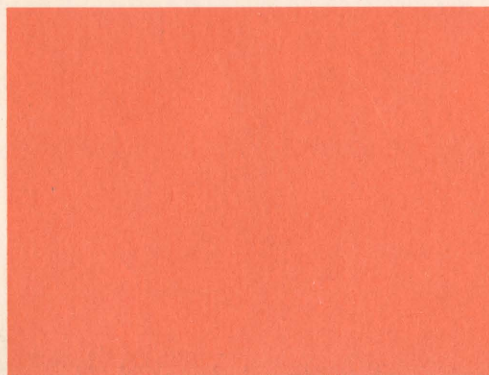




M O D E R N

A M E R I C A N

B E D R O O M S





MODERN AMERICAN BEDROOMS

HELEN KOUES,

DIRECTOR, GOOD HOUSEKEEPING STUDIO

THE Modern trend runs like a thread throughout the country, even in the strongholds of Colonial New England and Spanish Florida. But let us look closer! What is Modern? Let us see the facts as they are. One of my readers asked me, "What are the trends in decorating today?" My answer was, "Where do you live?"

This is a wide country, and different sections of it are interested in different types of decorating because they have different types of houses, climatic conditions, needs.

In New England the Colonial tradition—even the less formal type, Early American—is strong because the houses, old and new, are of the Colonial type. In fact, everywhere in the country there is an interest in Early American and American Colonial furniture. It is practical and attractive and it is being greatly used. But there are high lights in smart decorating trends. In and around New York City, Chicago, and other large cities with their great apartment houses and attractive suburbs, English Georgian perhaps holds first place, French and Early 19th Century vie for second, and Classic Modern comes third.

In our southern states (except Florida), in St. Louis, in Cincinnati, 18th Century Georgian and American Colonial, somewhat different from Georgian although of the same era, indicate the trend; while Florida and parts of California have taken unto themselves Spanish and Italian furniture. Our great Middle-West is an open-minded section of the country, and here we find a scattering of all styles, 18th-Century Georgian, early 19th Century French and English, Classic Modern, and Colonial American, the types varying with the types of houses.

And what has all this to do with Modern furniture, fabrics, and accessories? We are back where I started. Through all these established styles that I have just mentioned the Modern trend runs like a thread. It is something new. Every one wants to see what Modern is, to find out whether it is usable and attractive. This Modern trend can not come overnight. It is developing slowly in new and better forms. In its early forms as shown in America it was cumbersome, angular, and too radical. But time changes many things. The theory of the Moderns has been

modified, their lines have been adapted, their colors have become familiar, their use of new materials in new ways has become intriguing. More than mere curiosity, deep interest has been aroused, even among conservatives. Youth likes the Modern trend. It belongs with the new age, and it is making itself felt.

The carpets, fabrics, and accessories were the first of the Modern furnishings to be extensively accepted and used, and they are charming in color, and often in form. Today there is a vast array of usable furnishings of all sorts, and some nice furniture.

When Good Housekeeping Studio was asked by the Modern American Guild—a group of manufacturers headed by the Simmons Company—to interpret this modern movement for the bedroom, using the modern merchandise which they manufactured, we were interested and accepted the invitation. We designed eight complete rooms, which were exhibited in forty of our American cities under the auspices of the Modern American Guild, in coöperation with the Women's Clubs and Art Alliances of individual cities. In addition to the eight complete rooms there were ten settings showing furniture, floor covering, background, etc.

In deciding on the types for the eight complete rooms it seemed to me that the bedrooms which interest us all are these: the master bedroom, the children's room, the guest room, the man's room, the debutante's room, the penthouse room, and the hotel room. In the various bedrooms we tried to show how inexpensive metal furniture in light and dark colors can be combined with the new carpets, fabrics, and accessories. Any modern furniture and modern furnishings could be used in the same manner.

The "Master Bedroom" (on opposite page) has a cheerful, livable color scheme of gray, blue and yellow. Since few wish to, or can, rebuild their rooms, we redecorated the usual conservative background: a room with two windows, entrance door, closet door and simple fireplace. A striped wall paper of gray and silver is completed by a six-inch plain wood cornice. The wood-work is painted the gray of the paper. The carpet—a room sized rug could be used instead—is of deep, clear blue in an uncut and cut pile, the weave being called Shadolite. The twin beds, chest of drawers, and small night tables, are of metal painted a soft yellow and trimmed with chromium bands. A comfortable overstuffed chair is covered in rough blue and white material; a white framed arm chair has a blue corduroy cover and the two piece chaise is covered in a yellow striped silk. The small tables are made of chromium and glass because these are new working materials of Modern. The draperies are of a rough yellow and white cotton fabric arranged with a boxed and shaped cornice, the shape of this cornice and the curtain materials being repeated for the bed canopy and spread. The bedspread, made to fit over both beds, has plain side drops, with the yellow cord outlining the top of the bed.

Two new features in the room are the canopy arrangement of the twin beds and the indirect light outlining the mirror of the dressing table.

The arrangement, as well as the feeling of the entire room, is livable modern. The lighted crystal balls on the chest of drawers, glass and metal tables, the Shadolite carpet, the rough textured fabrics—it is in ways such as these that Modern furnishings inveigle us to know more of them. Do not try to do bizarre and strange things. Use them as you have used their predecessors, and find how livable and attractive they prove themselves to be.



THE GOOD HOUSEKEEPING MASTER BEDROOM

ROOM 2 - SIMMONS SUITE 172, YELLOW AND CHROME

Modern but not radical is the theme of this room. Metal furniture, modern fabrics, and rugs, and a conservative background were combined to show that modern furnishings may be used attractively without the need of an especially built background.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Black and Chrome
Coral and Ivory
Black and Yellow
and other attractive
schemes*



The same is true of the other seven of the eight rooms. They are modern, but livable, comfortable and not bizarre in their decorative treatments. The backgrounds are extremely simple and such as would not be out of place in the average house or apartment.

On page 23 you will see the "Children's Room" of the group, worked out in the modern feeling. In choosing the furniture and working out the color scheme we considered the problem so often found—that of planning a room for a small child and one a few years older. The color scheme of white, red

and blue is worked up from the wallpaper which has a white ground and a design of conventionalized flowers in red and blue. The furniture is metal painted white with simple line trimmings of red. The rug is a pretty Cape Cod pattern in blue with touches of color—not at all modern, but perfect for the room. White ruffled organdie curtains look fresh and crisp at the windows. The fabrics and bed coverings are of a practical type that add gay color to the virtue of being easily laundered. On the large bed there is a tufted white muslin spread, on the crib a striped blue and white seersucker cover, and on the chairs there are blue linen slip covers.

The third room (on page 8) is a "Guest Room" done in grays, lovely turquoise blues and white—a very smart and soft color scheme. Walls are covered with a paper having a blue ground with a diagonal pattern formed of laurel leaves in tones of gray. Furniture for two people is painted gray with black trim. The rug is a fringed gray one, in a Shadolite self design. Long white voile curtains hang under draped valances of turquoise blue moire, the same blue moire being used for a comfortable chair, a side chair and the dressing table bench. There is a chaise longue covered in white serge and trimmed with turquoise blue moss fringe, and the bedspreads are simple tailored covers of diagonal ribbed gray corduroy.

The "Man's Room" (on page 11) is comfortable and its color scheme of buff, brown and dull yellows is one that any man would approve of. Buff walls are finished at the ceiling line with a dull brown wallpaper border having a rope design in buff. The rug is walnut brown with a set-in design in shades of beige, tan and light brown. Metal furniture of very simple lines is finished in dark brown. Straight tailored overcurtains of a modern linen in buff, yellow and brown hang over buff colored Venetian blinds. A dull yellow linen bedspread is welted with plain brown, both colors repeating the shades in the curtains exactly. Two easy chairs and a side chair have covers of wide-ribbed dark brown corduroy trimmed at the seams with buff colored cord.

