivory or white, triple-baked enamel. They may also be had in natural wood finishes such as oak, mahogany or circassian walnut.



Steel Bed No. 1900

Furnished in all standard widths

Specifications

Pillars, $1\frac{1}{2}$ inches square, continuous. Bottom tube, 1 inch square. Filling tubes $\frac{5}{8} \times 1\frac{3}{8}$ inches. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Fitted with new Simmons patented pressed steel corner lock with reversible side-rails. See page 62. Weight for shipment, approximately 70 pounds.

NOTE: All heights given include casters.

STEEL BEDS of this character satisfy every demand for comfort and service with the added advantage of fitting into any accepted scheme of bedroom furnishing in a pleasing, harmonious manner.

The steel tubing used in the construction of Simmons Beds is cold-drawn and electrically welded. The surface is smooth and seamless—the fine, hard, artistic and enduring finish is a feature that can be pointed out and emphasized to your customers with good results.



Steel Bed No. 1307

Furnished in all standard widths

Specifications

Pillars, 2 inches. Top tube, $1\frac{1}{4}$ inches. Bottom tube, $1\frac{1}{8}$ inches. Filling tubes, $1\frac{1}{8}$ inches. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Fitted with new Simmons patented pressed steel corner lock with reversible side-rails. See page 62. Weight for shipment, approximately 72 pounds.

NOTE: All heights given include casters.

Steel Bed No. 1495 is the same as above except that top mounts are of brass.

WITH a comprehensive assortment of Simmons Bed styles on your floors you will be ready to meet all competition.

No guessing or speculation as to quality or service. Many dealers who feel that the offerings of mail-order houses are depriving them of sales, can profitably study and apply some of the selfsame methods to their own business.

Proper display—plain figure prices and specific comparisons of your store's offerings with the printed mail-order catalog illustrations—offer conclusive proof of your store's advantages over this class of competition.



Steel Bed No. 1391

Furnished in all standard widths

Specifications

Pillars, 2 inches continuous. Bottom tube, $1\frac{1}{4}$ inches. Filling tubes, $1\frac{1}{8}$ inches. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Fitted with new Simmons patented pressed steel corner lock with reversible side-rails. See page 62. Weight for shipment, approximately 76 pounds.

NOTE: All heights given include casters.

Steel Bed No. 1390 is the same as above except the height of head, which is 56 inches.

SLEEPING soundly is largely a matter of getting perfectly relaxed. A bed that creaks and groans with every turn of the sleeper does not and cannot *invite* sleep.

It is always a good plan to discuss these things with your customers when they come to pick out a new bed.

Simmons Beds are strongly made, are provided with positive corner locks—are restful and comfortable. They are *built* for sleep.



Steel Bed No. 1250

Furnished in all standard widths

Specifications

Pillars, $1\frac{1}{2}$ inches continuous. Bottom tube, $\frac{7}{8}$ inch. Filling tubes, $\frac{7}{8}$ inch. Height of head, 49 inches. Height of foot, 32 inches. Casters, steel, easy rolling type. Fitted with new Simmons patented pressed steel corner lock with reversible side rails. See page 62. Weight for shipment, approximately 61 pounds.

NOTE: All heights given include casters.

A SEPARATE bed for each sleeper is as indispensable in the home as it is in the hospital, the barracks or on shipboard.

If you could impress this fact upon the minds of your customers you would benefit them greatly. Also in many cases you would sell *two* beds instead of *one*.

Send for a supply of our booklets, "What Leading Medical Journals and Health Magazines Say About Separate Beds and Sound Sleep"—and mail them to your customers. Their use will build business.



Steel Bed No. 1393

Furnished in all standard widths

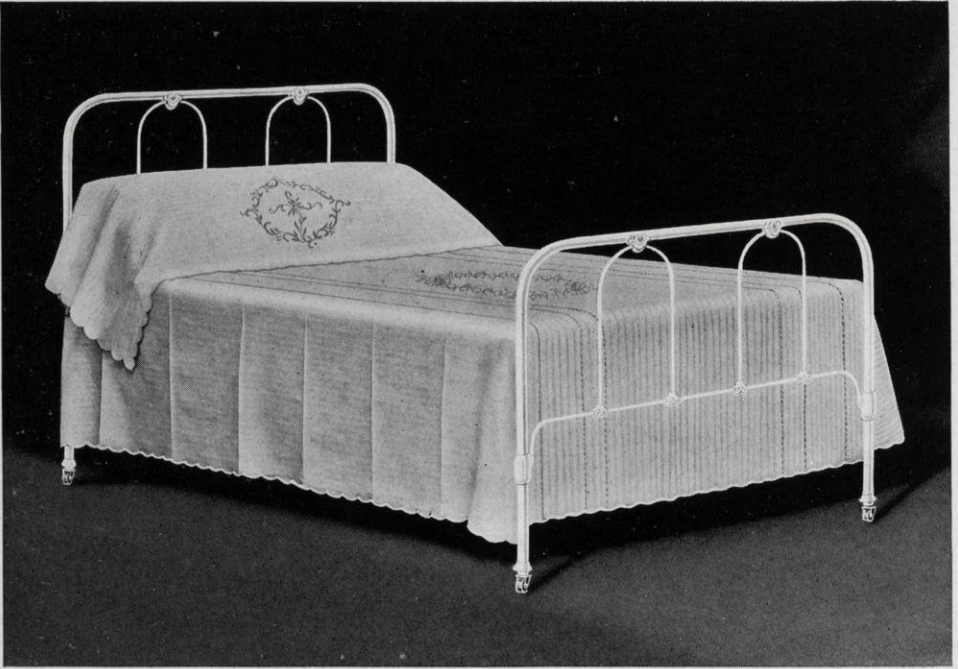
Specifications

Pillars, 2 inches continuous. Bottom rod, $\frac{1}{4}$ inch. Filling rods, $\frac{1}{4}$ inch. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Weight for shipment, approximately 70 pounds.

NOTE: All heights given include casters.

THE steel tubing used in the construction of Simmons Beds is electrically welded, and is positively seamless. This detail of construction—the smooth, unblemished surface, is the secret of Simmons superiority of *finish* which characterizes all of our beds.

Whether your customers judge them by their *appearance* alone, or by their “*comfort*” and “*sleep*” qualities—you can recommend any one as the standard of value, service and satisfaction.



Steel Bed No. 785

Furnished in all standard widths

Specifications

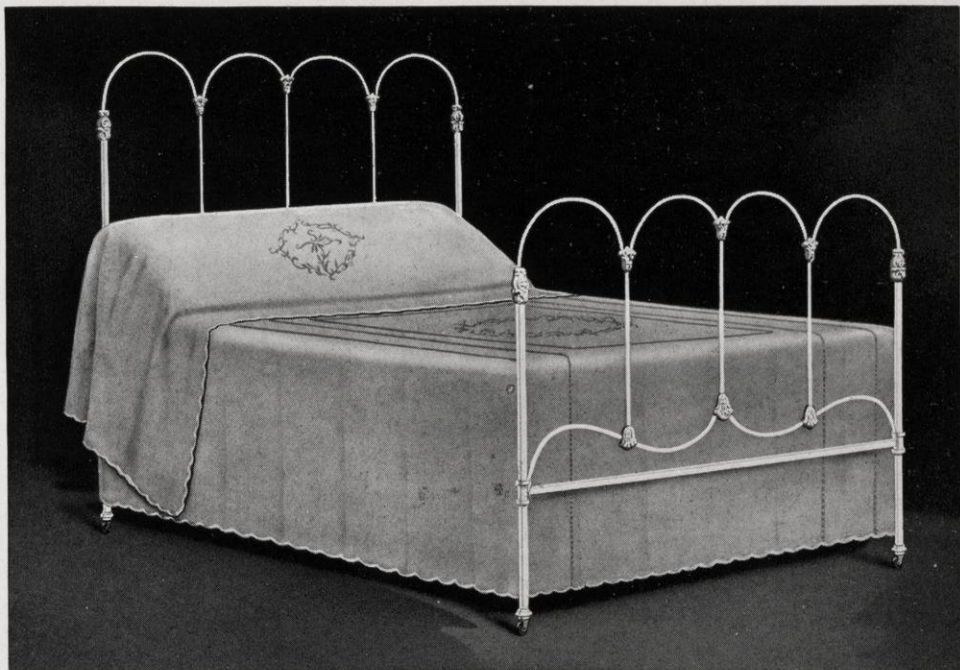
Pillars, $1\frac{1}{8}$ inches continuous. Filling rods, $\frac{5}{8}$ inch. Bottom rod, $\frac{5}{8}$ inch. Height of head, $48\frac{1}{2}$ inches. Height of foot, $35\frac{1}{2}$ inches. Casters, steel, easy rolling type. Weight for shipment, approximately 70 pounds in 4-6 size, wrapped.

NOTE: All heights given include casters.

BEDS have always been regarded as mere furniture. Simmons Company was first to design them for the particular service they were to perform—to *invite sleep*.

The man or woman who has ever experienced the comfort of sleeping in a genuine Simmons Bed will never again make the mistake of buying a bed merely to match a dresser, a chiffonier or any other article of furniture.

Sleep qualities are built into every bed we produce. No matter how elaborate or simple the *design*—it *invites sleep*.



Steel Bed No. 308

Furnished in all standard widths

Specifications

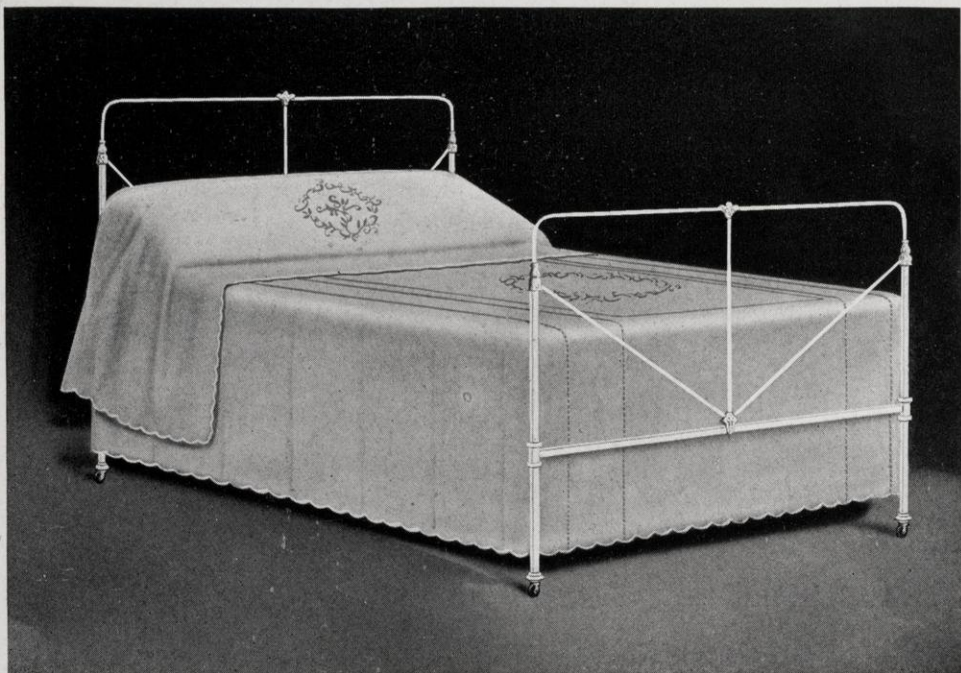
Pillars, $\frac{7}{8}$ inch. Top rod, $\frac{3}{8}$ inch. Filling rods, $\frac{5}{16}$ inch. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Shipping weight, approximately 60 pounds.

NOTE: All heights given include casters.

MEEETING competition on standard designs or staple patterns is sometimes a perplexing problem. This is especially true when *appearance or price* is the deciding factor.

Steel Bed No. 308, pictured above, is made to sell at a moderate price. Regardless of this fact, however, it is made for *comfort and service*.

It is a bed that will always sell with profit and satisfaction in practically every section of the country.



Steel Bed No. 391

Furnished in all standard widths

Specifications

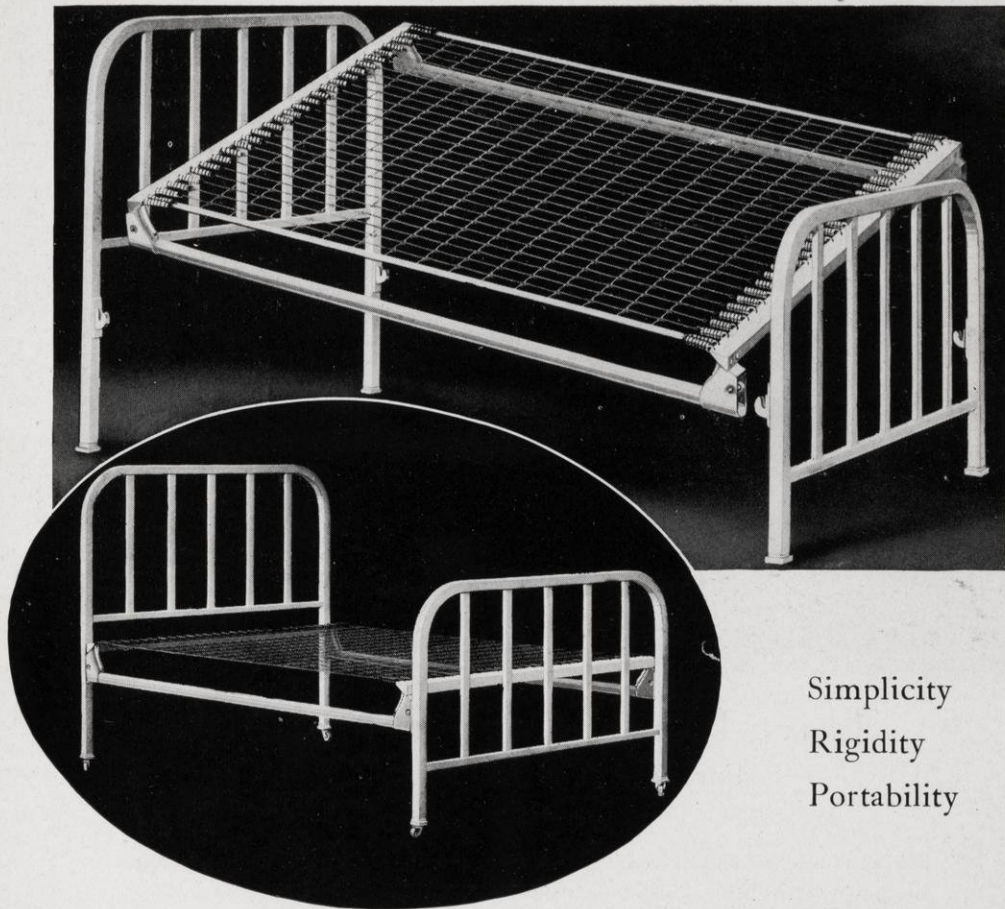
Pillars, $\frac{7}{8}$ inch. Top rod, $\frac{5}{16}$ inch. Filling rods, $\frac{1}{4}$ inch. Height of head, $44\frac{1}{2}$ inches. Height of foot, 36 inches. Casters, steel, easy rolling type. Shipping weight, approximately 48 pounds.

NOTE: All heights given include casters.

STEEL BED No. 391, shown above, is another inexpensive Simmons number that satisfies an almost unending demand.

Provided with a suitable spring or mattress bottom, this bed will be found thoroughly comfortable and satisfactory. Thousands of this staple design are sold every season.

If you would be prepared to meet every need in your territory, include a few of this low-priced style in the next stock order you send us.

