## they choose the surpassing comfort of Simmons



the duchess of sermoneta

mrs. john wanamaker III



mrs. john hays hammond, jr.



mrs. joseph leiter



Company, New York, Chicago, Atlanta, San Francisco.

need be without this luxurious comfort!



● Into old-world palaces it has been carried—this triumph

homes, it has its place. • For women of luxurious habits

everywhere have found that this modern type of mattress with its heart of tiny, resilient coils far exceeds in comfort the old-style mattresses! . And now for millions more, the

Simmons Company have brought out at a popular price a

second Inner Coil mattress, the new "Deepsleep." Now no one

Beautyrest Mattress, \$39.50; Ace Box Spring covered to match, \$42.50; Ace Open Coil Spring, \$19.75. The new Deepsleep Mattress, also with inner coils, \$23.00; Deepsleep Box Spring, \$27.50; Slumber King Spring, \$12.00; Beds, \$10.00 to \$60.00. Bed No. 1570 above, \$47.50. Simmons

of modern American comfort, the Simmons Beautyrest mattress. In early American cottages, in luxurious modern

mrs. laurance armour

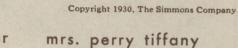


SIMMONS BEAUTYREST MATTRESS is filled with hundreds of resilient coils-individually pocketed, overlaid with thick upholstery. Damask-covered in rose, green, light blue, Venetian blue, \$3950 lilac and beige. . . . . . . . .

THE NEW SIMMONS DEEPSLEEP MATTRESS with inner coils buried between layers of soft upholstery. Dobbestry-covered in four \$2300

beds · springs · mattresses and BERKEY & GAY Furniture







E - 10