A "Debutante's Room" must be gay and have the spirit of youth about it. So in this young girl's room (on page 13) we worked out a bright, gay scheme of blues and grays and cherry red. The wallpaper is a lovely gray with a fan design in grays and blue; rug is light gray with an in-set

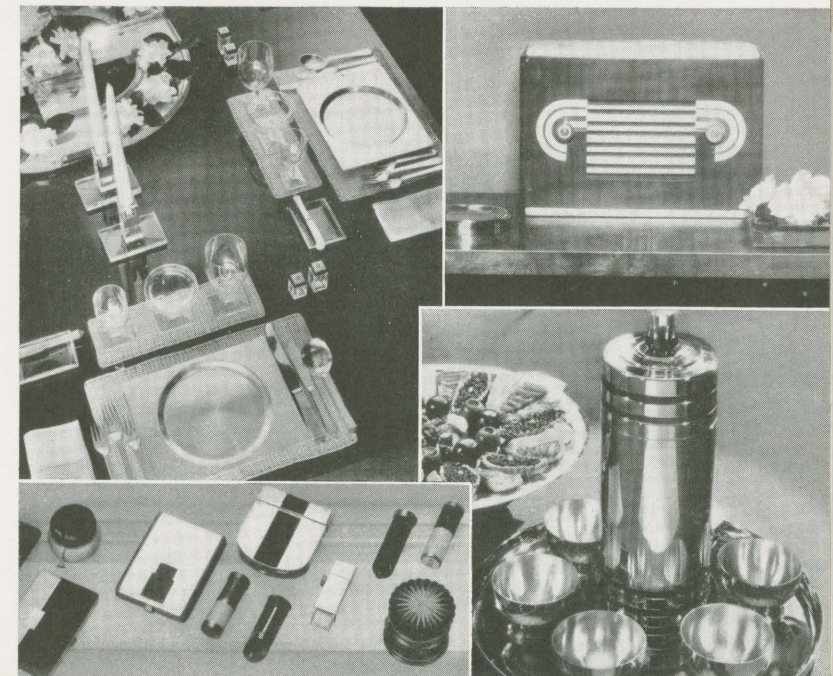
design in white; at the windows there are white voile curtains, over them an interesting drapery treatment consisting of thick gray cords of graded lengths, each cord finished with a cherry-red tassel. The furniture is a pretty blue trimmed with hawthorn and the bedspread is made of a rough fabric alternating blue, gray and white threads. There is a white serge-covered chaise longue with a cherry-red moss fringe in the seams; a dressing table bench covered in cherry-red; and a side chair covered in light blue.

Penthouses are a law unto themselves, and with penthouse apartments atop our large city buildings, they are not to be overlooked. So we decorated a bedroom for a penthouse—known as the "Continental Room" (on page 9)—a room with star motifs in evidence. The walls have a paper in silver and white with alternating silver and blue stars. The rug is gray with blue and gray stars in-set in it. The furniture is gray and black. Curtains are of a smart new chintz with a blue ground and leaves and flowers in white, gray and yellow, and a broad slipper chair has upholstery of the same chintz. The bed covers are of blue corduroy, and two chairs are covered in a rough yellow fabric, the yellow making a bright note of contrast with the grays and blues of the room.

We all have to stay in hotels at some time or other, and there is much that could be done to make them more attractive. For one of our series of rooms we planned a hotel room (shown on page 15) as the "Master Bedroom No. 1." We painted the walls a restful shade of Georgian green—as practical as it can be, because it's washable. There is a smart wall paper border in white and green. The metal furniture is dark brown. The carpeting is green, dark enough to be practical and light enough to help toward attaining a livable atmosphere. Glass curtains are of cream colored filet net and overcurtains of a beautiful chintz with a brown background and large pond lilies in white and yellow with green leaves. Plain wood cornices over the windows are painted brown like the ground of the chintz. Bedspreads are of green linen with white and green chenille stitching in a shell pattern. One chair is upholstered in a brown basketweave wool and two more in yellow and brown rough fabric.

Last but not least is a room called the "Daffodil Room," (on page 7) so called because of its sunny yellow color scheme. The wallpaper is a diagonal plaid in yellow with lines of pale blue, deep peach and white. Completing the background is a rug of modern pattern in shades of brown. The furniture is yellow trimmed with black. A pair of double windows are treated as one, with a single pair of floor length yellow curtains and a swag of the same material across the top of the two windows, hung over gray-blue Venetian blinds. Bedspreads are of the same yellow. An easy chair, side chair and dressing table bench are covered in a deep peach embossed fabric repeating the peach stripe in the paper.

HELEN KOUES



WE ARE gradually learning that color can do a great deal towards making rooms more cheerful—more livable.

It's no wonder then that we are turning away from somber things—replacing them with things that have the spirit and freshness of youth.

This room is a fair example. We call it the daffodil room because it is as fresh and cheerful as the first daffodil of spring.

The furniture is in soft yellow and black. The background is a yellow wallpaper, plaided in silver, French blue and peach. The yellow color scheme is carried out in the bedspreads and hangings. On the floor is a rich brown Wilton rug.

Accents of yellow, peach and crystal are seen in the accessories.

The lights on the beds are of opaque glass with black ends—decorative, and a great convenience for those who like to read in bed occasionally.



THE DAFFODIL ROOM

ROOM 8 - SIMMONS SUITE 171, YELLOW AND BLACK

The rounded corners of the bed—the swell fronts of the dressing table—the oval bench—are interesting features of this suite which is made of metal. A chest, dresser with hanging mirror, and full size beds are also available.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

Carpathian Elm Burl
Crotch Mahogany
Blue, Harewood and Black
Black and Oyster
Green and Silver
Mahogany and White
Black and Harewood



THE GUEST ROOM

ROOM 3 - SIMMONS SUITE 160, BLACK AND OYSTER

Black and Oyster White is indeed a smart combination when used on this simple, unadorned modern metal furniture. It is a finish that can be effectively used with many different color schemes.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Crotch Mahogany
Elm Burl and Walnut
Black and Yellow
Maple and Green
Green and Silver
Mahogany and White*

HERE is a guest room—a room of quiet dignity and charm that your guests will surely appreciate. The wallpaper is a Modern classic design in blue, white and gray. A soft, gray rug and tailored bedspreads of gray corduroy are used. An unusual treatment of the window is seen. White voile curtains with blue moire swag valance serve as a charming background for the vanity.

The smart, comfortable boudoir chair is covered in turquoise moire. A footstool is shown at the left of the picture. This is used with a chair to match as a chaise longue. It is covered in white corduroy with a blue moss fringe. Accent notes of silver and crystal are carried out in the lamps and the accessories used on the dressing table and dresser. The furniture is a combination of black and oyster white—simple, dignified and restful.

THE CONTINENTAL ROOM

ROOM 6 - SIMMONS SUITE 170, BLACK AND HAREWOOD

This group of metal furniture is finished in figured gray harewood with black trim. It is smart, quiet and may be used with several different color schemes. Note the pleasing effect made by the combination of straight lines and gentle curves in this design.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Elm Burl and Mahogany
Crotch Mahogany and
Light Elm Burl
Green and Silver
Black and Oyster
Mahogany and White
Black and Yellow*

SEVERAL new decorative ideas are used in this room but they are all practical, not expensive, and combine to create an effect of unusual smartness. The wallpaper is gray with tiny powder-blue and silver stars. The rug is unusual and most attractive—it is of dark blue with a gray center and has white stars of varying sizes scattered about.

The draperies are of glazed chintz with a flower pattern on a blue ground. The same material was used to cover the slipper chair in front of the bed. Bedspreads are of dark blue corduroy. Gray Venetian blinds carry out the color scheme. Notes of yellow are used in the lamps and chairs. All of this serves as a highly effective background for the furniture, which is finished in a gray figured harewood, trimmed in black. A brilliant sparkle is given to the room by silver and crystal accessories.