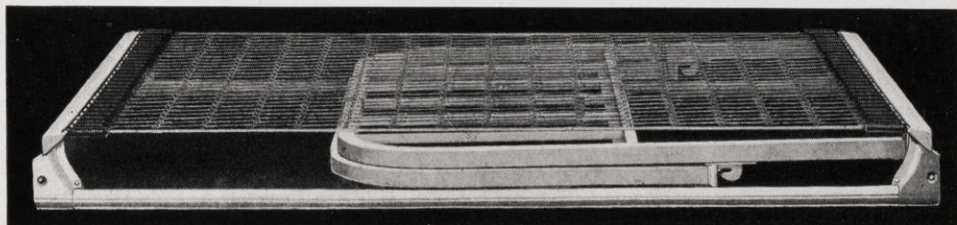


Simplicity
Rigidity
Portability

Simmons Three-Piece Steel Beds

THE elimination of old-style side-rails and substitution of mattress bottom, pressed steel corners (see page 62), tubular sides, and end angles all in one, lessens the cost, reduces freight, and simplifies your entire bed-selling problem as well.

Simmons Three-Piece Beds are designed and constructed to assemble rigidly and in perfect alignment—each unit an integral part of the whole, which becomes more rigid as weight is added. Beds illustrated on the following pages designated as “Three-Piece” are constructed in this manner.





Three-Piece Steel Bed No. 1795

Furnished in all standard widths

Specifications

Pillars, $1\frac{1}{2}$ inches square, continuous. Bottom tubes, 1 inch square. Filling tubes, $\frac{5}{8} \times 1\frac{3}{8}$ inches. Height of head, 50 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Made on the Simmons Three-Piece principle. See page 17. Simmons fabric, tubular side-rails, fitted with No. 6 pressed steel corners, all complete in one unit. See page 62. Weight for shipment approximately 94 pounds.

NOTE: All heights given include casters.

THE Three-Piece Steel Bed is a distinctive Simmons creation that has received an enthusiastic welcome wherever sold and used.

It is a bed of extraordinary rigidity, strength, and durability—comprising but three units—Head, Foot, and Mattress Bottom and side-rails all in one—as illustrated on page seventeen. The advantage of this construction will be instantly recognized by every furniture dealer. In the simplification of shipping *alone*, the three-piece bed becomes a profit-making factor that cannot be ignored.



Three-Piece Steel Bed No. 1720

Furnished in all standard widths

Specifications

Pillars, $1\frac{1}{2}$ inches continuous. Bottom tube, $\frac{7}{8}$ inch. Filling tubes, $\frac{7}{8}$ inch. Height of head, 49 inches. Height of foot, 32 inches. Casters, steel, easy rolling type. Made on the Simmons Three-Piece principle. See pages 17 and 62. Weight for shipment, approximately 96 pounds.

NOTE: All heights given include casters.

THE pressed steel corner of Simmons Three-Piece Beds (see detail illustration on page 62) has a much longer bearing surface than is found on the average bed. It insures a true, snug fit and that *rigidity* which the experienced bed buyer will always insist upon.

It locks all three units into one perfectly staunch, supremely comfortable bed, which becomes more rigid as weight is added.

Be sure and point out these features to your prospective bed-buyers. They will be quick to appreciate—and buy.



Steel Bed No. 1719

Furnished in all standard widths

Specifications

Made on the Simmons Three-Piece principle. See page 17. Simmons fabric, tubular side-rails, fitted with No. 6 pressed steel corners, all complete in one unit. See page 62. Pillars, $1\frac{1}{16}$ inches continuous. Bottom tube, $\frac{7}{8}$ inch. Filling tubes, $\frac{7}{8}$ inch. Height of head, 49 inches. Height of foot, 32 inches. Casters, steel, easy rolling type. Weight for shipment, approximately 55 pounds.

NOTE: All heights given include casters.

ANOTHER advantage to be remembered in connection with your sale of Simmons Three-Piece Steel Beds, is the merchandizing advantage of selling *bed and spring complete*.

Any of these Three-Piece beds may be ordered with the "Slumber King" Spring mattress bottom (see page 36), instead of with the Twisted Link Fabric mattress bottom, at a slight additional cost.

This combination provides the most luxurious sleeping outfit it is possible to obtain.

Simmons Brass Beds

Masterpieces of Elegance and Refinement

Famous for their Rich, Lasting Finish

SIMMONS Brass Beds have long been regarded the standard wherever brass beds have been displayed and sold.

They are produced in a wide and pleasing array of styles and can be depended upon to retain their original beauty for a longer period of time than ordinary brass beds.

The technical reason for this is found in the fact that their tubes are made of a heavier gauge of brass and are not so easily dented.

Brass tubing of lighter gauge is frequently filled with plaster of Paris to provide needed reinforcement. This makeshift method is not tolerated in the construction of Simmons Brass Beds.

For round tubing brass beds in the Simmons line, a lining of steel is always provided. This insures the great strength and rigidity so much desired in beds of this character. This tubing is made in our own mill and is known as the interlocking, steel-lined tube.

The handsome designs and the superiority of Simmons lacquer finish of these beds provide a final touch of quality and refinement to a bed display which every dealer appreciates. Even if the size of your bed and bedding department does not justify your carrying a complete stock of brass beds, you will realize the importance of showing the leading styles here pictured and described.



Brass Bed No. 6410

Furnished in all standard widths

Specifications

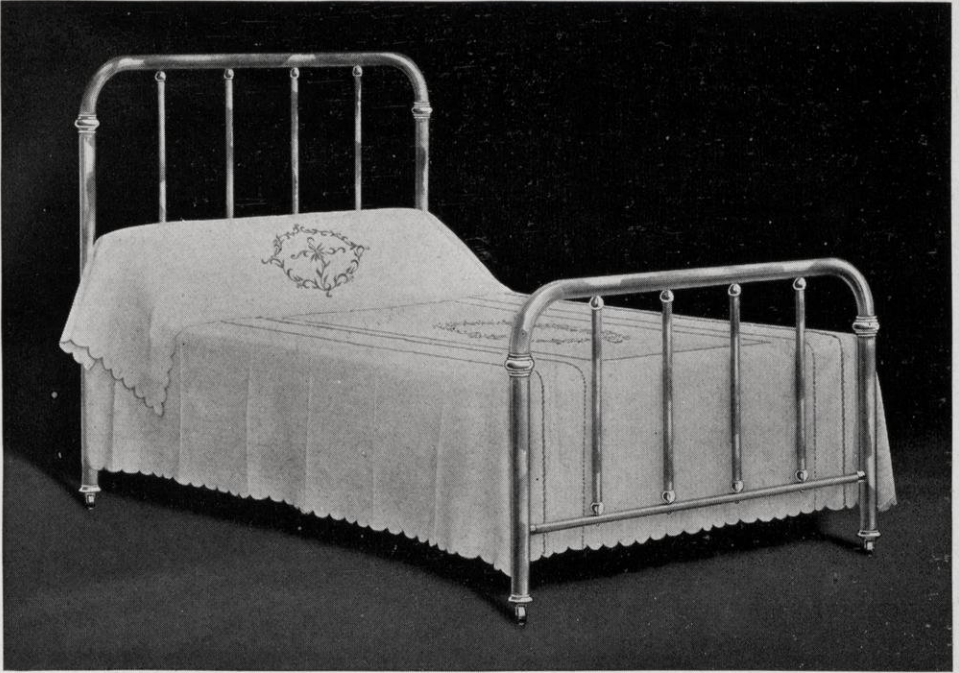
Pillars, 2 inches continuous. Bottom tube, 1 inch. Filling tubes, 1 inch.
Height of head, $54\frac{3}{4}$ inches. Height of foot, $33\frac{3}{4}$ inches. Casters, steel,
easy rolling type. Weight for shipment, approximately 122 pounds.

NOTE: All heights given include casters.

THIS pleasing design, with heavy 2-inch continuous posts, is by far one of the most attractive brass bed numbers you can put in stock.

The fact that the production of brass beds ceased during the war has resulted in a noticeable scarcity of beds of this character.

It is now possible to fill your orders promptly.



Brass Bed No. 642 I

Furnished in all standard widths

Specifications

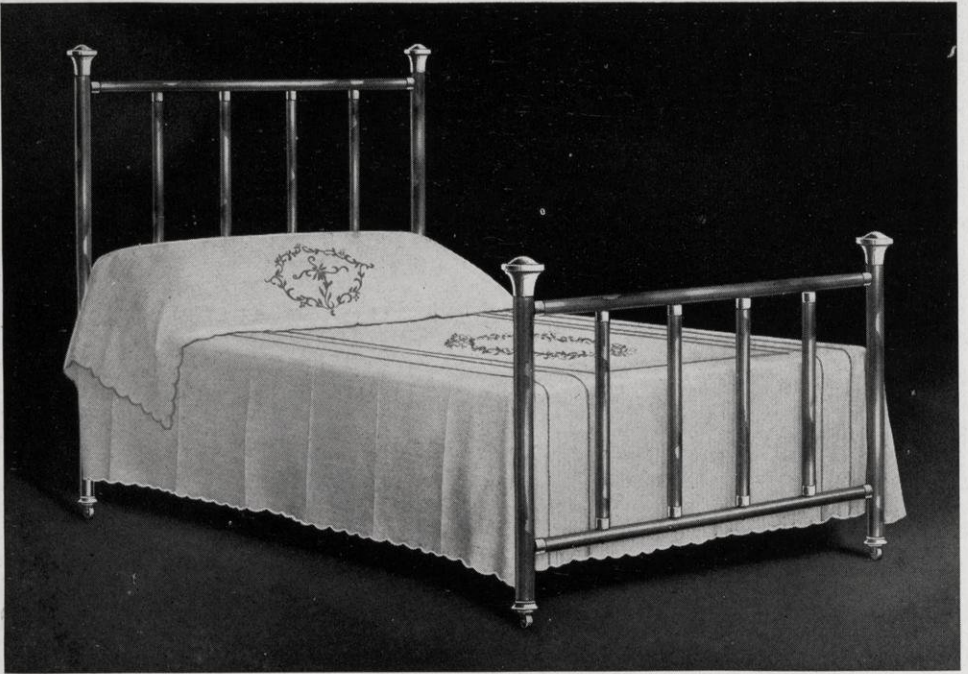
Pillars, 2 inches continuous. Bottom tubes, 1 inch. Filling tubes, 1 inch. Height of head, $54\frac{3}{4}$ inches. Height of foot, $33\frac{1}{2}$ inches. Casters, steel, easy rolling type. Weight for shipment, approximately 122 pounds.

NOTE: All heights given include casters.

ANY of these brass bed styles (illustrated as double beds) may be ordered in 3-6 and twin-bed widths if desired.

Twin beds of brass contribute much to the elegance and refinement of any bed and bedding display. Moreover, it is a fact to be remembered as you make up your stock order, that more *twin beds* are being sold today than ever before.

The progressive spirit of your store cannot be better demonstrated than by including an adequate showing of "twin bed" styles.



Brass Bed No. 6574

Furnished in all standard widths

Specifications

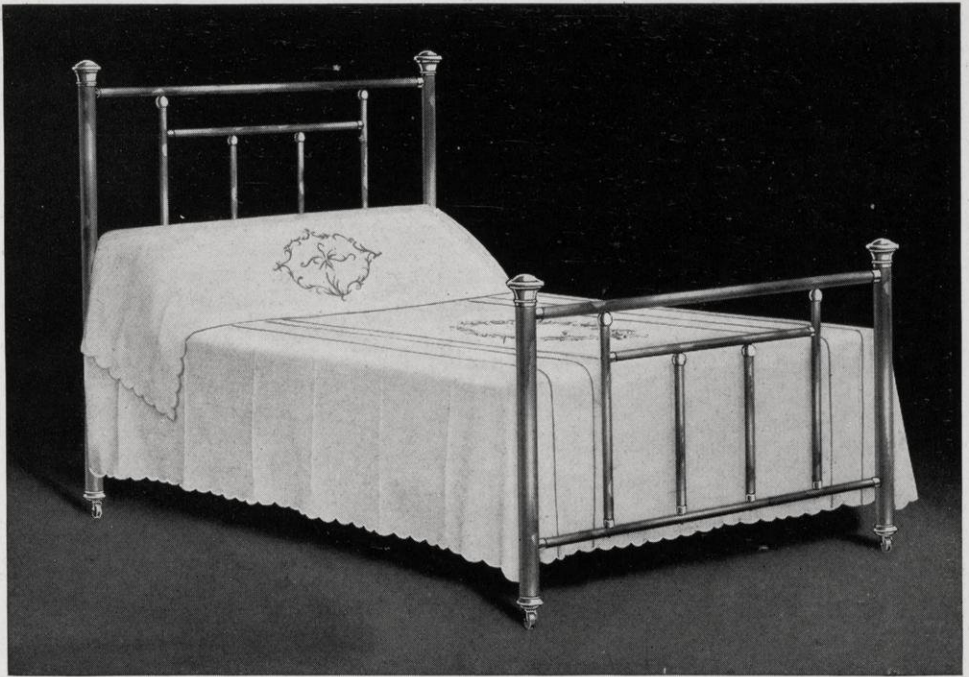
Pillars, 2 inches. Top, tube $1\frac{1}{2}$ inches. Bottom tube, $1\frac{1}{2}$ inches. Filling tubes, $1\frac{1}{2}$ inches. Height of head, $57\frac{3}{4}$ inches. Height of foot, $37\frac{1}{2}$ inches. Casters, steel, easy rolling type. Weight for shipment, approximately 117 pounds, crated.

NOTE: All heights given include casters.

THE super-quality of Simmons Beds is consistently maintained throughout the entire brass series.

Whatever the design may be, you'll find the same high standard of quality characterizing the number. In proportion, beauty, comfort, strength and durability, better values than are to be had in Simmons Brass Beds, cannot be produced. Dollar for dollar they are supreme values in the field they created.

The design above is a popular four-post brass style. It is a well-balanced bed of pleasing proportions, which are further enhanced by the superb richness of Simmons lacquer finish.



Brass Bed No. 6573

Furnished in all standard widths

Specifications

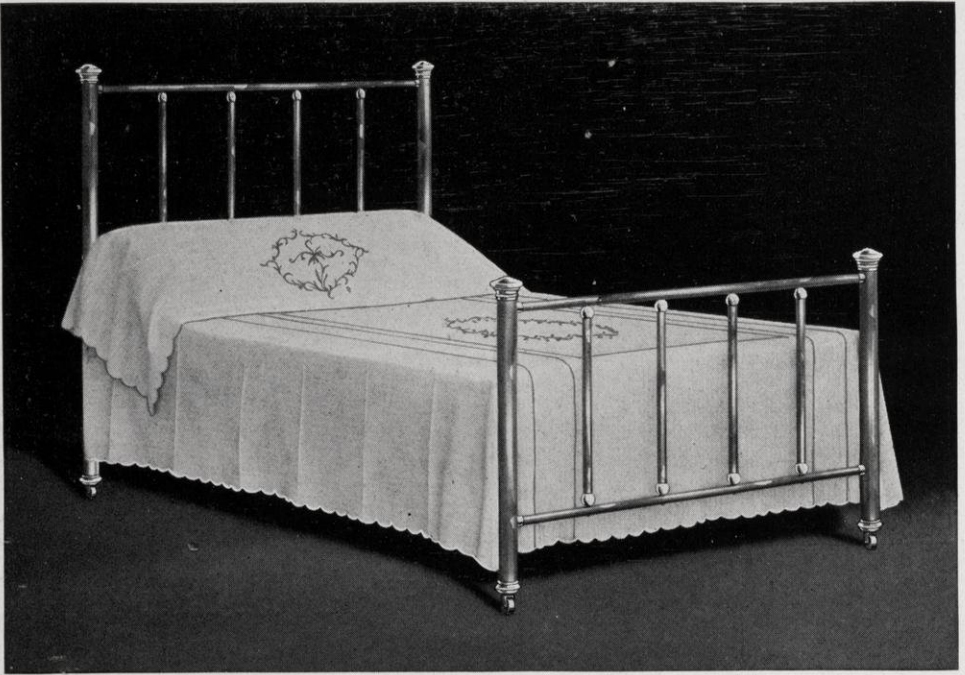
Pillars, 2 inches. Top tube, $1\frac{1}{4}$ inches. Cross tube, 1 inch. Bottom tube, 1 inch. Filling tubes, 1 inch. Height of head, 54 inches. Height of foot, 34 inches. Casters, steel, easy rolling type. Weight for shipment, approximately 122 pounds.

NOTE: All heights given include casters.

ANOTHER favorite pattern in which ball rod-ends are used with graceful effect is brass bed No. 6573, illustrated above.

