

# Why do people sleep

Remember the morning you woke up with a feeling that you really had been sound asleep all night? Never felt so well before! Nor looked so fresh and rested—nor got things done so easily

**I**T WAS the deep sleep that did it. Nothing keeps us looking so young or feeling so vigorous as enough deep, restful sleep—every nerve and muscle relaxed. Do you ever really relax?

The chances are you don't.

No matter what you do to bring sleep, you will never sleep soundly unless your bed invites perfect relaxation.

There is not a person anywhere but will sleep better for doing away with the old wooden bed or loose-jointed, noisy metal bed and getting a Simmons Metal Bed.

Thousands who for years have been "light sleepers"—waking at every sound—sleep the night through on a Simmons Bed.

## Why the Simmons Bed?

The Simmons Metal Bed is strong and rigid where the average bed is weakest—in the corner locks.

These are some of the Simmons basic patents—the pressed steel corner locks. They have much longer locking surfaces than you find in the average bed. In fact, it is the pressed steel corner locks that have made possible the Simmons new Three-piece Bed—the spring made in a single unit with the side rails.

Simmons Limited, of Montreal, St. John, Toronto, Winnipeg, Calgary and Vancouver, has been specializing for thirty years in making the best metal beds that can be produced.

And what is more, Simmons Beds are produced complete by the Simmons Organization.

Every item, every detail made straightforward from

the bulk metal under the Simmons roof—tubing, corner locks, fittings and springs, all the processes of forging, rolling, machining, brazing, grinding, polishing, finishing—to the last final touch of enamel or lacquer.

## The Waldorf Box Spring and Simmons Mattresses and Pillows

Everybody knows the spring that slackens, sags and lets the sleeper roll into a hollow—or creaks with the slightest movement—or that does not fit four-square and firm on the bed, and knocks or rattles.

Simmons Waldorf Box Spring invites complete relaxation. It supports the body at ease on fine, resilient spring coils—each coil conforming freely to the contours, so that the spine is perfectly rested, whether one sleeps on the back or on the side. It is noiseless, and promotes natural, restful sleep.

It is covered with ticking of the finest grade and great wearing quality, in new and attractive designs.

And to make the sleeping equipment complete, Simmons Limited produces Mattresses and Pillows worthy to go with Simmons Metal Beds and Waldorf Box Springs.

## Simmons Beds are Made in All Sizes and Styles

Full double—Three-quarter—and Twin Beds.

You will find a range of styles to select from in enameled steel and in lacquered brass.

Simmons styles are good. Whatever your bedroom decoration scheme, you will find a Simmons Bed that "belongs."

The tubing generous, massive—never skimpy or weak. Beautifully finished. Lacquer perfect. Enamel free from pin-holes, blisters and lumps—clear and smooth.

Your choice of white, cream and delicate tones of colors in vogue for interiors today.

Simmons Beds, Waldorf Box Springs, Mattresses and Pillows are not sold by every dealer in furniture. But you will see them in the stores where you would expect to find first-class goods.

And when you are selecting your Simmons Beds with an eye to their appearance in the room, you will see that Simmons has for the first time established beautiful and authoritative design in Metal Beds.

## And now with regard to the unusual variety of TWIN BEDS

The Twin Bed is almost a specialty with Simmons Limited.

Nice people everywhere are discovering that a separate bed for each person is a great aid toward perfect rest and sound health.

One sleeper does not disturb the other. Colds, sore throat, and other infections are not communicated. And one sleeper does not draw on the vitality of the other.

Simmons Beds, Waldorf Box Springs, Mattresses and Pillows will cost you little if any more than the average beds and equipment. They are worth more—much more.

If you care to write us, we will tell you where to get them in this section.

Sleep is a big subject! Write us for the brochure, "What Leading Medical Journals and Health Magazines Say about Separate Beds and Sound Sleep." Free of charge.

## SIMMONS LIMITED

ST. JOHN

TORONTO

WINNIPEG

MONTREAL

CALGARY

VANCOUVER



**SIMMONS BEDS**  
Built for Sleep