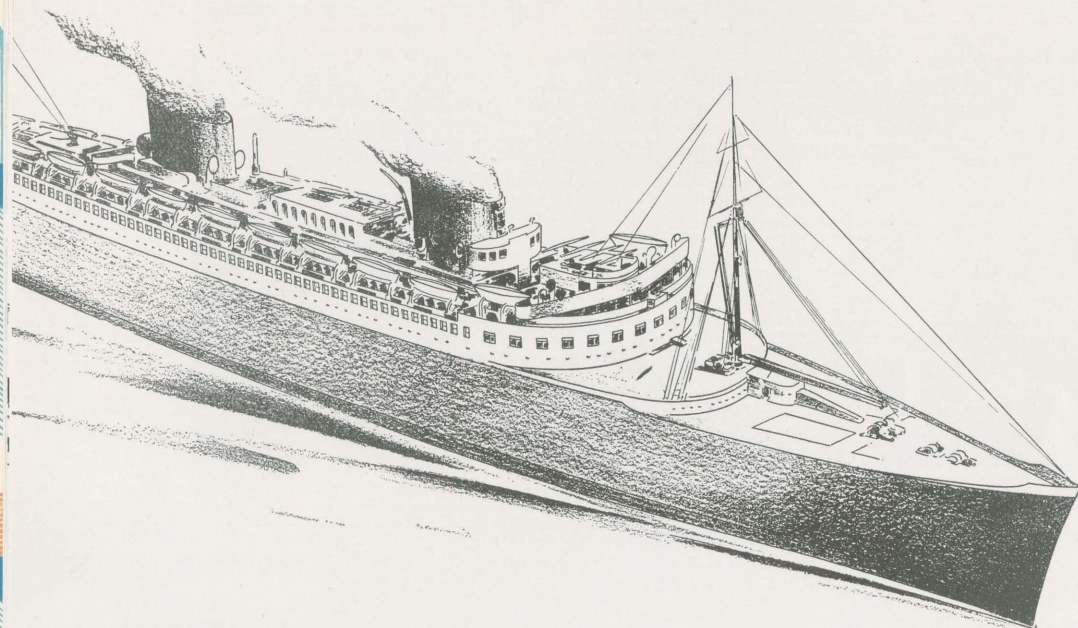
A ROOM with a strong masculine appeal. The warm tones of brown, yellow and beige give a feeling of repose and comfort that is seldom found.

The yellow linen bedspread and the yellow accents in the draperies and lamp provide a cheerful note of color against the beige walls and rich brown furniture.

The furniture is in a beautiful Carpathian-Elm finish—intricately figured and with highlights of light brown shading off into deep brown tones. White drawer pulls with a chromium strip in their center, give a pleasing decorative note.

Note the polo pictures over the bed and the indirect lamp which throws a soft diffuse light over the entire room.

This type of chest is especially good for a man. It has three deep, spacious drawers, three small drawers, a cabinet and a convenient mirror on top.



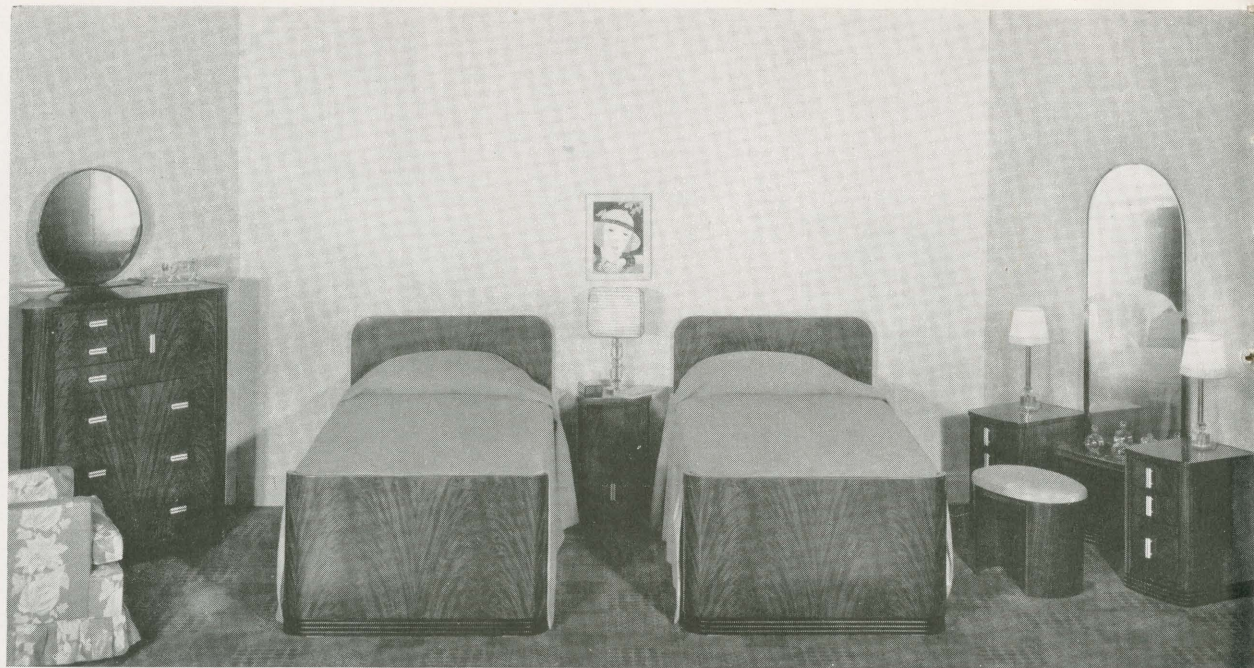
THE MAN'S ROOM

ROOM 4 - SIMMONS SUITE 171, CARPATHIAN ELM

The richly-grained, Carpathian Elm finish is a beautiful feature of this fine metal suite. Both the chest and dresser are of ample size, with plenty of drawer space. A portable mirror is used on the chest. A matching dressing table and bench are also available.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Crotch Mahogany
Black and Yellow
Blue, Harewood and Black
Black and Oyster
Green and Silver
Mahogany and White
Black and Harewood*



THE MASTER BEDROOM No. 2

SCREEN 2 - SIMMONS SUITE 171, CROTCH MAHOGANY

Rich crotch mahogany finish—gently curved corners—perfect proportions—give this furniture a beauty that never becomes tiresome. The chest and dresser are unusually spacious. By using metal, rich designs can be obtained that have not before been available.

SIMPLICITY and good taste are frequently found together. Here is a room that certainly combines the two—and the effect is altogether excellent. The furniture is modern in design with curved corners, plain surfaces and simple lines, yet it retains some of the feeling of old furniture because of its beautiful crotch mahogany finish.

The wallpaper has a yellow ground with a French blue design. The rug is a block pattern in deep peach and rust. The smart tailored bedspreads are of a soft peach color. A night table is conveniently placed between the two beds and on it is a special lamp—attractive and so convenient. The dark reddish tones of the furniture give a sense of quiet and warmth to the entire room.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Carpathian Elm Burl
Black and Yellow
Blue, Harewood and Black
Black and Oyster
Green and Silver
Mahogany and White
Black and Harewood*

A DEBUTANTE'S ROOM

ROOM 5 - SIMMONS SUITE 171, BLUE, HAREWOOD AND BLACK

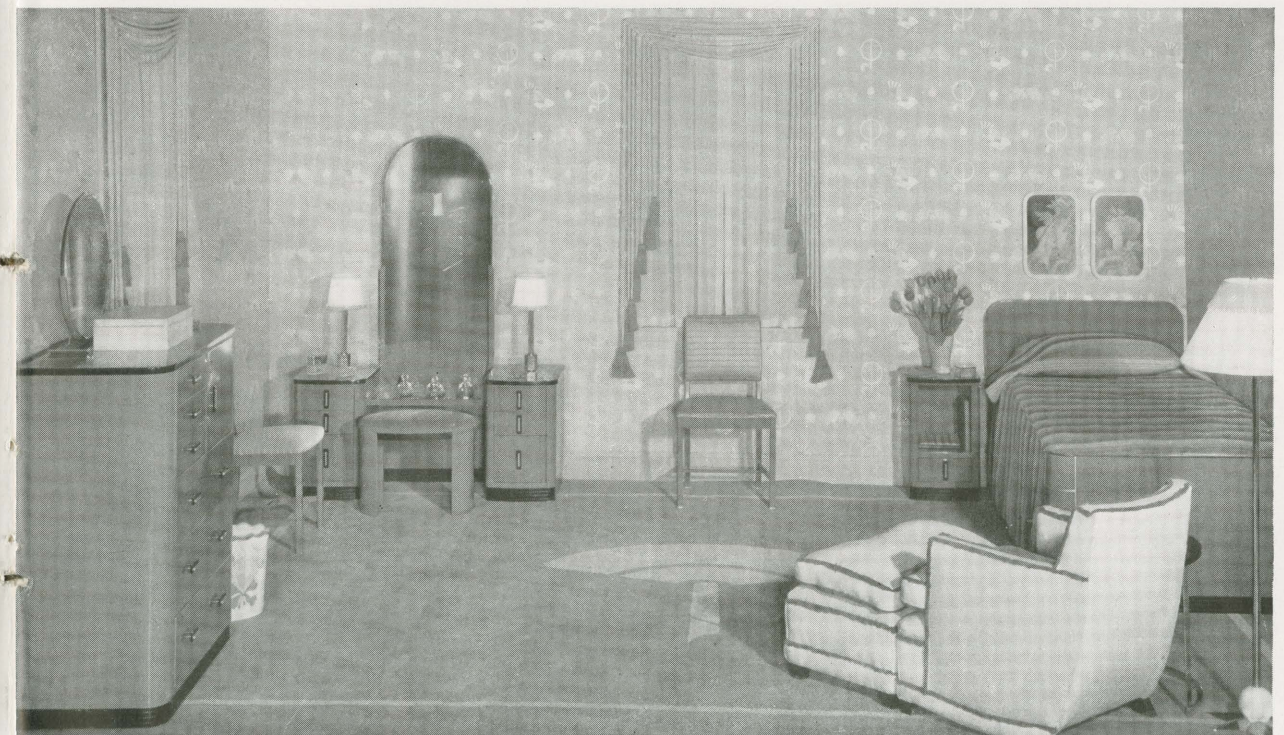
Soft gray and blue with accents of cherry red give this room a note of sophistication that every young girl will admire. The metal furniture is finished in a combination of gray-blue and harewood with the trim done very discreetly in black.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Carpathian Elm Burl
Crotch Mahogany
Yellow and Black
Black and Oyster
Green and Silver
Mahogany and White
Black and Harewood*