In every detail of workmanship and finish, this bed presents untold opportunities for successfully combatting the exaggerated claims and statements of certain kinds of competition that exists in nearly every community.

In no way is the above illustration exaggerated. Details, proportion and general character of the bed are *faithfully* reproduced. Comparisons of design and specifications will prove the quick-selling attractions of this number to be worthy of your keenest consideration.



Brass Bed No. 6572

Furnished in all standard widths

Specifications

Pillars, 2 inches. Top tube, 1 inch. Bottom tube, 1 inch. Filling tubes, 1 inch. Height of head, $53\frac{3}{4}$ inches. Height of foot, $33\frac{3}{4}$ inches. Casters, steel, easy rolling type. Weight for shipment, approximately 116 pounds.

NOTE: All heights given include casters.

BRASS BEDS built "down to a price" rarely, if ever, can be depended upon to retain their rigidity or the alignment. The filling rods of such beds soon work loose; they quickly become rickety; posts get out of line, sag, and present an unsightly, "broken-down" appearance.

These common faults of "cheaply-built" Brass Beds are not found in Simmons Brass Beds. They hold. They lock firmly at the corners. Their parts are permanently secured. Rigidity, strength, comfort and service are *built into them* at the factory. They are a *finished* product that you can sell with entire satisfaction.

Simmons Cribs

*For the Safety, Welfare and Comfort of the
Rising Generation*

SIMMONS CRIBS have always been distinguished by their simple beauty, strong construction and withal, the ease with which they may be moved.

That they are dainty of design, light in weight, genuinely safe and sanitary, is of little account unless they are one hundred per cent comfortable. For this reason special care is given their production to insure that great degree of safety and comfort every mother demands for her children.

These essential features characterize all Simmons Cribs (whether of steel or wood) with such completeness and satisfaction that they long since became the standard of value wherever Children's Cribs are bought, sold, used or talked about.

The numbers pictured and described on the following pages may be had in a variety of finishes, including white enamel, ivory, natural or imitation walnut, mahogany, or cherry. The available sizes and finishes for each number are clearly given in the specifications. Delays in shipment will be avoided if size and finish desired are specified in the original order.

NOTE: Simmons Steel Cribs are in every respect as carefully designed and finished as the most expensive beds. They are light in weight and are absolutely sanitary, a feature which every mother insists upon in buying a crib.



Sliding Side Steel Crib No. 235

Widths: 2-6 and 3-0

Specifications

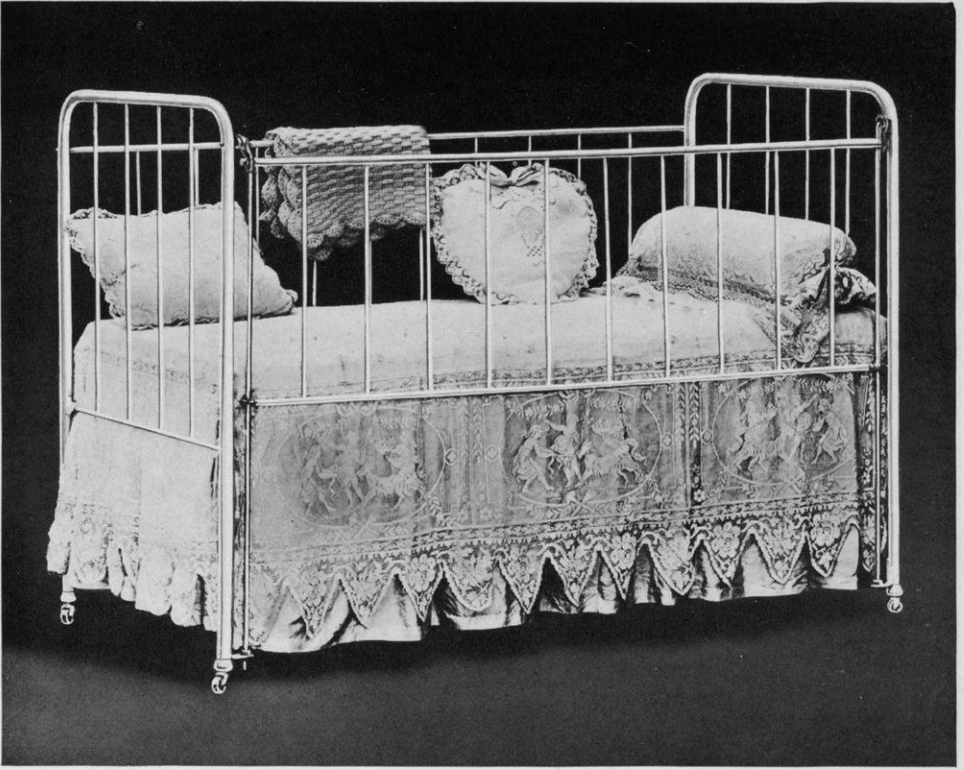
Pillars, $\frac{7}{8}$ inch continuous. Top and bottom tube of sides, $\frac{1}{2}$ inch. Filling rods of sides, $\frac{1}{4}$ inch. Bottom tube of ends, $\frac{1}{2}$ inch. Fillers of ends, $\frac{1}{4}$ inch. Height of head, 45 inches. Height of foot, 45 inches. Fabric, Simmons galvanized, rust-proof, twisted link. Depth of sides, 19 inches. Weight for shipment, approximately 60 pounds.

NOTE: All heights given include casters.

THE finish of Simmons Steel Cribs is clean and smooth. There are no rough, unfinished places to catch or tear the daintiest counterpanes or scratch a climbing infant's tender flesh.

Triple-baked, spotless and sanitary, you can recommend the durable qualities of Simmons enamel finish with entire confidence. It does not quickly lose its lustre. Furthermore, it can be washed and even scrubbed, if necessary, without turning yellow or becoming unsightly.

The above sliding-side steel crib is a consistent seller. Be sure and include this number in your line.



Sliding Side Steel Crib No. 240

Widths: 2-6 and 3-0

Specifications

Pillars, $\frac{7}{8}$ inch continuous. Bottom rods, $\frac{5}{16}$ inch. Fillers in ends, $\frac{5}{16}$ inch. Top rods, side, $\frac{7}{16}$ inch. Bottom rods, side, $\frac{5}{16}$ inch. Filling rods, side, $\frac{5}{16}$ inch. Height of ends, 39½ inches. Fabric, Simmons galvanized, rust-proof, twisted link. Weight for shipment, approximately, 2-6, 56 pounds.

NOTE: All heights given include casters.

SAFETY, comfort and practicability are the dominant characteristics of Simmons Cribs. This is true throughout the entire crib line, regardless of the style, grade or price of individual numbers.

Safety, comfort and hygienic features are of even more importance than design and finish. It is the combination of these features into a complete, comprehensive line—at the widest possible range of prices—that has made Simmons Cribs the favorite everywhere.

Crib No. 235, pictured on the opposite page, and crib No. 240, above, are made with sliding sides and safety catch.



Steel Crib No. 244

Widths: 2-6 and 3-0

Specifications

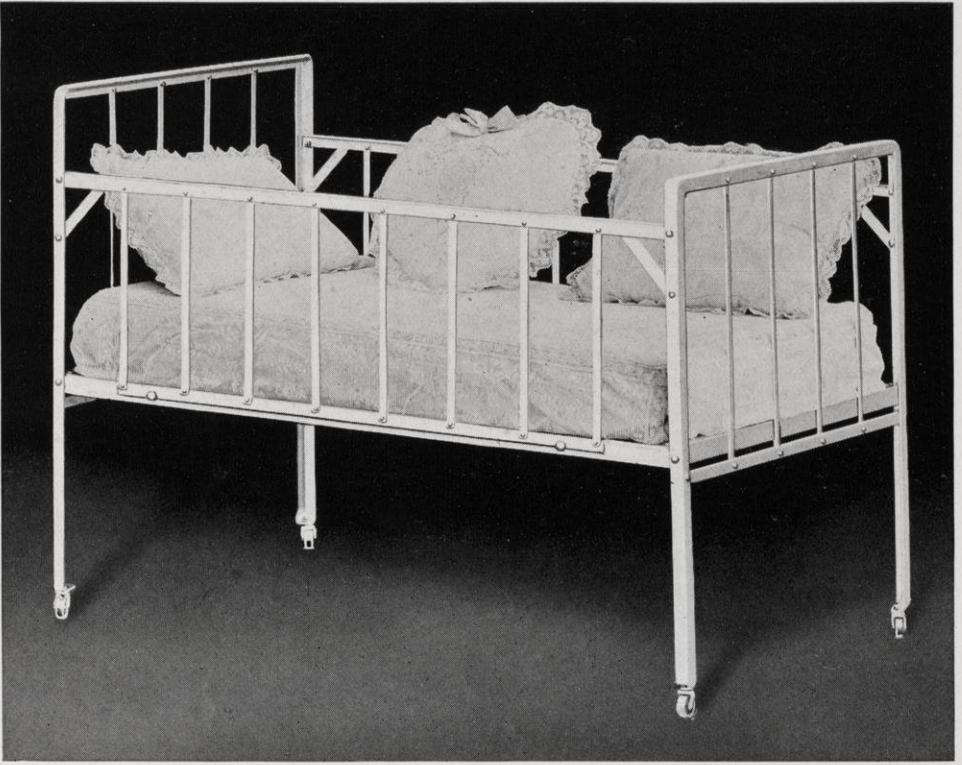
Pillars, $\frac{7}{8}$ inches. Top rods, $\frac{3}{8}$ inch. Cross rods, $\frac{1}{4}$ inch. Filling rods, $\frac{1}{4}$ inch. Height of ends, $37\frac{1}{2}$ inches. Fabric, Simmons galvanized, rust-proof, twisted link. Weight for shipment, approximately, 2-6, 47 pounds.

NOTE: All heights given include casters.

LIGHT construction and the ease with which they may be moved about, are advantages in a modern crib which every mother appreciates.

All Simmons Cribs are provided with casters that roll easily and will not be continually dropping out when the head or foot ends are lifted off the floor or over the edge of a rug.

Crib No. 244, shown above, is patterned after the heavier, higher-priced numbers. The construction is light. Regardless of this fact, however, all upright filling rods are permanently chilled, insuring rigidity and strength. This crib is made with drop sides, as illustrated.



Angle Steel Crib No. 2070

Size: 24 inches x 44 inches

Specifications

Pillars, continuous, angle steel. Sides, angle steel. Fabric, Simmons galvanized, rust-proof, twisted link. Height of ends, 29½ inches. Depth of sides, 11½ inches. Finish, green Japan. Casters, steel, easy rolling type. Weight for shipment, approximately 32 pounds.

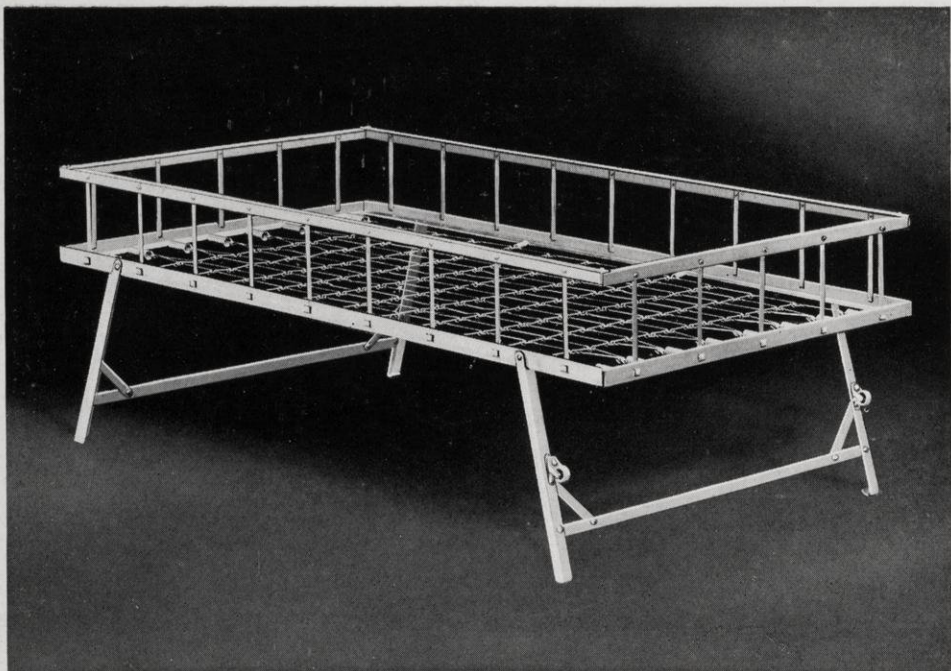
NOTE: All heights given include casters.

THE angle steel crib is the most practical utility crib ever made to sell at a low price.

It is light in weight, yet strong and rigidly put together.

All parts are smooth—no rough places to catch the sheets or counterpane—no sharp edges to injure the child or mar the walls or woodwork.

It is sanitary, comfortable and neatly finished in green Japan.



Folding Steel Trundle Bed No. 2075

Sizes: 2-6 x 4-6 and 3-0 x 5-0

Specifications

Constructed throughout of light weight angle steel. Safe, comfortable, easily folded. Fabric, Simmons galvanized, rust-proof, twisted link. Casters attached to sides of legs to permit rolling when folded. Height, when open, 18 $\frac{3}{4}$ inches. Height of frame to top angle, 6 $\frac{1}{4}$ inches. Finish, green Japan. Weight for shipment, approximately, 3-0, 30 pounds.

THE utility and service of the steel trundle bed pictured above will be evident at a glance.

It is of collapsible, fold-under construction, and can be quickly closed up and rolled out of the way when not in use.

In homes where sleeping space is at a premium, or in summer cottages, camps or outdoor sleeping porches, a bed of this character solves the space problem in a practical way without depriving a child of the perfect rest and sleep it requires.

It is a utility article, but its strength, service and comfort is in no way lessened on that account.



Sliding Side Wood Crib No. 2373

Sizes: 2-6 x 4-6 and 3-0 x 5-0

Specifications

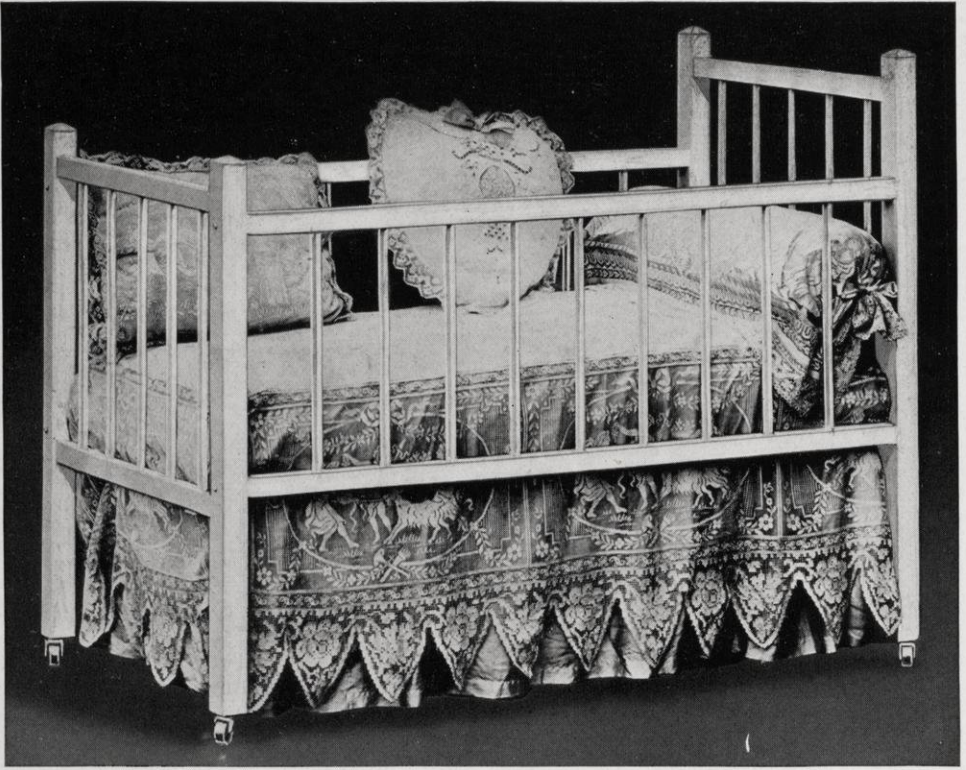
Pillars, $1\frac{3}{8}$ inches square. Cross-rails, $1\frac{1}{8}$ inches square. Spindles, $\frac{1}{2}$ inch square. Depth of sides, 20 inches. Height of head and foot, 37 inches. Fabric, Simmons galvanized, rust-proof, twisted link. Finish, natural maple and white enamel. Casters, steel, easy rolling type. Weight for shipment, approximately 65 pounds, crated.