BECAUSE of the classic simplicity in design of Modern American furniture, it can be used in a room that is frankly modern or in one that is traditional in feeling. This latter use is shown in the room below.

The furniture, with its attractive blue color, is placed against an appealing wallpaper of gray. The central motif of the rug is a fan in off-white on a gray ground which picks up the fan motif of the paper. Cherry red is worked into the room by use in a decorative manner on the tassels at the ends of gray cord drapery, the moss fringe trim of the white serge-covered chaise longue and the covering of the dressing table bench. A more pleasing color combination could not be imagined.



THE vogue for deeptone walls is beautifully expressed in this room. The walls are of a plain, deep green with a wallpaper border of green and beige.

The Floorcraft Wilton rug is a dark gray green—the bedspreads a lighter green with a white raised pattern.

The Modern furniture of metal is finished in a lustrous dark mahogany with panels of rich Carpathian-Elm burl. These warm wood tones are further enriched by the complementary greens in the walls, rugs and other furnishings.

Colorful chintz draperies with a water lily pattern pick up all the color notes used in the room. Accents of yellow are supplied by the lamps and pictures.

Two of the lamps give the soft, even glow of indirect lighting. The use of two night tables, one on either side of the beds, is becoming popular.

This is called the Master bedroom No. 1—and it's a room one can live in for years and always enjoy.



THE MASTER BEDROOM No. 1

ROOM 7 - SUITE 170, MAHOGANY AND ELM

The softness, richness and warmth of wood grains make them a favorite with many people. This suite combines modern design with a finish of rare woods. It is deservedly popular. Simmons Metal Furniture will retain its beauty.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Crotch Mahogany and
Light Elm Burl
Green and Silver
Black and Oyster
Mahogany and White
Black and Yellow
Black and Harewood*



THE GREEN AND IVORY ROOM

SCREEN 9 - SIMMONS SUITE 150, GREEN AND IVORY

This metal suite has an air of good taste and refinement unusual in inexpensive furniture. The simple straight lines of the design are in keeping with the modern trend.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Oriental Walnut
Blue and Yellow*

A SIMPLE but charming room that is particularly suitable for younger people. It is inexpensive and can be used in almost any home. The furniture is in green and ivory—a color combination of unusual popularity. It is pleasing to nearly everyone, it may be used in a variety of color schemes, and it gives a cheerful atmosphere to any room.

The wallpaper is a simple modern design on a green background. The rug is a modern block pattern in rust. Only a few simple accessories are used, but they add much to the decorative effect of the room. Note the white porcelain lamps with pleated shades on the dresser, the nice arrangement of the pictures, the convenient lamps attached to the head of the bed.

A BOY'S ROOM

SCREEN 9 - SIMMONS SUITE 150, WALNUT

This suite will win the enthusiastic approval of the boy or young man. While typically Masculine it will appeal to all who like a combination of rare wood finishes. The center panels are in Swirling Burl Walnut, bordered by the straight-grained Oriental Walnut. These three-piece metal furniture suites by Simmons are priced approximately \$100 retail and up.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Green and Ivory
Blue and Yellow*

ONE reason for the increasing popularity of Modern design is that the bizarre, awkward features of several years ago, have been replaced by simplicity and good proportion. It has also been demonstrated that bright, cheerful colors can be a lovely part of Modern. This room illustrates the new trend—it is modern and it is mannish. Color has been used to

produce a sunny, cheerful atmosphere.

Richly-grained furniture in Oriental and Burl Walnut finish is used in a setting of deep red and yellow. A burgundy rug—yellow and black striped draperies—light yellow wallpaper—accents of yellow, green and red—provide a background which emphasizes the rich color tones of the furniture. The result is a very attractive room, suitable for many uses, and surprisingly low in cost.



PERHAPS the most striking of all the Modern American rooms is the one with black and chromium furniture in a setting of silver, gray and coral. It is a combination of simplicity, subtle colors and sparkle.

The satin-black furniture is enlivened by gleaming chromium trim, and additional brilliance is supplied by the crystal and silver accessories.

The background is a silver wallpaper with a sea flower motif in coral. Silver-gray woodwork and blinds—coral draperies with a swag valance—gray corduroy bedspreads with coral trim—a lounge chair in coral corduroy—all contribute to the striking effect of the room.

The rug is an interesting modern pattern in two tones of silver gray and black.

In this setting a special dressing table is used. It has a glass top and a built-in mirror. Lamps are concealed along the tops and sides of the mirror to give the soft, even glow of indirect lights.



THE PENT HOUSE ROOM

SCREEN I - SIMMONS SUITE 172, BLACK AND CHROME

Smart and sophisticated is this black furniture with its gleaming chromium trim. This metal suite is a beautiful example of the new mode. The regular vanity has an oval mirror, glass shelf and drawers on the right hand side. The spacious dresser has an oval hanging mirror.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

*Yellow and Chrome
Coral and Ivory
Black and Yellow
and other delightful
combinations*

SIMMONS MODERN AMERICAN FURNITURE *has these Advantages*



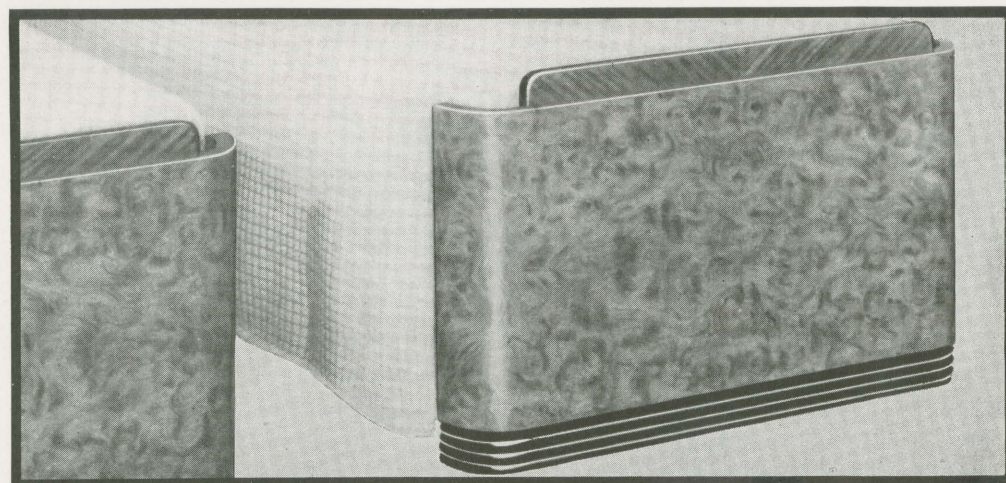
THE CURVED FRONT AND ROUNDED CORNERS ARE EASILY MADE POSSIBLE IN WORKING WITH METAL

Metal is the most suitable material for Modern. It lends itself to the simple, flowing lines and unadorned surfaces characteristic of this style.