NOTE: All heights given include casters.

OF the all-wood cribs produced by Simmons Company, the one illustrated above is a most pleasing example.

This crib may be had in a variety of finishes including natural or imitation walnut, mahogany or cherry. It may also be had in solid oak, finished in antique, when desired.

The biggest demand for this number, however, is in white enameled finish as shown. This finish is hard and smooth and is easy to keep spotless and white.



Wood Crib No. 2326

Size: 24 x 44 inches only

Specifications

Pillars, $1\frac{3}{8}$ inches square. Cross-rails, $1\frac{1}{8}$ inches square. Spindles, $\frac{7}{16}$ inch round. Height of head, $34\frac{1}{4}$ inches. Height of foot, $29\frac{3}{4}$ inches. Fabric, Simmons galvanized, rust-proof, twisted link. Finish, natural maple and white enamel. Casters, regular. Weight for shipment, approximately 46 pounds, crated.

NOTE: All heights given include casters.

FOCUS local interest of the National Baby Welfare workers upon your store from time to time, by giving deserved prominence to your crib displays.

Make appropriate window displays—plan a “Baby Week.” Feature Cribs, Go-Carts, Creepers, High-chairs, etc., etc.

Get all your “nursery” or “baby” merchandise together—then advertise the event.

Upon request, we shall be glad to supply envelope enclosures and advertising material for this purpose, with the name and address of your store printed thereon.



Wood Crib No. 2325

Size: 24 x 44

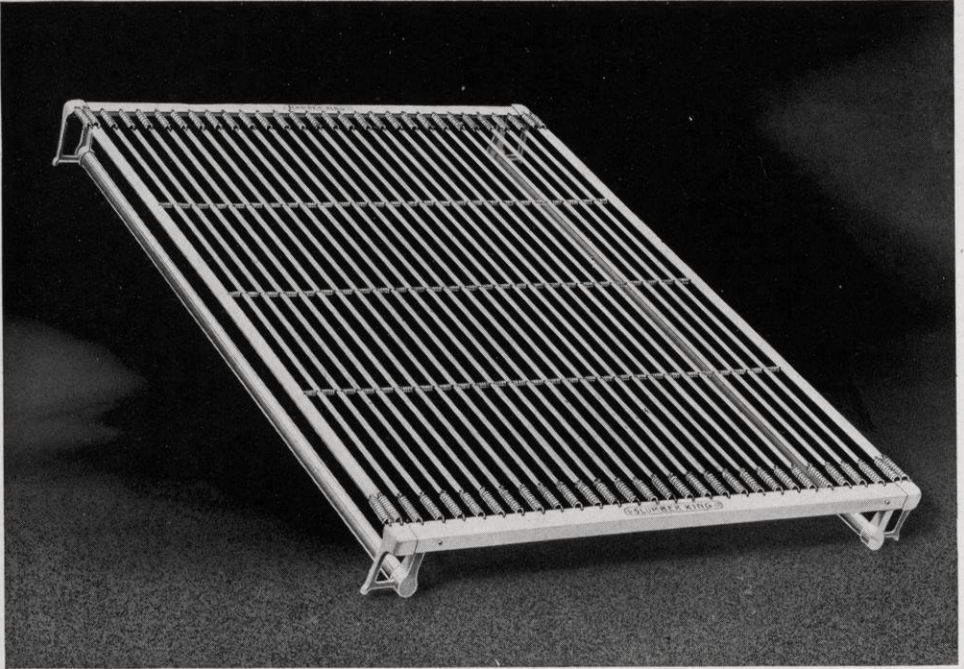
Specifications

Pillars, $1\frac{3}{8}$ inches round. Cross rods, $1\frac{5}{16}$ inch. Fillers, $\frac{7}{16}$ inch. Depth of sides, 15 inches. Height of head, $35\frac{1}{16}$ inches. Height of foot, 30 inches. Woven wire bottom. Made of hard maple. Finished in natural wood or white enamel. Shipping weight, approximately 16 pounds.

THE crib displays about the store—especially those in the show windows—will be made double attractive if the various numbers are shown complete with mattresses, pillows and covers.

Dainty effects in pink or blue—with blocks, Teddy Bears and other toys scattered about, will add greatly to the attention-getting value of such a display.

Window display cards in full color, suitable for this purpose, will be furnished upon request.



Slumber King Spring

Formerly known as No. 3401

Specifications

Flexible steel slat fabric spring. Unique non-sag design that conforms scientifically to the weight of the body. Mattress bottom consists of flexible steel slats connected to each other by three rows of helical springs, forming a perfectly flat surface strongly suspended by heavy helical springs at ends. Band edges $1\frac{1}{4}$ inches wide. Frame consists of $1\frac{1}{2}$ inch oval tubular steel side-rails, extra heavy end angles, and double riser malleable corner with rounded edges, which elevate spring surface 6 inches above side-rails. Furnished in all standard widths for all types of beds. Regular finish, silver gray oxidized. Weight for shipment, approximately 55 pounds.

THE "Slumber King" marks the final perfection of the smooth-surfaced flexible steel slat bed spring. It is a marvel of comfort, resiliency, and splendid construction; a spring that is positively noiseless, durable and sanitary.

The exceptional merit of this type of spring is recognized and appreciated by the trade as a vastly superior creation of saleability and service; as a spring that can be consistently exploited as a "superior value."

Its perfectly smooth surface, including the new corners with well-rounded edges, precludes every chance of catching or mutilating the mattress covering, sheets, or bed clothes.

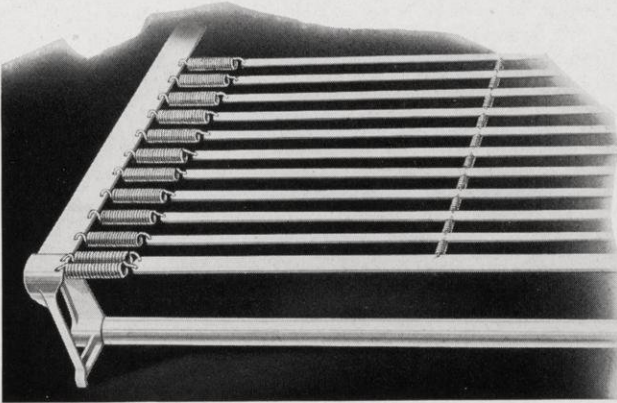
Simmons Springs

*Essentials of the Required Rest, Relaxation,
and Restorative Sleep of the Nation*

SPRING satisfaction cannot be traced to quality of materials or workmanship *alone*. The comfort and sleep-coaxing features of any spring's design and construction may be everything that one could desire, yet service and satisfaction may fail unless every element of genuine character has been insured in the beginning.

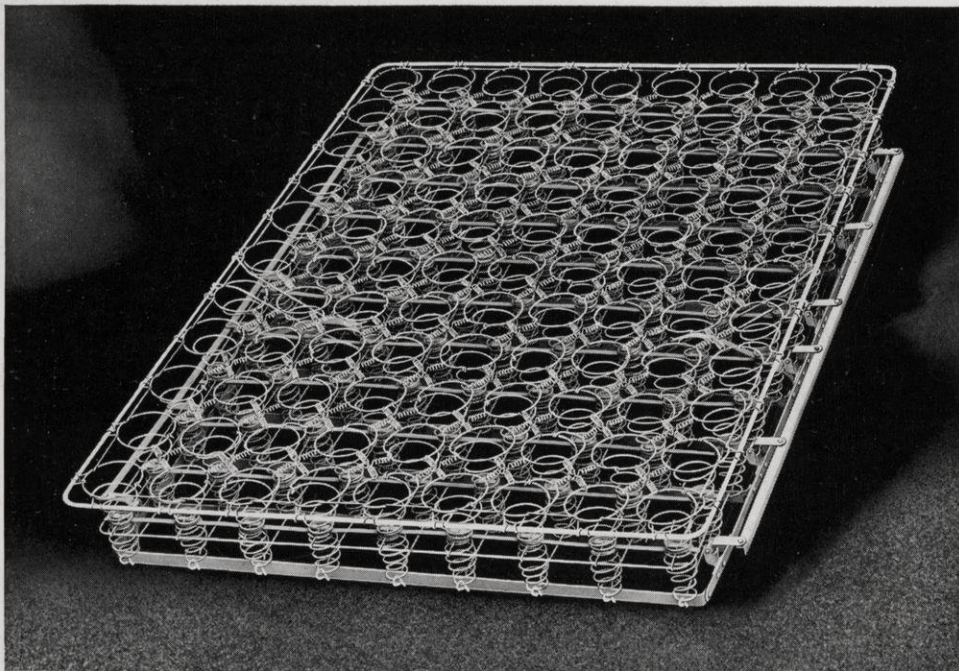
The springs shown and described on the following pages are the combined result of many years of intensive specialization in the production of sleeping equipment and nothing else. They are extraordinary creations—conducive to luxuriant ease and comfort. Furthermore, they combine every worth-while element of spring construction developed to date.

This detail picture gives at a glance the distinctive features of the "Slumber King," which is fully described and illustrated on page 36.



Note particularly the three rows of small helical springs that connect the slats *laterally*—an exclusive feature found only in the "Slumber King." This construction gives added resiliency and eliminates side-pull, sagging, hollowing and humping. The helicals knit the spring together and make a smooth-rolling

surface. The result is a spring that does not sag or hollow, that yields to the contour of the body, always gives a firm support, and does not wear soft nor lose its resiliency—that does not mutilate the ticking, and is absolutely sanitary.



Kenilworth Spiral Spring

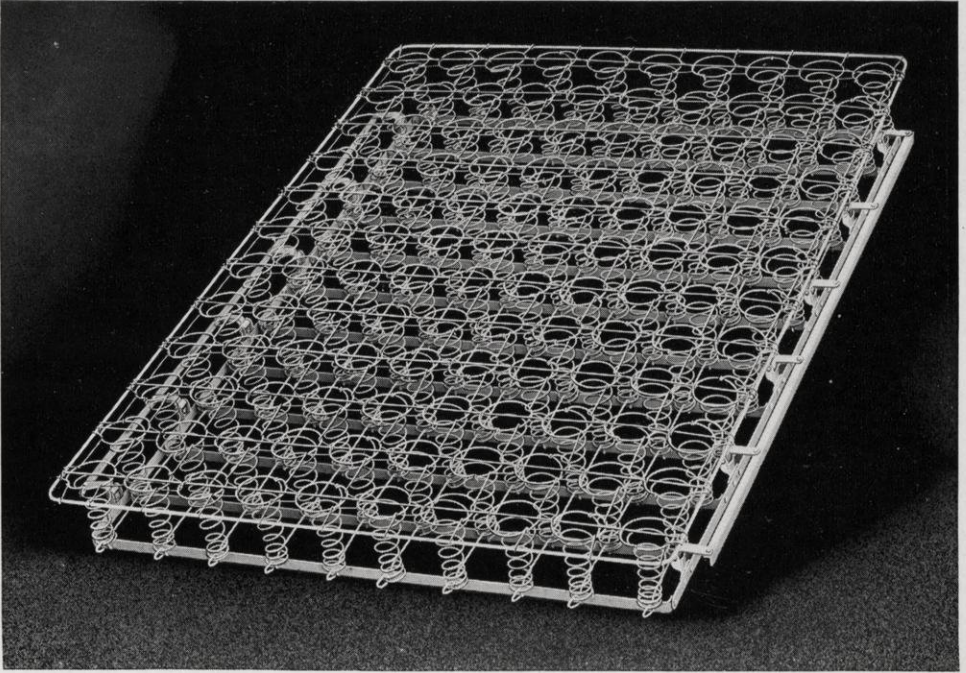
Formerly known as No. 2456

Specifications

Spiral spring bed—box spring type. Ninety-nine heavy continuous wind spirals of best grade high carbon, tempered premier wire. The extra heavy border wire is a feature of this spring. Each coil is connected with each adjacent coil by small resilient helical springs, forming a most comfortable top construction. The coils are attached to a frame of heavy steel bands fitted with patented hinged side hangers which rest on the side-rails of the bed or may be folded against the frame, so the spring may be used with extra slats. Furnished in all standard widths for all types of beds. Finish, black Japan. Weight for shipment, approximately 175 pounds, compressed two in a crate.

THE Kenilworth, shown above, is a double-deck coil spring of exceptional durability and strength. Unlike the expensive box spring with its inner parts hidden from inspection—all the details of the Kenilworth are exposed to view, thereby permitting a most rigid comparison of its construction. And it is this sort of comparison that proves its mechanical superiority.

By exercise of care in the selection of materials, thoroughness and masterliness of workmanship, we have produced in this number a spring of extraordinary durability and comfort. It possesses all the distinctive qualities of a high-grade box spring at a popular price, which only skeletonized construction can make possible.



Arlington Spiral Spring

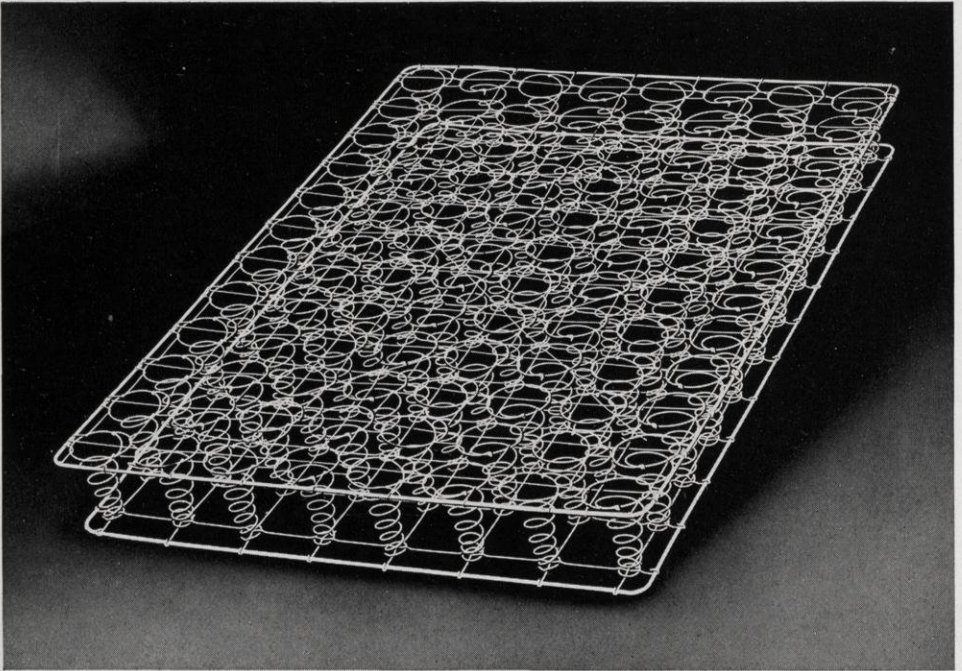
Formerly known as No. 2464

Specifications

One hundred and twenty continuous wind single cone spirals of best grade, high carbon, tempered premier wire. Fitted with Simmons patented interlocking top crimp wires, with heavy border wires. The coils are attached to a frame of heavy steel bands fitted with patented hinged side hangers, which rest on the side-rails of the bed or may be folded against the frame, and the spring used with extra slats. Furnished in all standard widths for all types of beds. Finish, black Japan. Weight for shipment, approximately 160 pounds, compressed two in a crate.

THIS is a spring of remarkable resiliency, designed so that the weight of the occupant is properly and evenly distributed under every stress or movement, also so that sagging and side-swaying annoyances are reduced to a minimum.

The method of reinforcing and anchoring 120 spiral coils into one perfectly balanced unit of comfort, as is followed in the construction of the Arlington, is one of proved success. No continuous wind spiral spring of so great a number of coils and parts, and produced to sell at an equally popular price, can compare with this one either in quality, material or workmanship.



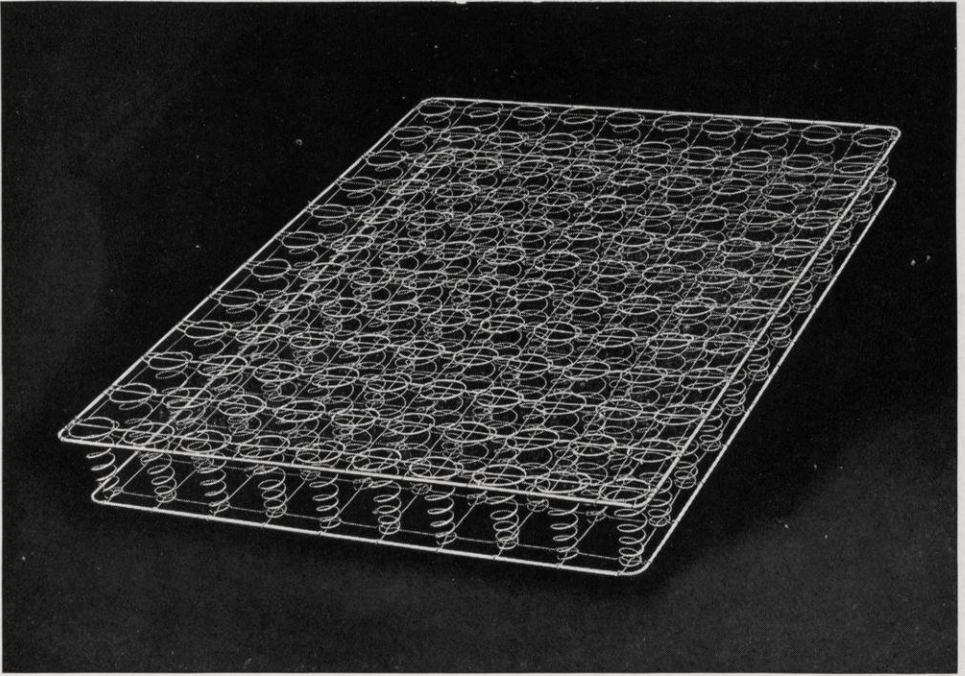
Spiral Spring No. 2448

Specifications

Ninety-six single cone continuous wind spirals, extra large and deep, of best grade, high carbon, tempered wire, with extra heavy border wire top and bottom. Fitted with our patented interlocking top. Extra heavy bottom construction, well braced. Finish, black Japan. Weight for shipment, approximately 204 pounds, compressed six in a bundle.

YOU can recommend this spring to those of your customers who want a coil type of spring at a popular price.

It is very well made, is provided with 96 single cone continuous wind spirals, and provides a mattress support of great flexibility and strength. Its freedom from imperfections, as well as its superior comfort and service, will substantiate every claim we can make for it.



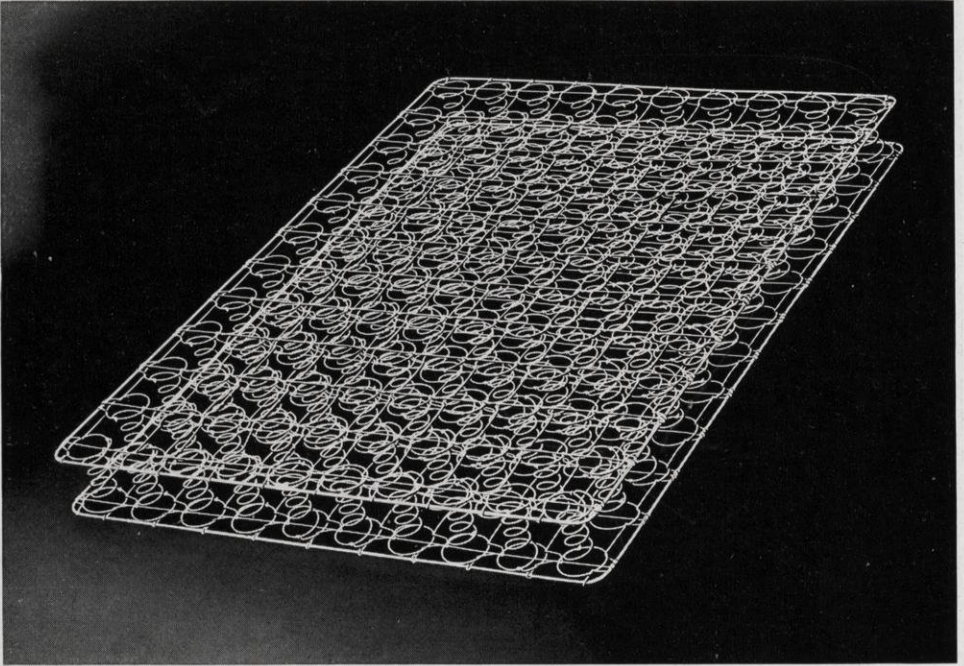
Spiral Spring Bed No. 2450

Specifications

120 continuous wind single cone spirals. Heavy border wire. Fitted with Simmons patented interlocking top. Finished in black Japan. Weight, approximately 157 pounds, compressed six in a bundle.

AS a furniture man—you *know* the selling advantages of the different types of bed springs. Also, you know that the sleeping qualities of any bed can be no greater than the *quality of the springs you sell*.

There is a Simmons Spring in grade and price for every Simmons Bed. The name, quality and satisfaction of the line is *established*. The grade and name finds ready acceptance everywhere. Consequently, they are easy to sell. Ideals of sleeping comfort may vary—but with a variety of Simmons Springs in stock you will be splendidly ready to satisfy every demand.



Spiral Spring No. 2407

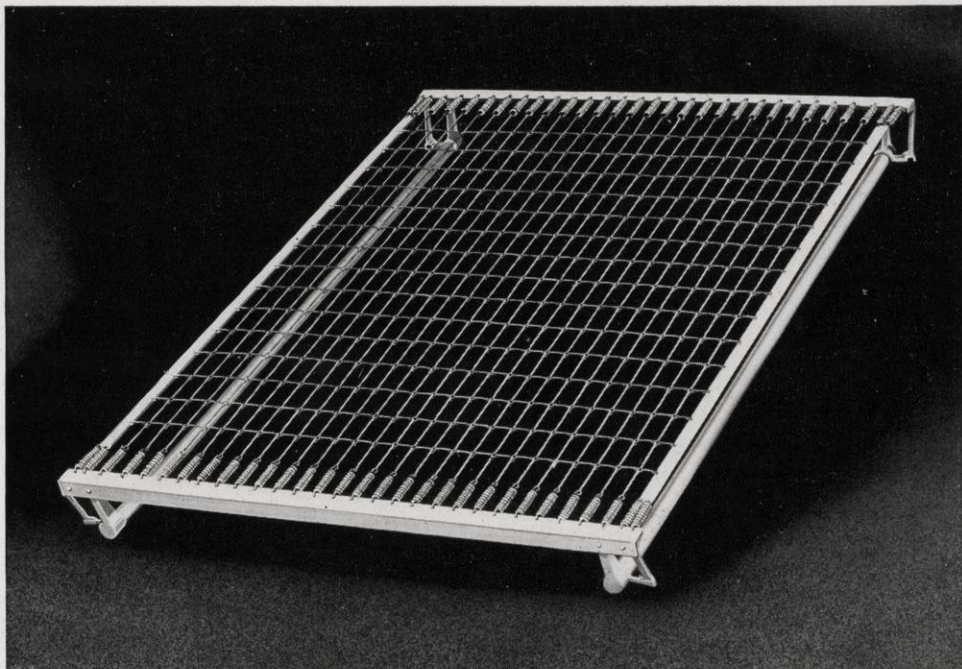
Specifications

One hundred and twenty continuous wind spiral springs, secured by our patented interlocking top. Heavy border wire. Finish, black Japan. Weight for shipment, approximately 157 pounds, compressed six in a bundle.

NOTE: Spiral spring No. 2406 is of same construction as No. 2407 except that it has ninety coils instead of one hundred and twenty.

YOUR recommendation of "a Simmons Spring for every bed" will give the final assurance of satisfaction to every sale you make.

Our line of bed springs is large, but no larger than it ought to be to satisfy the tens of thousands who prefer Simmons Beds. It would be impossible to picture or describe, in a book of this size, *all* of the springs we produce. Under the circumstances, the biggest sellers of each series, or type of springs, are shown. You will make no mistake in stocking any or all of these numbers.



Tippecanoe Fabric Spring

Formerly known as No. 3506

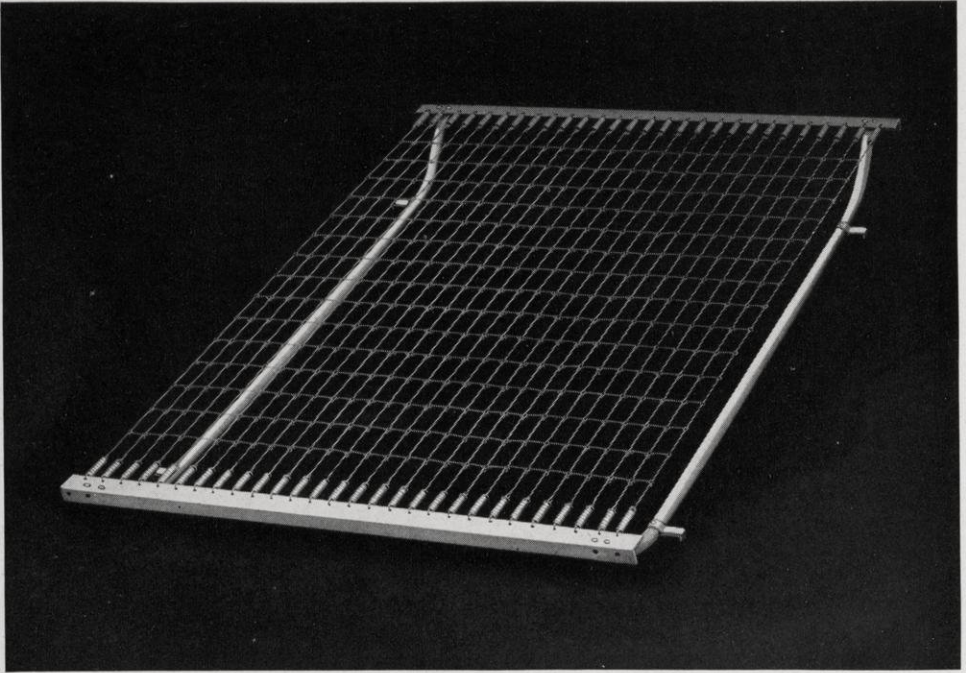
Specifications

Simmons fabric spring. Mattress bottom consists of Simmons patented, twisted link, rust-proof fabric with $1\frac{1}{4}$ -inch band edges suspended from end angles by heavy tempered steel helical springs. Frame consists of $1\frac{1}{2}$ -inch tubular side-rails, heavy end angles, and double riser malleable corners which elevate spring surface 6 inches above side-rails. Furnished in all standard widths for all types of beds. Finish, oxidized copper. Weight for shipment, approximately 55 pounds.

THIS sanitary, non-sagging and rust-proof mattress bottom constitutes what is without question the strongest, most flexible, comfortable and serviceable bed spring of the "twisted link" type it is possible to produce.

It is a distinctive creation produced in strict accordance with established standards of Simmons Company, and under patents owned and controlled by this company.

This fabric is noiseless, rust-proof, and practically indestructible. In a recent test it withstood the combined weight of twelve men (1800 pounds) without losing its shape or elasticity.



Simmons Fabric Spring No. 3406

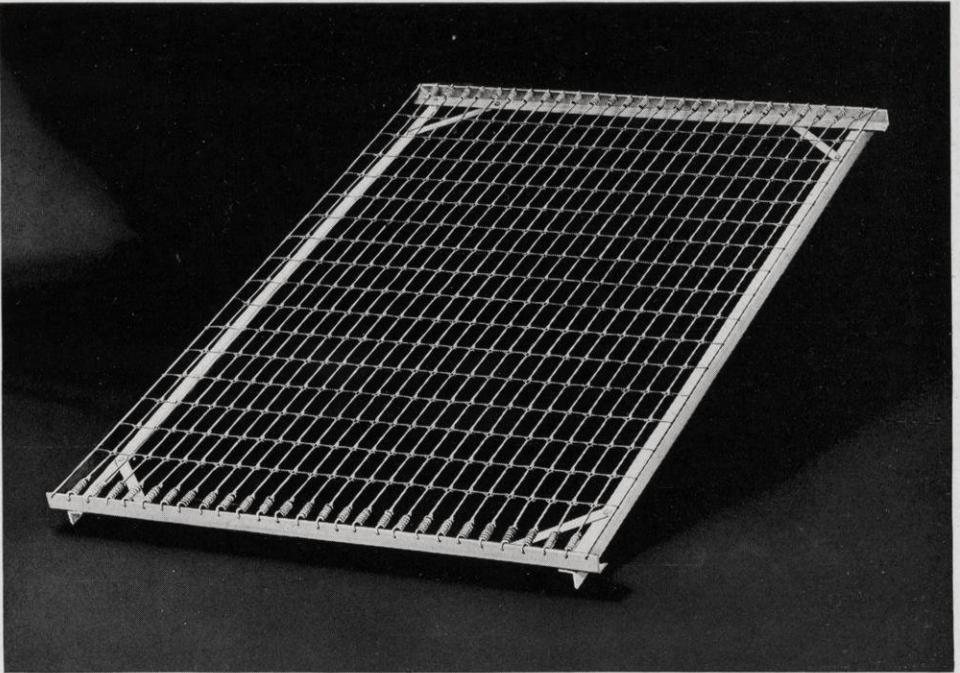
Specifications

Mattress bottom consists of Simmons patented, twisted link rust-proof fabric suspended from end angles by heavy tempered steel helical springs. Frame consists of $1\frac{5}{8}$ inch tubular side-rails bent so as to elevate fabric 5 inches above rails and heavy end angles. Furnished in all standard widths for all types of beds. Finished in oxidized copper. Shipping weight, approximately 55 pounds.

ONE of the all-important things about a sale of a Simmons Bed or a Simmons Spring (from your standpoint as a dealer) is that you have *satisfied* and won the *good will* of another customer.

Simmons quality is a business asset which every progressive appreciates and *draws upon* in the up-building of a bigger, better, more profitable business.

It pays to concentrate on a line of *known value*—it is “good business” to link your store with the Simmons organization—and *grow*.



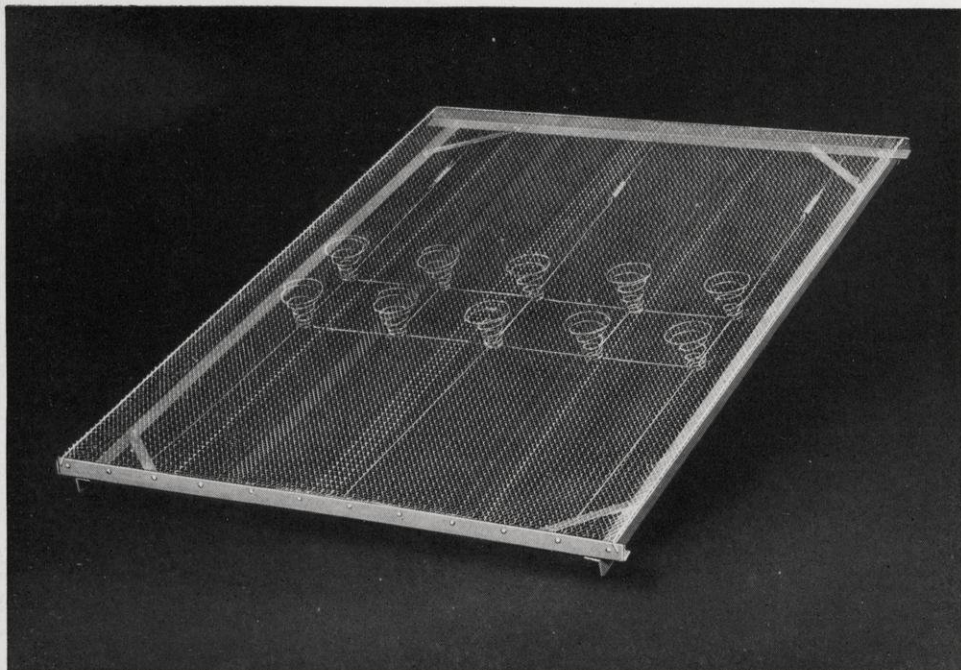
Simmons Fabric Spring No. 3560

Specifications

Mattress bottom consists of Simmons patented, twisted link, rust-proof fabric with wire edges suspended from end angles by heavy tempered steel helical springs. Frame consists of heavy angle steel side-rails and end-rails strongly riveted and braced. Finish, black Japan. Weight for shipment, approximately 38 pounds.