By using metal it is possible to obtain the effect of rich wood grainings—curved surfaces that were formerly expensive—glowing colors enlivened by gleaming metal trim, that have not before been available at any price.

Modern American furniture is finished in Simfast—a new finish developed after years of research by E. I. Dupont Laboratories and Simmons. It is baked on at high temperatures and does not become brittle

NOTE THE GRACEFUL CORNERS AND THE RICHLY FIGURED WOOD GRAIN FINISHES



—does not chip—is not affected by grease and ordinary liquids. It retains its original color indefinitely.

By using Dupont No. 7 Pre-Wax color and Dupont No. 7 Wax, the finish of Modern American may be kept soft and lustrous for years.

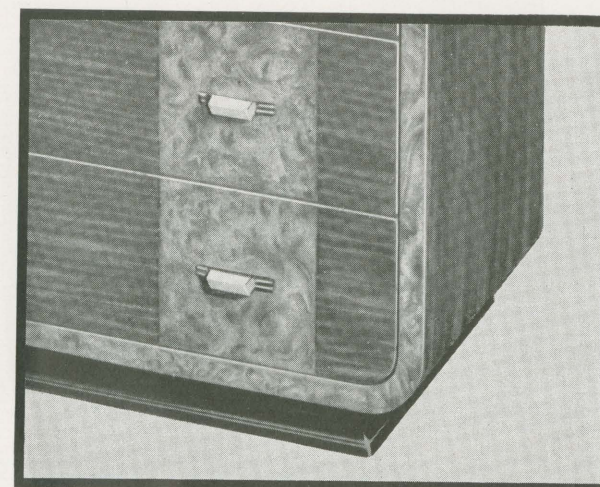
Simmons metal furniture knows no season nor climate. The drawers open with a touch of the finger—they do not warp, bind or stick.

This furniture has no cracks or crevices. It is, therefore, easy to keep clean. Simmons metal repels moths, mice and vermin.

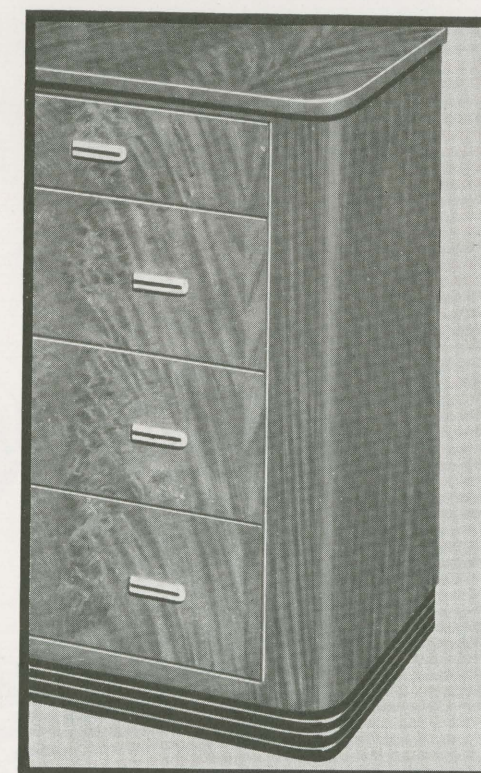
Simmons metal furniture is not affected by temperature changes—steam heat—or moisture in the atmosphere.

The smooth, quiet operation of the drawers is always a pleasure.

THE CURVED BASE AT THE LEFT CAN BE ACHIEVED INEXPENSIVELY ONLY BY THE USE OF METAL



FLOWING LINES—CHEERFUL COLORS—GLEAMING METAL TRIM



NO CRACKS OR CREVICES

A YOUTHFUL, joyous room in red, white and blue. It is easy to arrange—colorful—livable. Little wonder that it has proved such a popular room.

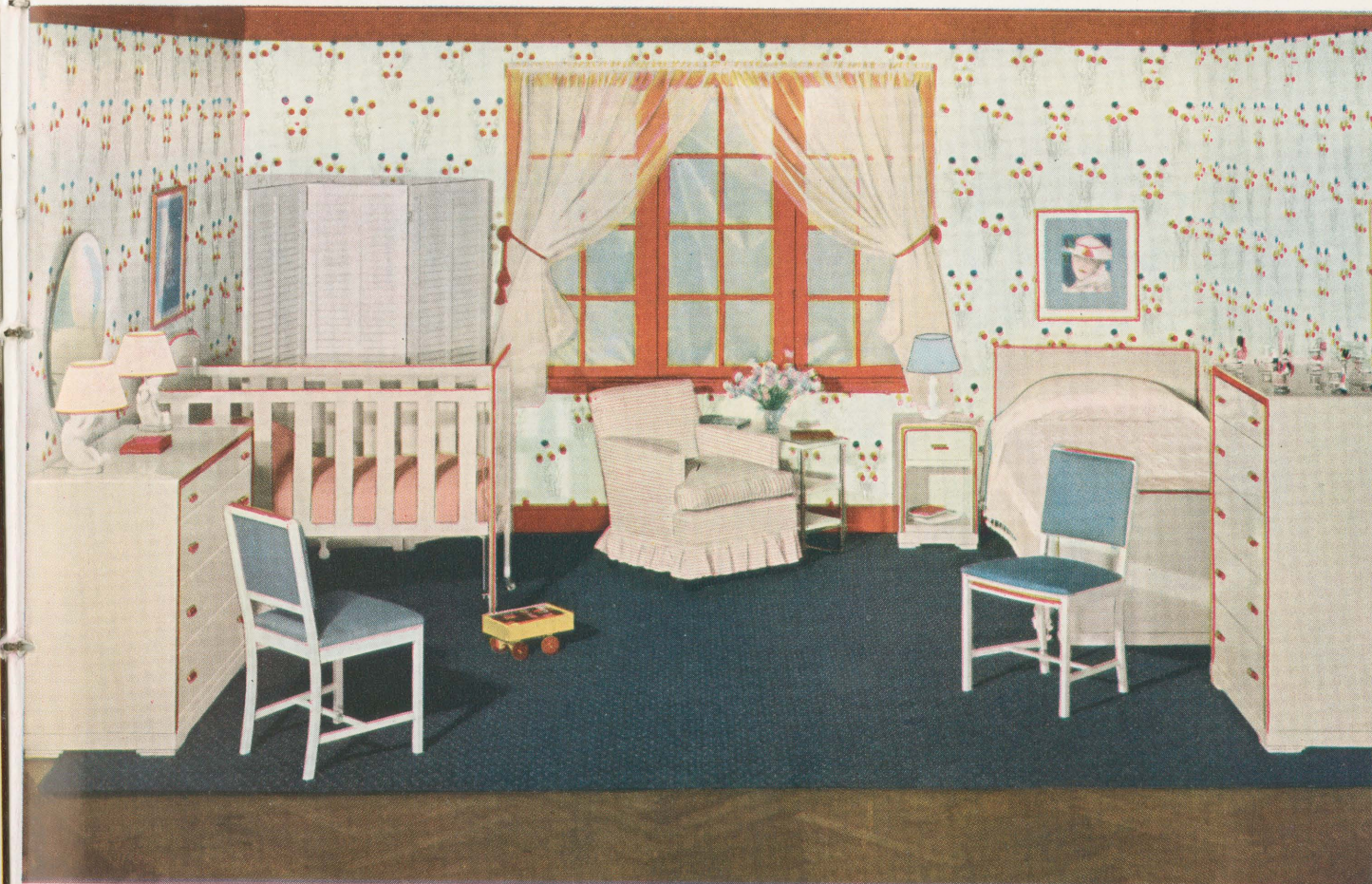
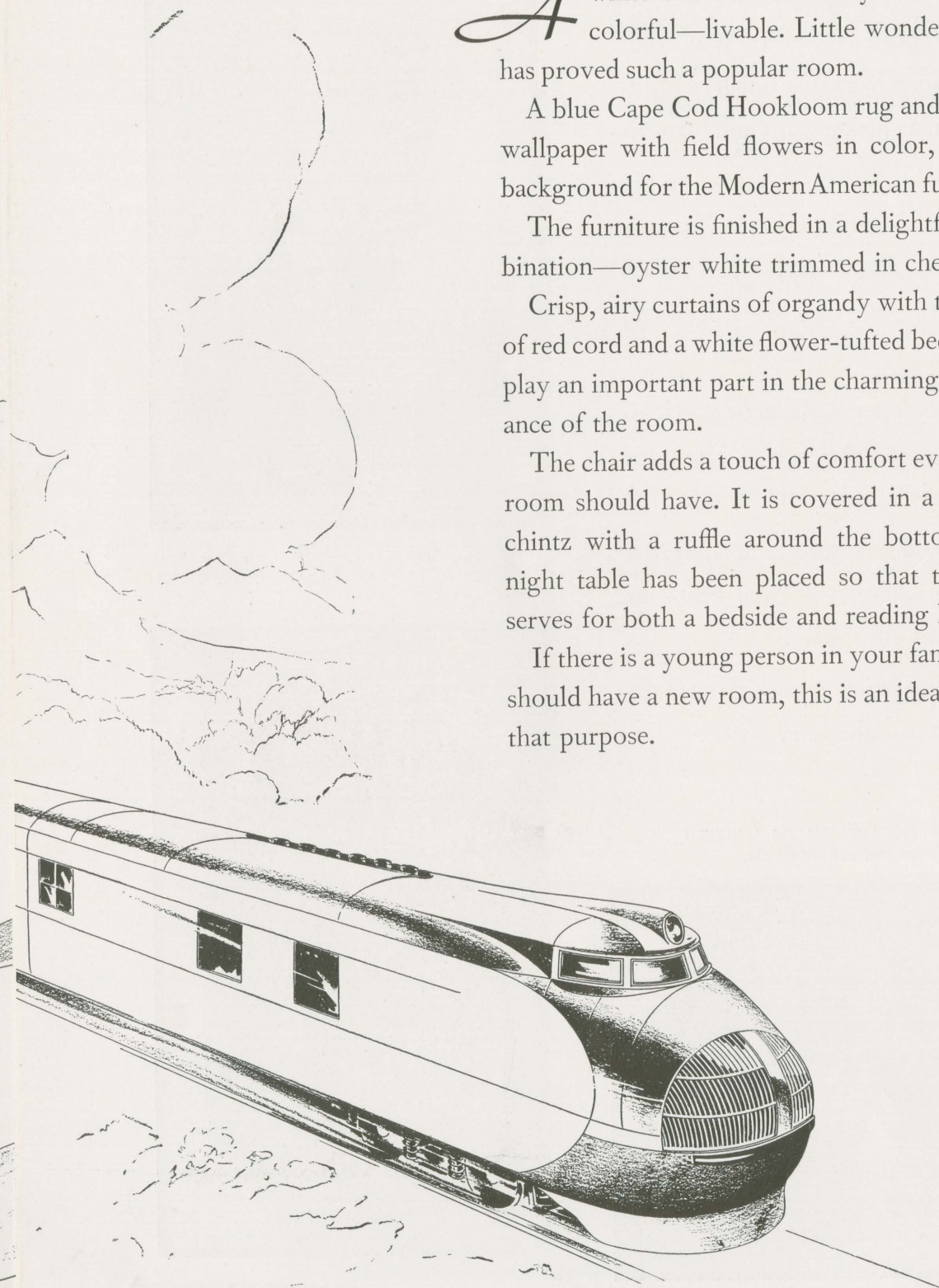
A blue Cape Cod Hookloom rug and a white wallpaper with field flowers in color, are the background for the Modern American furniture.