SIMMONS Beds and Springs are staples of definite, established value. The day you put them in stock—and begin to exploit them consistently—will mark for your store the *beginning of easier sales, consistent profits* and repeated “*turn-overs*” on your investment.

Dealers foresighted enough to establish an active, business-building alliance with Simmons, always find an intensified, day-to-day business flowing to their stores, upon which a standardized, living margin of profit is assured.



Woven Wire Mattress No. 3783

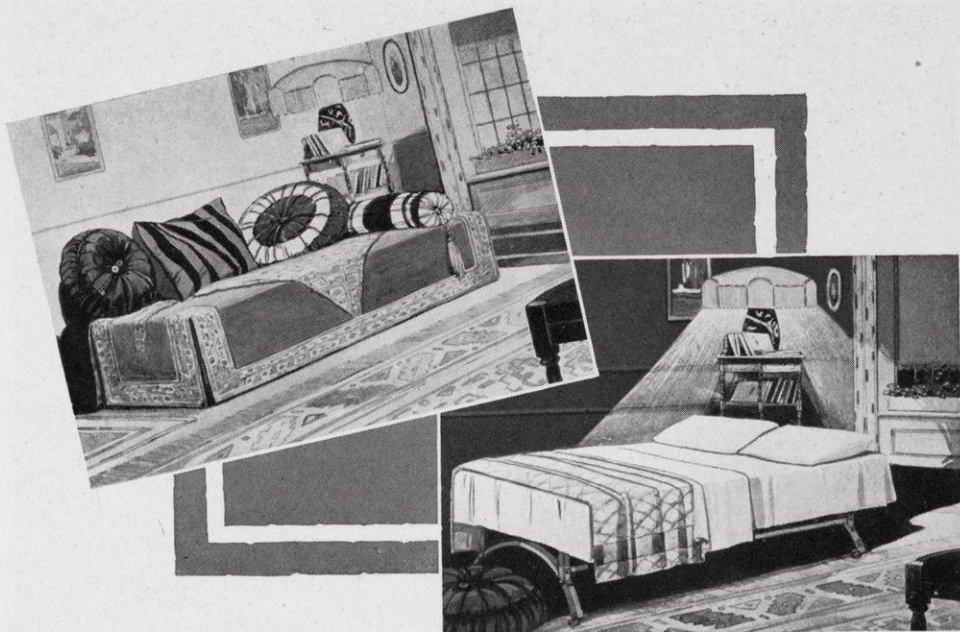
Specifications

Mattress bottom consists of alternate single and double pencil weave mattress wire fabric with heavy coppered wire edges. Supported by two rows of spirals fastened to end angles by heavy steel helical springs. Frame consists of heavy steel angle side-rails and end-rails strongly riveted and braced. Furnished in all standard sizes for all types of beds. Finish, black Japan Weight for shipment, approximately 42 pounds.

WITH "Simmons" and all that the name and quality means, firmly established as assurance of a definite standard of bed value—there is no reason for the failure of any enterprising dealer to make a well-balanced Simmons line an increasingly profitable investment.

National advertising is sending thousands of prospective bed-buyers to the furniture dealers of the land with their minds fixed upon "Simmons."

Briefly—National advertising is making it more profitable for *you* to sell beds, springs, cribs and couches.



SIMMONS *Couches* of Two-fold Service

THE comfort, all 'round service and decorative possibilities of the folding couches and davenports pictured and described on the next five pages appeal to nearly everybody.

For there is scarcely a home in the land that is not confronted by the problem of providing extra sleeping accommodations, at times. Sickness, the arrival of unexpected visitors, outdoor sleeping porches, growing families, the servant problem, and the renting of rooms, all tend to emphasize this need in every family. Progressive dealers are quick to take advantage of this, by displaying the merchandise attractively (as couches for day use and as full size, comfortable beds), instead of keeping it in some hidden-away, poorly-lighted section of the store.

Simmons Folding Couches and Davenports are year 'round sellers everywhere and no stock order will be complete without an adequate assortment



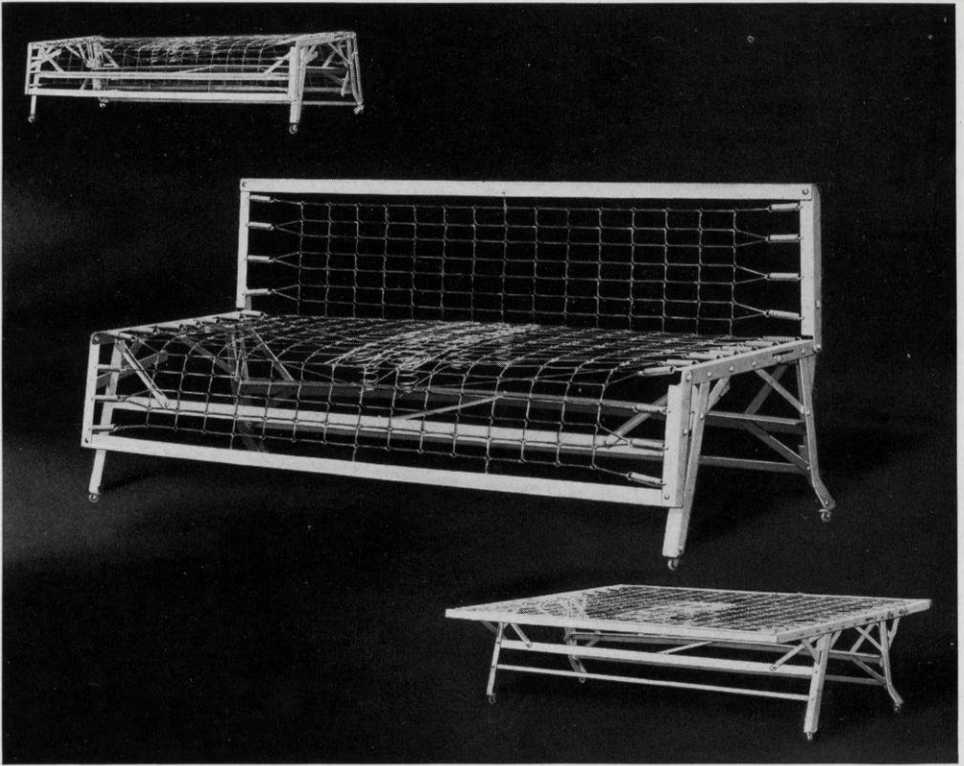
Folding Steel Couch No. 2025

Specifications

Simmons patented, galvanized, twisted link, rust-proof fabric attached to end angles by strong, flexible helical springs. Frame is strongly made of angle steel. Simple and positive locks. Support consists of nine heavy continuous wind spiral springs under center of fabric, which are attached to end angles by helical springs. Finish, green Japan. Shipped K. D. Length, 74 inches. Width of seat, 23 inches. Width open, 49½ inches. Height, 19 inches from floor. Weight for shipment, approximately 67 pounds.

EVERY home nowadays boasts of its “cozy-corner,” its “den,” its “sun” or “sleeping” porch. And no single piece of furniture is so necessary to the cozy comfort and appearance of these little corners of the home—as folding couches.

Dealers who are alive to the selling appeal of this sort of furniture **SELL** it largely upon *appearances*. By displaying their couches complete with pads, or mattresses and covers—revealing their decorative possibilities in a practical way—they find them to be among the fastest-selling articles in the entire store.



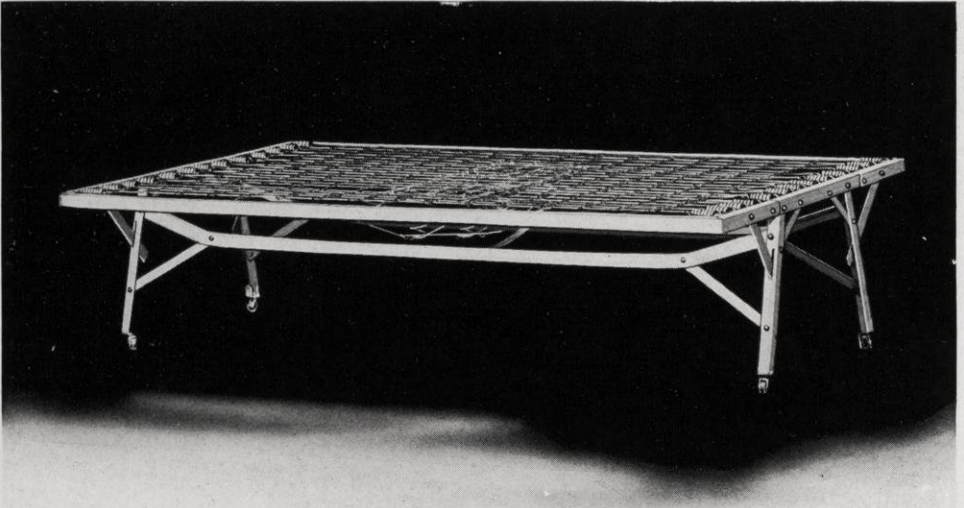
Folding Steel Couch No. 2035

Specifications

Simmons patented, galvanized, twisted link, rust-proof fabric attached to end angles by strong helical springs. Frame is strongly made of heavy angle steel. Locks are simple and positive. Support consists of six heavy continuous wind spiral springs suspended under center of fabric from end-rails by strong helical springs. May be used as davenport or couch as desired. Finish, green Japan. Shipped K. D. Length, 74 inches. Width of seat, 22 inches. Width open, 49 inches. Height, 18 inches from floor. Weight for shipment, approximately 61 pounds.

ANOTHER important advantage of including an assortment of Simmons Folding Couches and Davenports in your next order, is that they make a most economical shipping proposition.

All our folding couches are shipped "knocked down," require very little space for storage and are easily "set-up." They can be economically shipped with your regular order and can be held in the stock room, without being assembled, until there is room on the sales floor for their display. Many dealers overlook this feature of our line and frequently neglect to order until their original stock is nearly sold out.

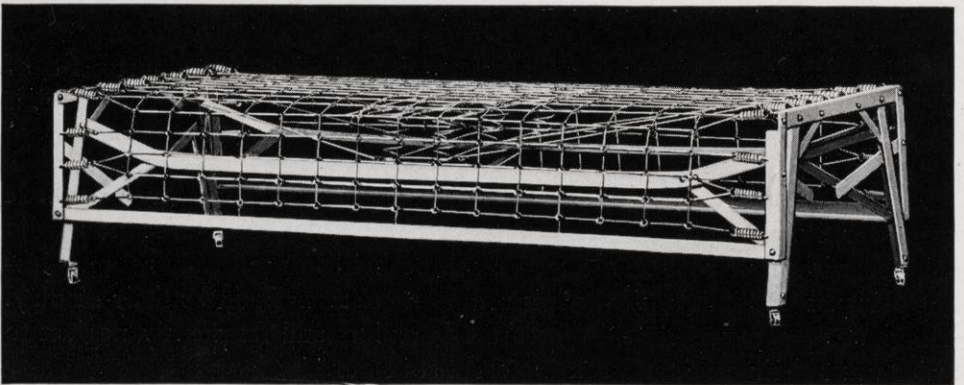


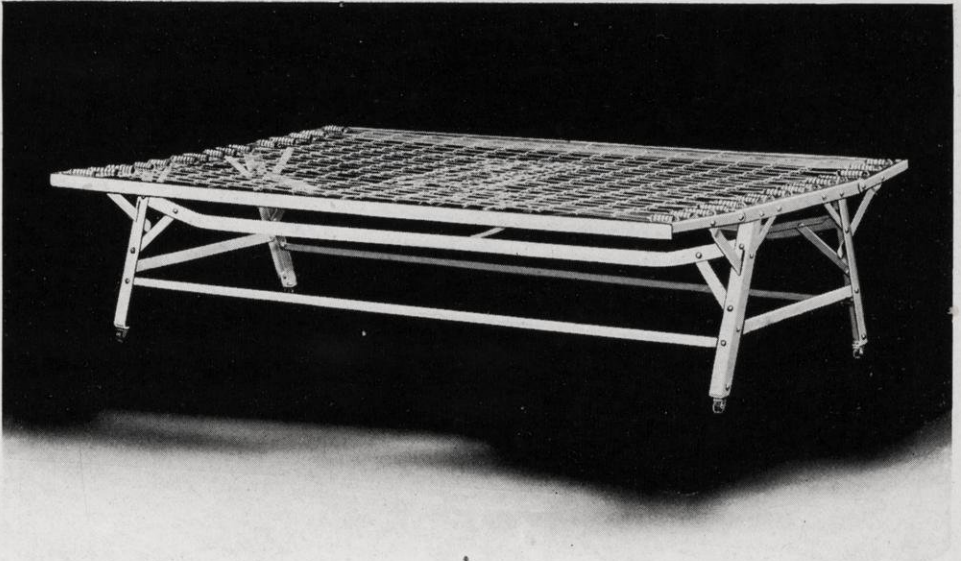
Folding Steel Couch No. 2033

Specifications

Simmons patented, galvanized, twisted link, rust-proof fabric attached to end angles by strong, flexible helical springs. Frame is strongly made of angle steel. Locks are simple and positive. Support consists of six heavy continuous wind spiral springs under center of fabric and attached to end-rails by heavy helical springs. Finish, green Japan. Shipped K. D. Length, 74 inches. Width of seat, 22 inches. Width open, 43½ inches. Height, 16 inches from floor. Weight for shipment, approximately 48 pounds.

ONE of these steel couches should be in the home of every one of your customers. In case of sickness—or to provide comfortable sleeping accommodations for unexpected guests—they are worth many times their small cost.