The furniture is finished in a delightful combination—oyster white trimmed in cherry red.

Crisp, airy curtains of organdy with tie backs of red cord and a white flower-tufted bedspread, play an important part in the charming appearance of the room.

The chair adds a touch of comfort every bedroom should have. It is covered in a colorful chintz with a ruffle around the bottom. The night table has been placed so that the lamp serves for both a bedside and reading lamp.

If there is a young person in your family who should have a new room, this is an ideal one for that purpose.



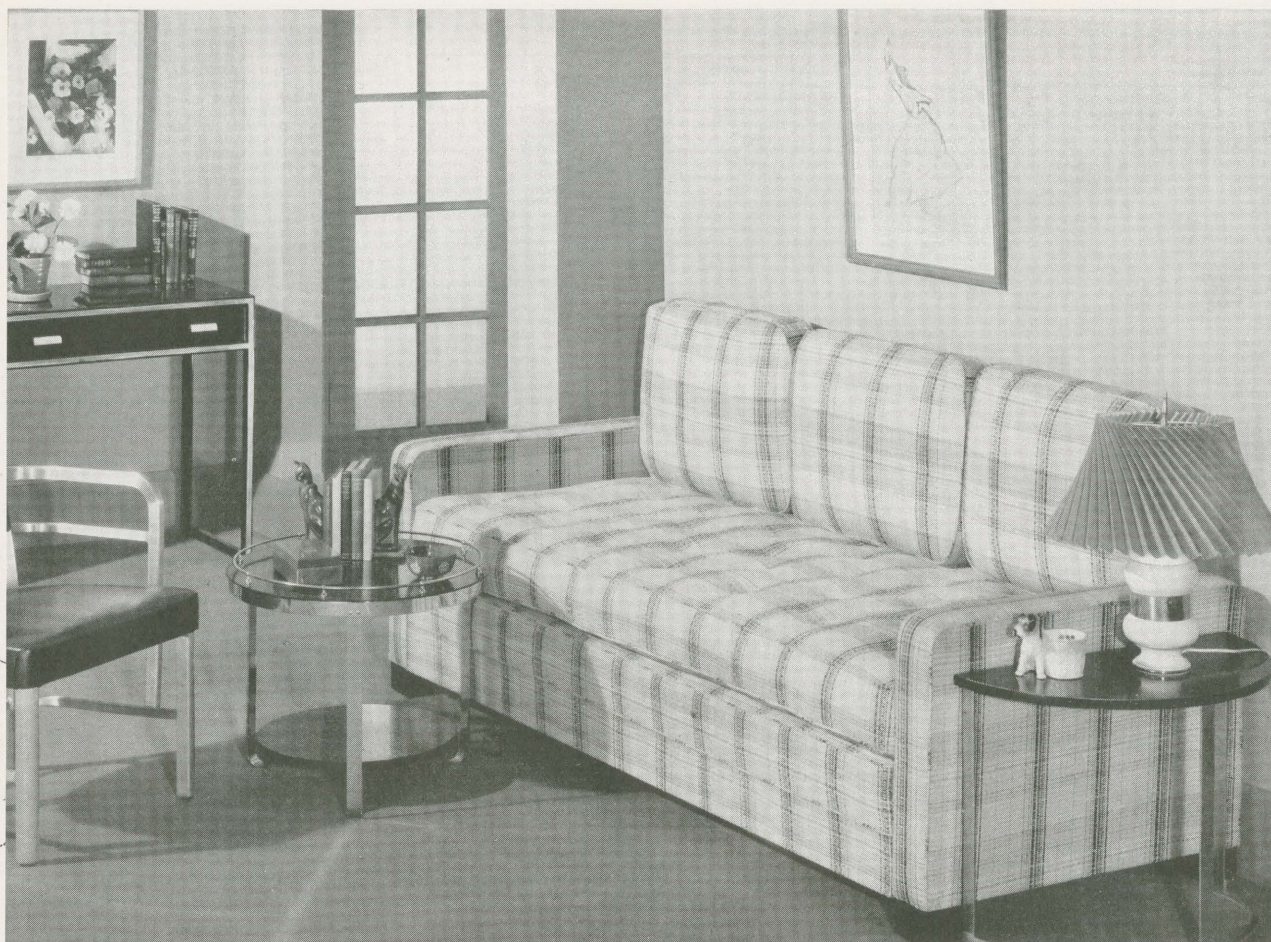
THE CHILDREN'S ROOM

ROOM 1 - SIMMONS SUITE 172, RED AND WHITE

This furniture depends upon a graceful simplicity and flowing lines for its decorative effect, rather than upon surface ornamentation. These features combine to make a room of pleasing qualities not too old for the tiny tot and still mature enough for a growing youngster. With a wide choice of color schemes it is easily adapted to the tastes of either a little lady or a real boy. A delightful dressing table and a spacious dresser are also available in this suite.

THIS SUITE IS ALSO MADE IN THE FOLLOWING FINISHES:

Yellow and Chrome
Black and Chrome
Black and Yellow
Green, Silver and Chrome
Black and Oyster
Black, Harewood and Chrome



STUDIO COUCHES ARE BECOMING INCREASINGLY POPULAR

Today, it seems, nearly every home must have its studio couch. The reason is simply that it fills a real need.

In small homes they give, in effect, an extra bedroom. And that is something all of us need occasionally.

Studio couches are ideal for small apartments because, where space is limited, a piece that serves both as a sofa and as a bed has many advantages.

They are now being used for boys' rooms, girls' rooms, game rooms and in many small rooms where it is desirable to have both a sofa and a bed.

At first studio couches were used because of their convenience. Now style and comfort are playing an important part in their selection. Covers are far more attractive. New colors are being used—solid shades with moss fringe—combinations such as a brown base with tan pillows—all-over patterns in plaids, modern designs and figured weaves. A wide choice of fabrics is also available.

Simmons has added much to their sleeping comfort by equipping them with the famous Deepsleep and *Beautyrest* mattresses.

Several different types of studio couches may be had. Single couches, used as single beds—twin couches, used as double or twin beds—couches with arms and special pillows.

Simmons is a pioneer in making studio couches. Its control of textile, wood, metal and upholstery plants places it in a strong position to give unusual values.





Beautyrest STUDIO DIVAN BY SIMMONS

When you buy a studio couch insist that it be a *Simmons*—and be sure of getting the quality and the craftsmanship that have made Simmons products favorably known throughout the country. After all, the “hidden quality” of a studio couch largely determines the amount of service and satisfaction you get from it.

THE SECRET OF PROPER SLEEP AND RELAXATION

Scientific investigations, as well as our own experience, tell us that the right kind of sleep is necessary to maintain health and vigor; that the wrong kind of sleep results in fatigue, lack of energy, perhaps illness. It is important to remember that it is not *how long* but *how well* we sleep that really counts. Seven hours of deep, natural sleep leaves you fresh and rested. Nine hours of restless tossing leaves you tired and worn.

But what is sleep? How can you get the right kind of sleep? Walter Pitkin in his book “More Power to You”* says,

“There are no universal sleep habits or rules with the single exception that sleep follows complete muscular relaxation.”

A similar opinion is expressed by Dr. Edmund Jacobson in his book “You Must Relax,” by Pieron, a French investigator, and by other prominent scientists.

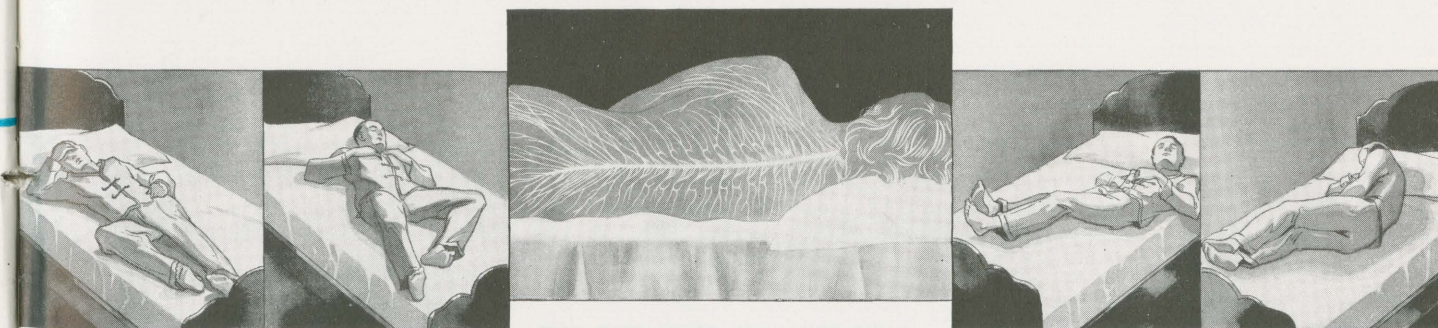
In sleep the muscles and the nerves which control them are at rest. The more completely at rest they are the sounder the sleep. The question of how to get the right kind of sleep resolves itself into how to relax.

The Mellon Institute made a six-year investigation of sleep. One of their discoveries was that a person frequently shifts his position during sleep. In their report they said that the kind of mattress to use was one which was a “resilient, ‘giving’ surface for our constantly moving bodies plus enough resistance to absolutely insure the mattress against hollows, sagging and the forming of hard lumps.”

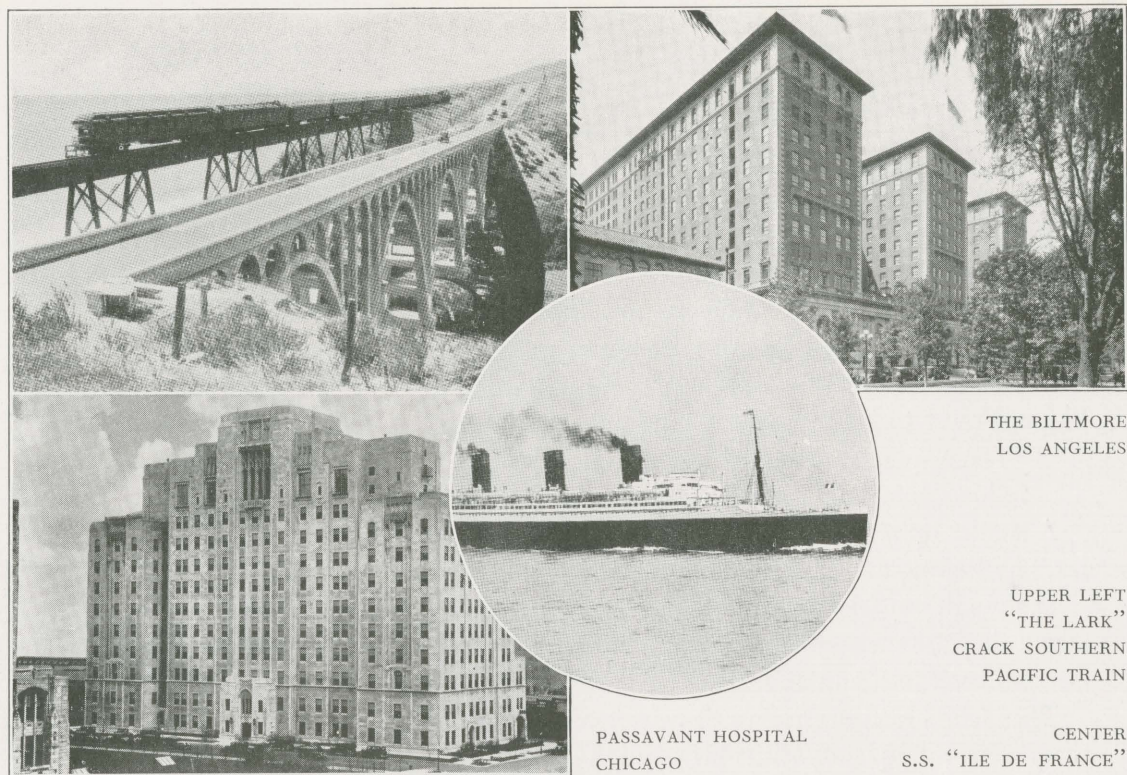
Such a mattress is a decided aid in getting the right kind of sleep because otherwise, unconscious discomforts arise followed by muscular tensions. This is fatal to relaxation.

The *Beautyrest* immediately adjusts itself to whatever bodily positions you assume. It supports you and yet gives with every movement. There are no hollows, no sagging, no lumps. Therefore, the *Beautyrest* helps you to completely relax—it eliminates muscular tensions arising from slight discomforts—it helps you to get sound refreshing sleep.

*Published by Simon & Schuster, New York



YOUR BODY MOVES MANY TIMES DURING A NIGHT'S SLEEP. A *Beautyrest* “GIVES” ENOUGH TO PROVIDE COMFORT IN EVERY POSITION—BUT THERE ARE NO HOLLOWES—NO SAGGING—NO LUMPS.