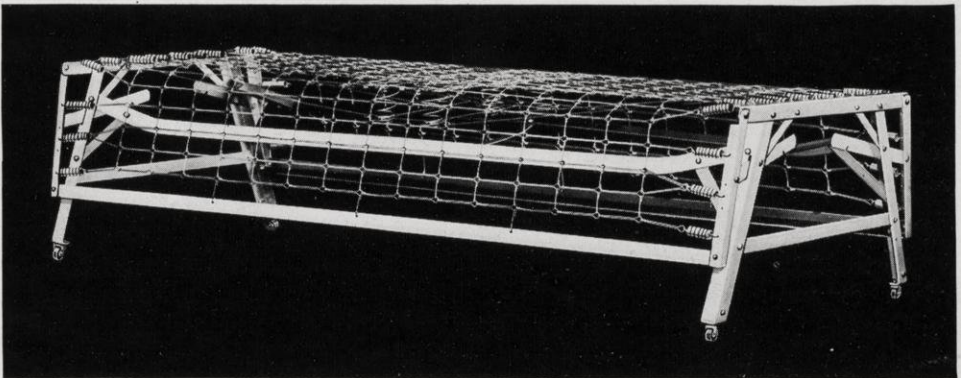
Folding Steel Divan No. 2044

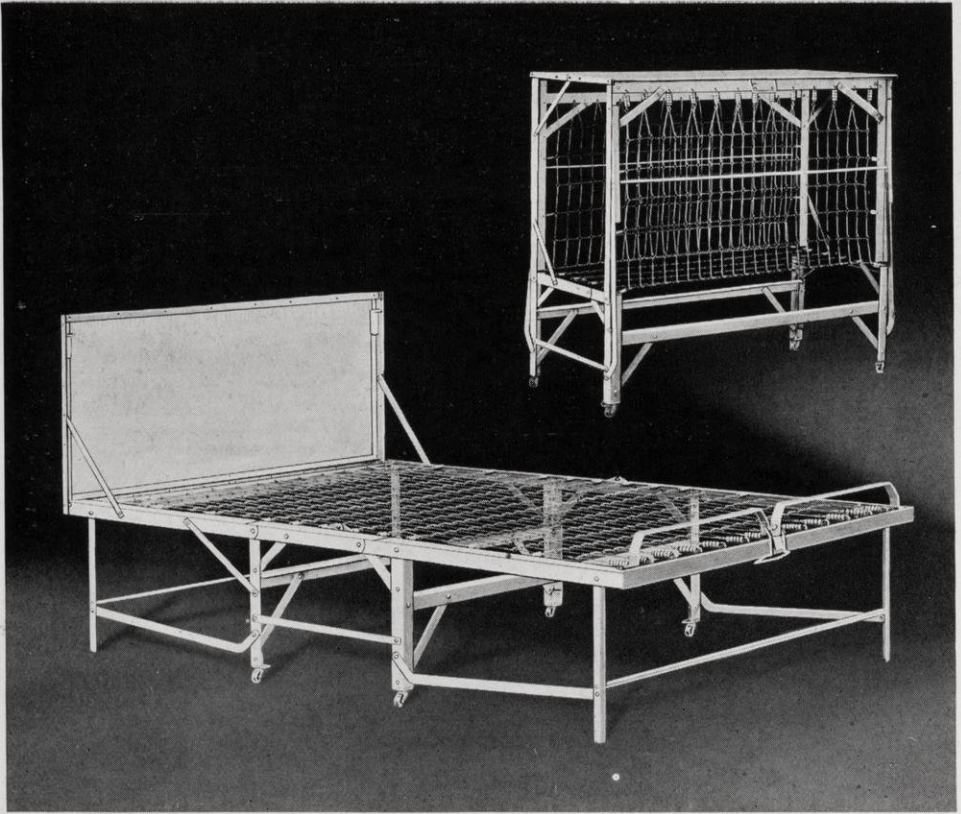
Specifications

Simmons patented, galvanized, twisted link, rust-proof fabric attached to end angles by strong, flexible helical springs. Frame is strongly made of angle steel. Locks are simple and positive. Support consists of six heavy, high grade coil springs. Finish, green Japan. Shipped K. D. Width of seat, 24 inches. Length, 72 inches. Height of seat, 18 inches. Width open, 47½ inches. Weight for shipment, approximately 53 pounds.

EMERGENCY sleeping equipment of this character should always be in stock.

Many people neglect to purchase a folding couch, a divan or a cot until the *actual need* of additional sleeping accommodations confronts them. Progressive dealers can overcome this to a great extent by keeping such merchandise on display the year 'round.





Folding Mantle Bed No. 2050

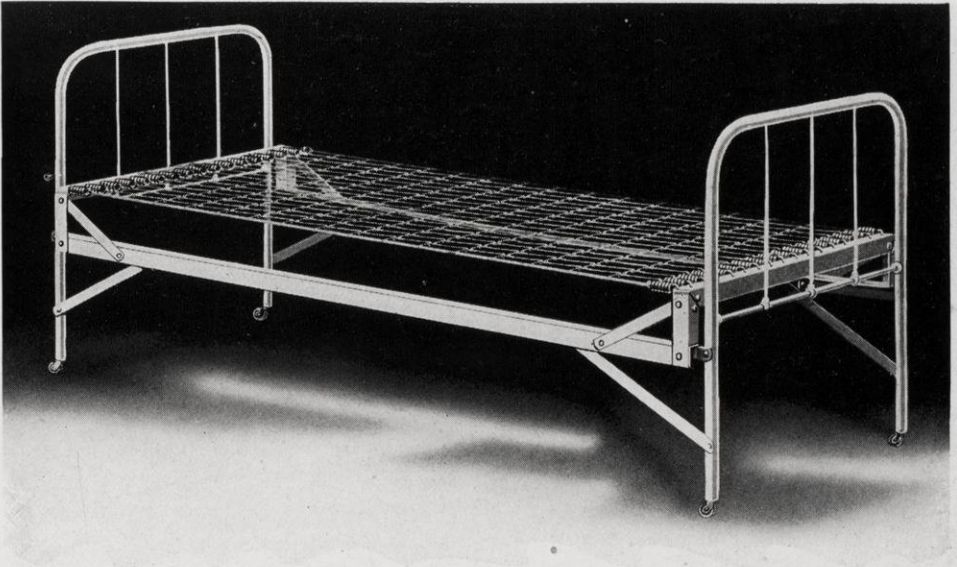
Specifications

Simmons patented, galvanized, twisted link, rust-proof fabric attached to end and side angles by steel helicals. Strong steel frame and positive locks. Finish, green Japan. Shipped K. D. Height of fabric, 14½ inches. Length, 75 inches. Depth folded, 13 inches. Weight for shipment, approximately 72 pounds.

SIMMONS FOLDING MANTLE BEDS solve the sleep problems of small homes in a very practical way.

Their use provides an *extra* sleeping room in thousands of cases. When draped with an artistic cretone or figured material of some sort, they contribute much to the appearance and attractiveness of a room, serving the purpose of a mantle shelf during the day and a full size comfortable bed at night.

One of the most attractive methods of displaying this article is to place two of them side by side, one with cover on, as a mantle with clock, vases, flowers or photograph frames thereon—the other being shown open, inviting sleep. Another method found productive of sales in industrial centers, is to make a store window demonstration, as suggested above.



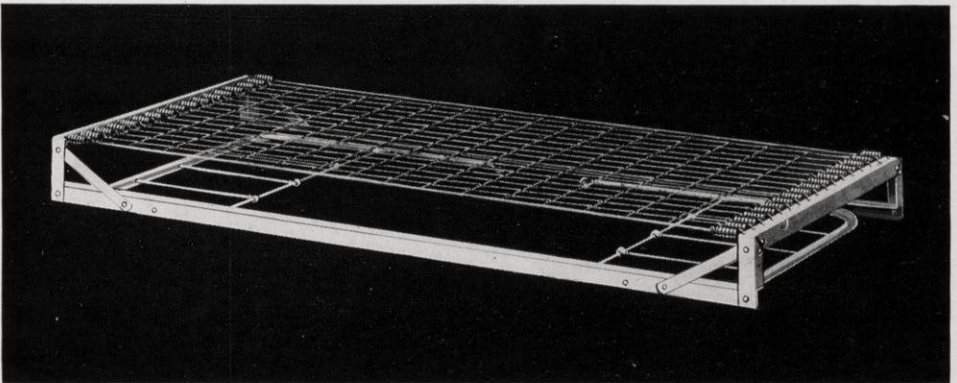
Folding Cot No. 2059

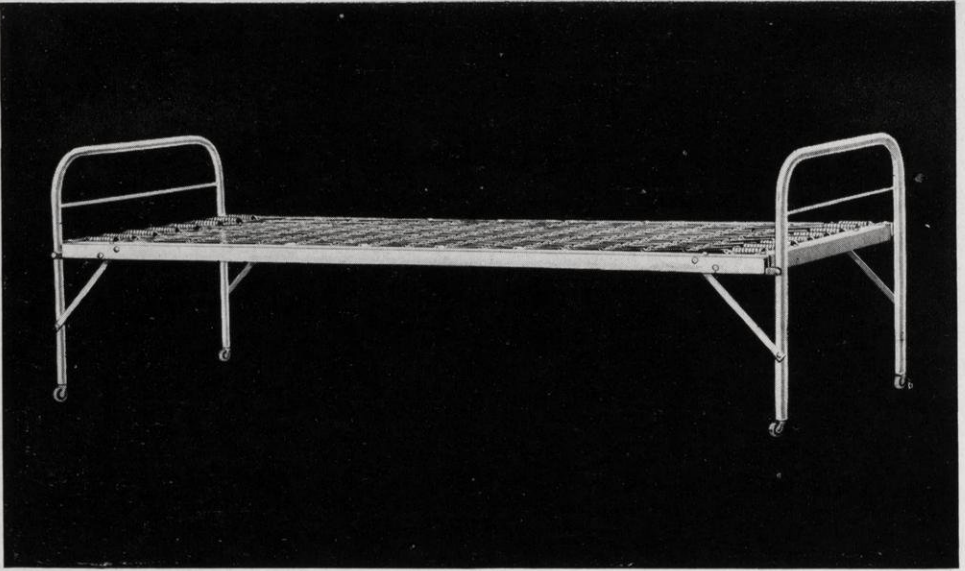
Widths: 2-6 and 3-0

Specifications

Pillars, $1\frac{1}{4}$ inches continuous. Bottom rods, $\frac{3}{8}$ inch. Filling rods, $\frac{1}{4}$ inch. Simmons patented, galvanized, twisted link, rust-proof fabric with $\frac{5}{8}$ -inch steel band edge attached to end angles by heavy helical springs. Fabric elevated 4 inches above side-rails; 17 inches from floor. Height of ends, 30 inches. Finish, green Japan. Weight for shipment, approximately, 2-6, 59 pounds.

FOLDING BEDS of this type are well adapted to the requirements of Summer Resorts, Y. M. C. A. Camps, Boarding Schools, etc. Also for the emergency needs of hotels and lodging houses. The fact that they fold compactly and require but little storage space when not in use makes them especially suited to these needs.





Folding Steel Cot No. 2039

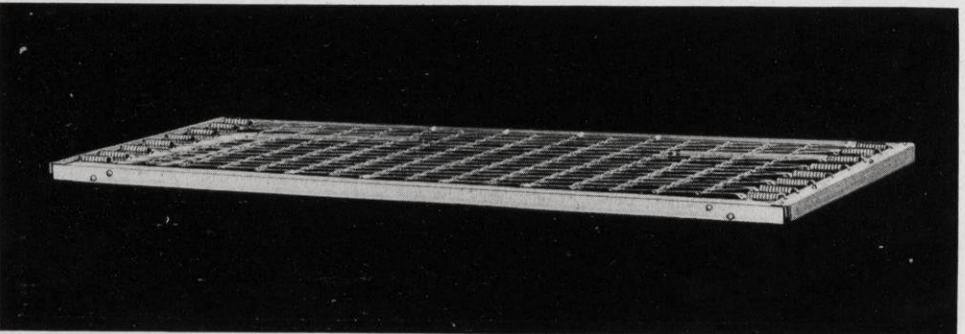
Widths: 2-6 and 3-0

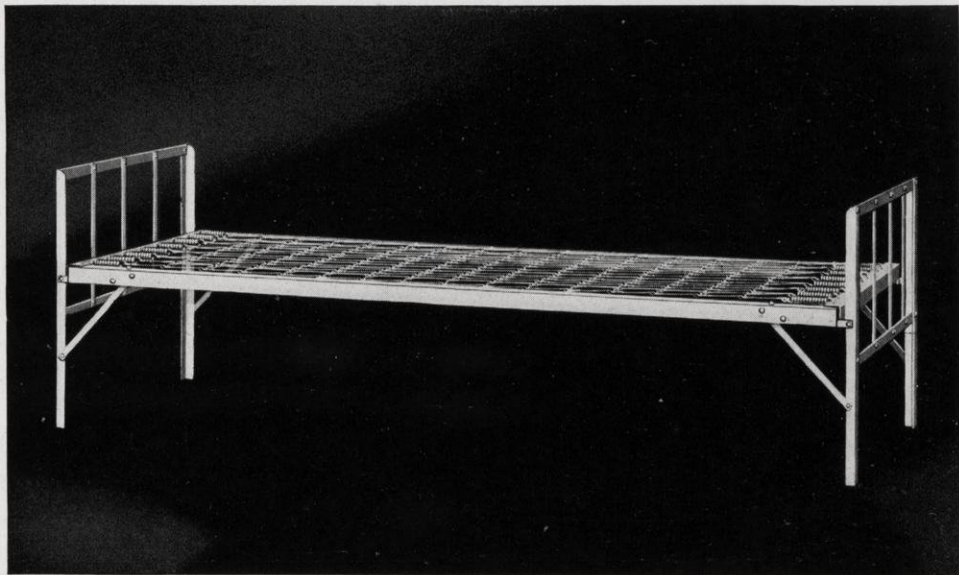
Specifications

Pillars, $1\frac{1}{8}$ inches continuous. Angle steel side- and end-rails. Simmons patented, galvanized, twisted link, rust-proof fabric attached to end and side angles by heavy helical springs. Folds perfectly flat. Fabric, $14\frac{3}{4}$ inches from floor. Height of ends, 24 inches. Finish, green Japan. Weight for shipment, approximately 44 pounds.

IF there are Y. M. C. A. or Boy Scout Summer Camp activities in your community—make it a point to get in touch with those in charge of supplying the sleeping equipment.

The low cost, comfort and service of Simmons Folding Steel Cots make them especially desirable for such purposes and your ability to furnish them in any quantity *should be made* known to local organizations of this character.





Steel Cot No. 2019

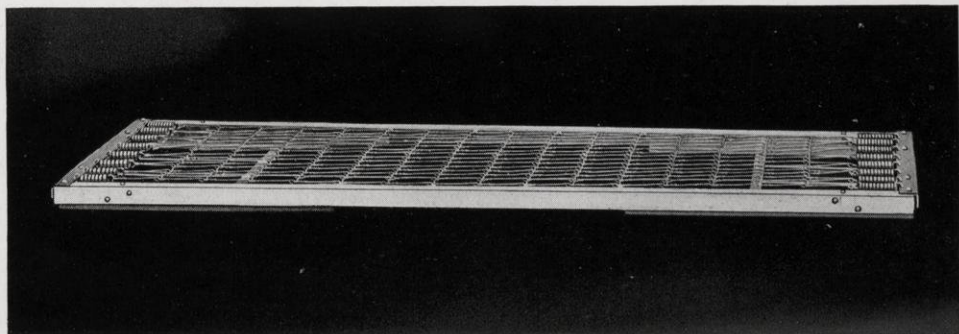
Widths: 2-6 and 3-0

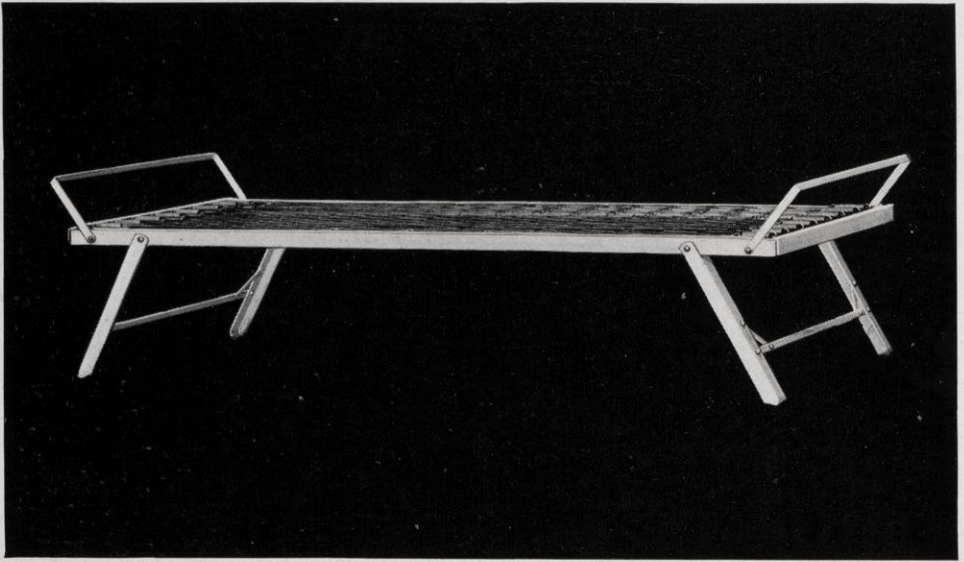
Specifications

Simmons patented, galvanized, twisted link, rust-proof fabric attached to end and side angles by strong helical springs. Angle steel legs. Heavy angle steel end- and side-rails. Folds perfectly flat. Finish, green Japan. Fabric, 15½ inches from floor. Length, 76 inches. Height of ends, 24 inches. Sizes, 2-6 x 6-0 and 3-0 x 6-0. Weight for shipment, approximately, 2-6, 39 pounds; 3-0, 43 pounds.

WHEN the hot summer season opens up, try making a special display of folding cots—thereby furnishing suggestions to outdoor sleepers.

The summer season is an excellent time to push the sale of cots and it is more profitable to stimulate the demand than to wait for it to reveal itself.





Steel Cot No. 2021

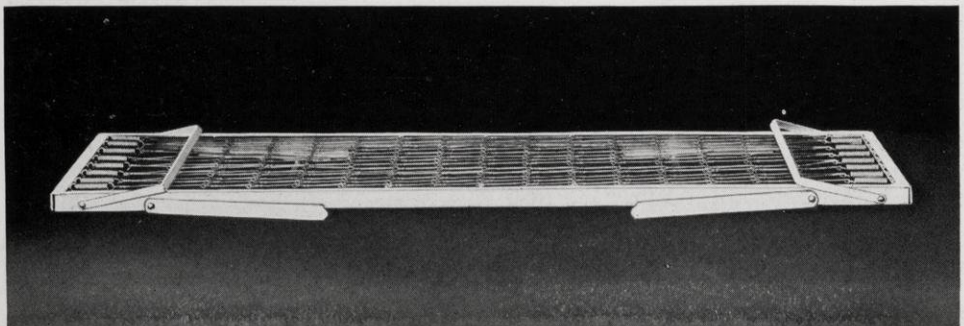
Widths: 2-6 and 3-0

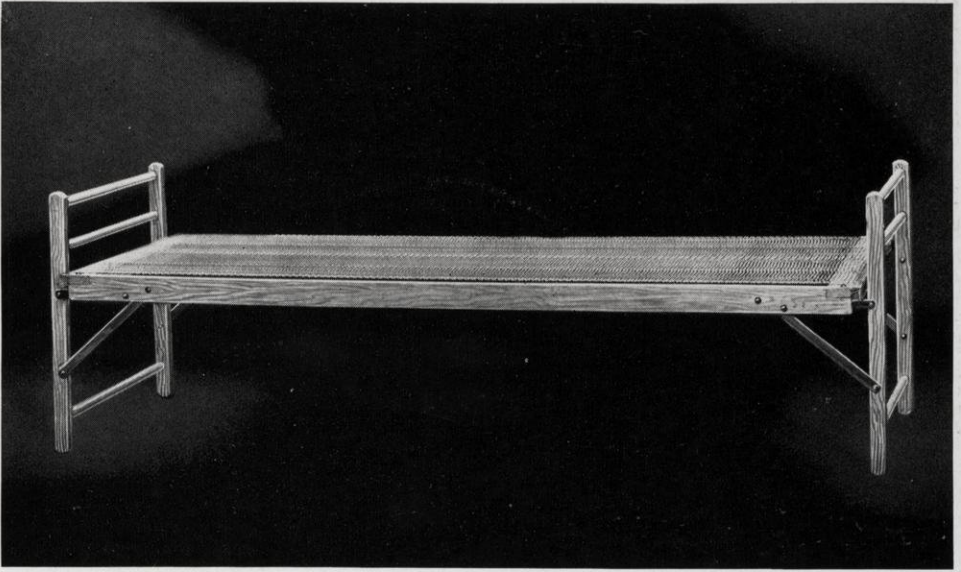
Specifications

Simmons patented, galvanized, twisted link, rust-proof fabric attached to end and side angles by strong helical springs. Ends, side-rails, and legs made of strong angle steel. Folds perfectly flat. Finish, green Japan. Fabric, 14½ inches from floor. Length, 76 inches. Sizes 2-6x6-0 and 3-0x6-0. Weight for shipment, approximately, 2-6, 32 pounds; 3-0, 36 pounds.

NO matter how or when the demand for folding cots may come, every up-to-date furniture dealer should be prepared and ready for it by having an adequate assortment on hand.

This type of sleeping equipment is easily stored. Several dozen can be carried in stock in small space.





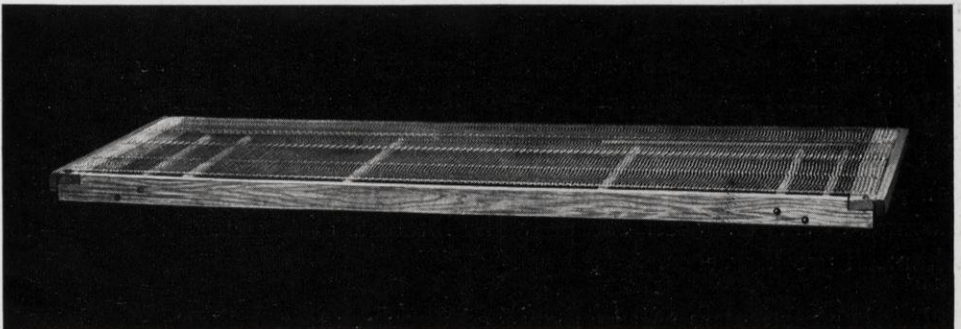
Utility Folding Cot No. 3019

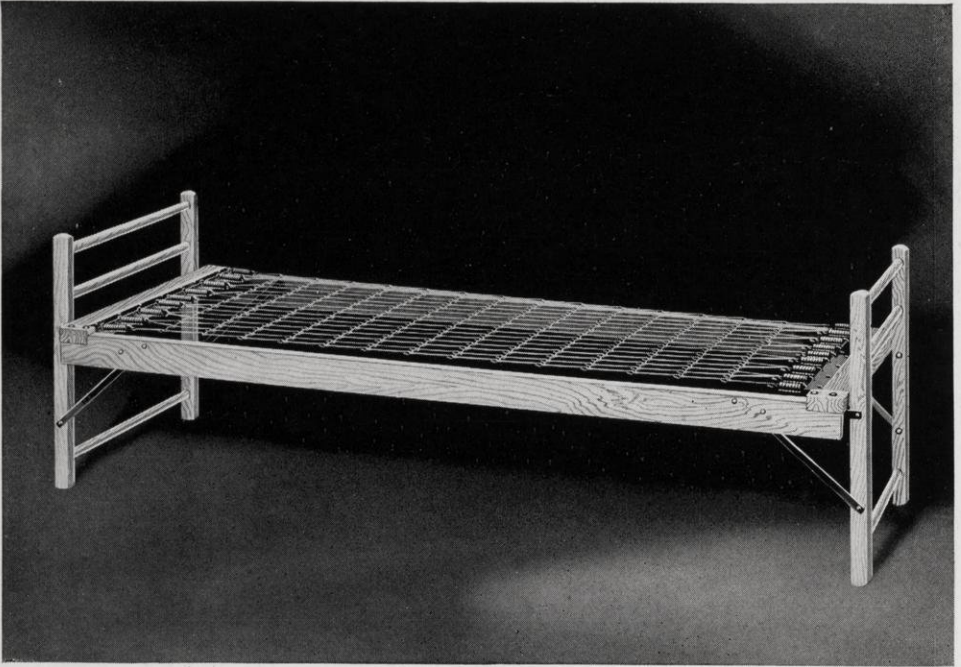
Specifications

Made in two widths: 2-6 x 6-0 and 3-0 x 6-0. Hard maple frame. Varnished. Strong, single weave fabric. Folds flat. Weight for shipment, approximately 30 pounds.

THIS is one of the lowest-priced folding cots that can be made. It is not as strong, as steady or as durable as a cot of *steel*, but it serves its purpose and, low cost considered, gives satisfaction.

If you aim to make your store's service valuable to the community, *give thought* to the emergency sleeping requirements of that community by having an assortment of folding cots on hand ready for any demand.





Folding Wood Cot No. 3025

Specifications

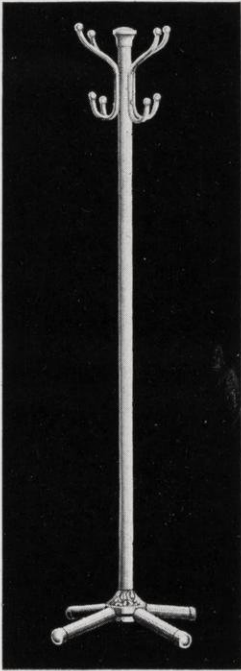
Hard maple frame. Varnished. Simmons fabric attached to end-rails by helicals. Folds flat. Weight for shipment, approximately, 2-6, 34 pounds; 3-0, 39 pounds.

IF there is a new Hotel, Y. M. C. A., Club or Hospital planned for, or being erected, in your community—Simmons Company is prepared and ready to co-operate with you in securing the bed equipment contract.

Furniture dealers who are on the alert for business of this nature can have the fullest co-operation of our organization for the asking.

Hotel, hospital, industrial, recreation and school camp bed equipment contracts are well worth working for. Simmons Company never solicits business of this character except in the interests of Simmons dealers—to whom all profit accrues.

Further particulars will be furnished upon request.



Steel Costumer No. 20

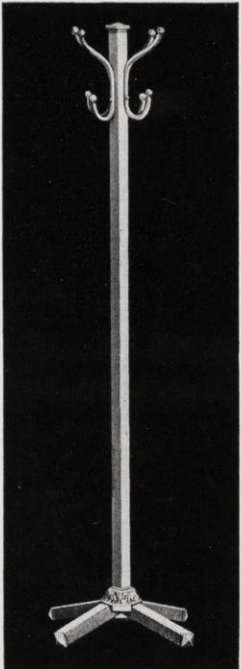
Specifications

Pillar, $1\frac{1}{2}$ inches round. Hooks, $\frac{1}{2}$ inch round. Legs, $1\frac{1}{2}$ inches round. Height, $67\frac{1}{2}$ inches. Weight for shipment, 15 pounds, wrapped.

SIMMONS Steel Costumers are of exceedingly symmetrical, well-balanced design.

The two patterns illustrated on this page represent the round and the square tube styles, which are generally regarded as "good sellers." They stand firmly upon the floor and are not easily tipped.

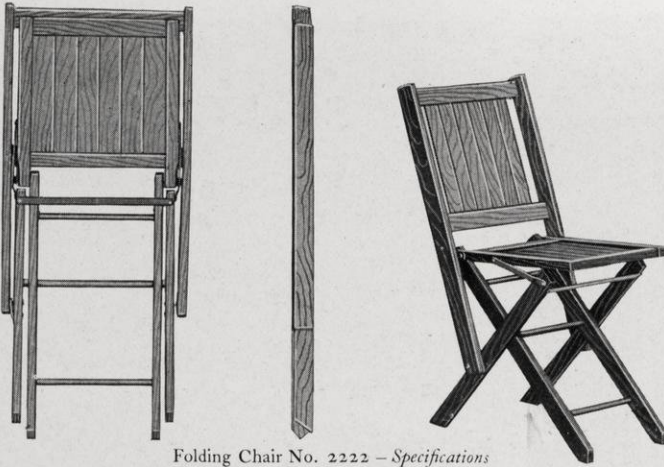
In ordering be sure and give number and finish desired.



Steel Costumer No. 21

Specifications

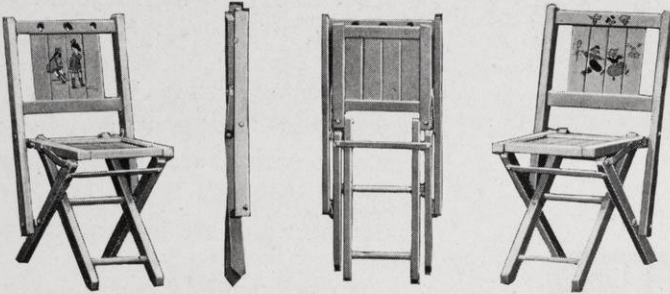
Pillar, $1\frac{1}{2}$ inches square. Legs, $1\frac{1}{2}$ inches square. Hooks, $\frac{1}{2}$ inch round. Height, $66\frac{1}{2}$ inches. Weight for shipment, 17 pounds, wrapped.



Folding Chair No. 2222—*Specifications*

Simple and attractive in appearance. Folds flat as a board and will not open accidentally while being handled. All metal trimmings are galvanized, making them rust-proof. Will not tip. The joints are well glued and the steel stampings are securely riveted in place. Finish, natural wood. Weight for shipment, approximately 120 pounds per dozen.

Note:—Specifications of No. 2233 are the same as above, except that it is finished in brown.



Kindergarten Chair No. 2244—*Specifications*

Made in one size only. Seat, 12 inches from floor, other dimensions in proportion. Made of selected maple. Workmanship of the best and construction same as our No. 2222 chair. Contains the same popular features, viz: Folds flat and does not tip. A good, strong, serviceable chair adapted for use wherever the little folks are assembled. Width of seat, 10½ inches.

Weight for shipment, approximately 60 pounds per dozen.



Folding Chair No. 2266—*Specifications*

Hard maple. Varnished. Stampings, galvanized, preventing rust. Joints securely glued. Folds perfectly flat. Will not tip. Weight for shipment, approximately 90 pounds per dozen.



Simmons Folding Chairs

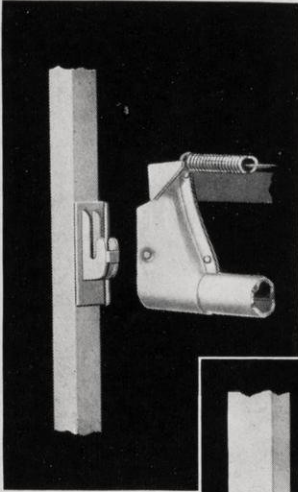
*Built to Stand up and Give Service
Under the Hardest Kind of Usage.*

SIMMONS CHAIRS represent the maximum of value, quality and service in the folding chair field.

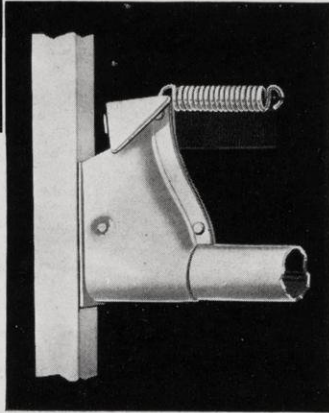
They are constructed of selected, straight-grained hard maple stock, strongly riveted and glued. All metal parts are galvanized and weather-proof. The construction, as shown on the opposite page, insures the greatest possible degree of comfort and strength with the added advantage of being quickly closed, stacked and stored away.

Chairs of this character are indispensable adjuncts to the seating equipment of Reviewing Stands, assembly halls, banquet halls, recreation parks, schools, churches, kindergartens, lodges, country clubs, Chautauqua tents, park pavilions, excursion boats, card parties, lawn fetes, Mortuary Chapels, Undertakers, etc., etc. Millions have been made, sold and are in use for these purposes and we have yet to learn of their ever failing to give full service and satisfaction.

Many furniture dealers keep a stock of these chairs on hand at all times for rental purposes.



This type of corner connection is used on Simmons Three-Piece Beds



THE Simmons patented Pressed Steel Corner here pictured in detail, is used on all three-piece beds described on pages 17, 18, 19 and 20.

As will be seen, this construction of the corners elevates the fabric or spring, of which it is an integral part, six inches above the side-rails, preventing the mattress from touching the rail and insuring the same resiliency to the extreme edges as is provided at the center.

This corner has a much larger bearing surface than any other connection; locks all units in the most positive manner. It cannot jar loose, and becomes more rigid as weight is added.

SIMMONS Beds having side-rails are now equipped with this Pressed Steel Corner Lock.

This is a new and exclusive feature designed and patented by Simmons Company. It is simple in principle, but positive in results, insuring a rigid corner connection which cannot work loose.

By its use an absolutely firm support is provided for coil, link fabric or "Slumber King" Springs.

By reversing the side-rails, as shown in the lower illustration, a solid support for bed slats is also to be had when necessary.