THE BILTMORE
LOS ANGELES

UPPER LEFT
"THE LARK"
CRACK SOUTHERN
PACIFIC TRAIN

PASSAVANT HOSPITAL
CHICAGO

CENTER
S.S. "ILE DE FRANCE"

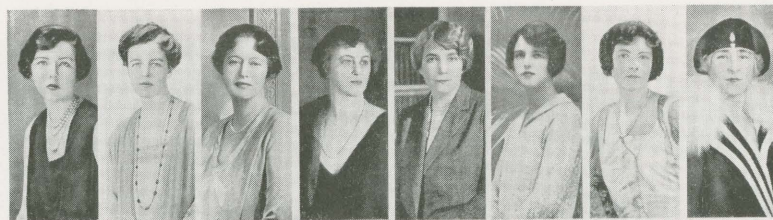
EVERYWHERE YOU GO— THE LUXURY OF *Beautyrest* SLEEP

Beautyrest Mattresses are used wherever the factor of comfort is given careful consideration.

Famous hotels—exclusive resorts—leading hospitals—palatial steamships—offer their guests the luxury of *Beautyrest* sleep.

The fact that such institutions after thorough investigation have chosen the *Beautyrest* is additional evidence of its comfort and quality.

Men of action, leaders in business and the affairs of the world, and prominent women have chosen the *Beautyrest* for their own homes. They realize the value of getting the right kind of sleep.



Among America's Distinguished Women who have chosen Simmons Sleeping Equipment for their Homes

WOMEN of the country, whose names are known to all, have chosen Simmons Sleeping Equipment for their homes. They realize the value of getting the right kind of sleep.



SIMMONS

BEDS • SPRINGS • MATTRESSES

Beautyrest COMFORT APPEALS TO
AMERICA'S MOST DISTINGUISHED
WOMEN

WHAT THE RIGHT KIND OF SLEEP CAN MEAN TO YOU

Long sleep is not always real rest. You can stay in bed nine hours and still not get a good night's rest.

While you are asleep your nerves and muscles may be struggling vainly to relax against a lumpy, resistant mattress.

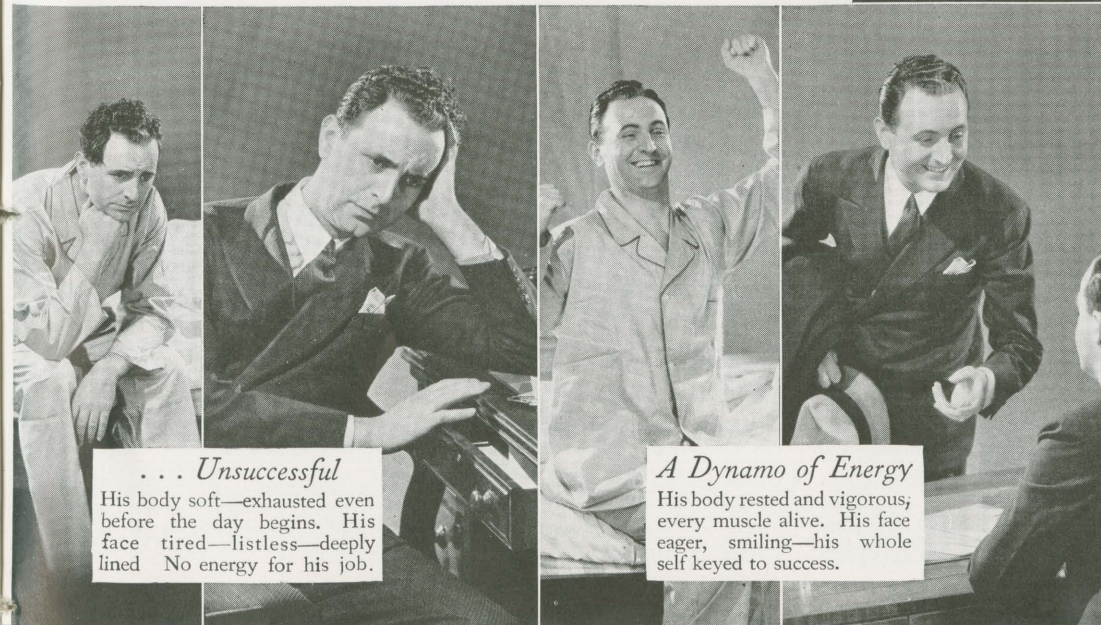
This kind cannot revitalize your body and mind as it should. Of course you awake feeling tired! And it shows in your drawn face—in your slack, listless body—in your disposition.

Even the loveliest women begin to look worn after restless nights on a poorly made mattress.

If you are to have really restful sleep, every nerve and muscle in your body must be allowed to relax completely. In the *Beautyrest* mattress the tiny coils help your whole body to get this relaxation. You sleep—and you rest.

When you awake from this relaxing sleep, your body feels vibrantly alive. Your face is fresher—your mind more cheerful. You feel and look your best.

For the man or woman who wants to make the most of life, this real rest every night is absolutely essential. There are too many tired people in the world! Nervous, sag-shouldered, old before their time. All too often, nights of restless sleep on worn-out or inferior mattresses are a principal cause.



... Unsuccessful

His body soft—exhausted even before the day begins. His face tired—listless—deeply lined. No energy for his job.

A Dynamo of Energy

His body rested and vigorous; every muscle alive. His face eager, smiling—his whole self keyed to success.

Your face and your body tell whether you are getting the right kind of sleep. Lovely women have found that sleep is nature's own beauty treatment. Successful men have found that proper sleep gives them extra energy—mental alertness.



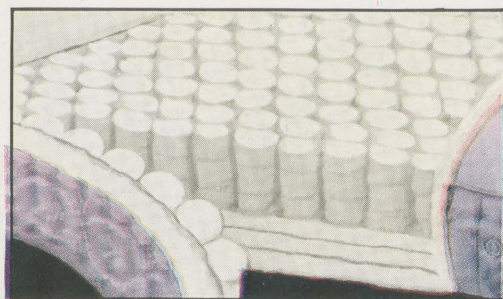
FAMOUS FEATURES OF THE *Beautyrest*

In the six-year investigation of sleep under the Simmons Foundation, it was found that only one type of mattress filled the bill of efficiency—the one with inner-spring construction. “The more springs, the greater the efficiency.”

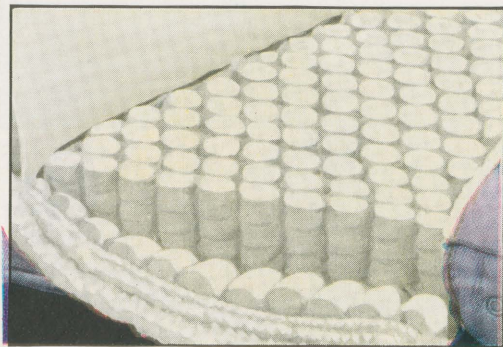
These illustrations and descriptions explain the features which have gained a world-wide reputation for the *Beautyrest* and have caused it to be used in over a million homes.

The *Beautyrest* Has Many Imitators But No Other Mattress Has All These Features

- 837 tiny coils of finest tempered steel.
- Each coil is enclosed in a cloth pocket and over the top is a tough fabric that prevents the felt being pressed into the springs.
- The pre-built side walls give spring action right up to edge. Keeps mattress in shape. No tapering off at edges.
- Fluffy layers of cotton felt cover the springs. Enough to give softness without interfering with spring action.
- Attractive tailoring. Covers of figured Rosemary damask. Handles on sides. 8 ventilators to allow inside circulation of air. Button tufts, do not catch bed clothes or form lumps. Neat trim French edges.



The famous *Beautyrest* inner-construction. 837 tiny barrel-shaped coils in individual pockets. They work independently—they give with each movement of your body—yet they offer enough resistance to eliminate hollows or sagging.



The patented pre-built side walls. Note that the coils come right up to the edge. It's impossible to break them down or get the mattress out of shape by sitting on the edge of the bed.

FOR LUXURIOUS SLEEPING COMFORT

USE A *Beautyrest* BOX SPRING

WITH YOUR *Beautyrest* MATTRESS

The *Beautyrest* box spring is the companion to the *Beautyrest* mattress. It is covered in the same material and the same high type of craftsmanship is used in its construction. The top of the spring is a smooth, even, resilient surface which provides a perfect support for the mattress.

By using the two together, you will get the maximum comfort from the mattress—you will lengthen its life—you will enjoy a most luxurious sleeping unit.



Beautyrest BOX SPRING

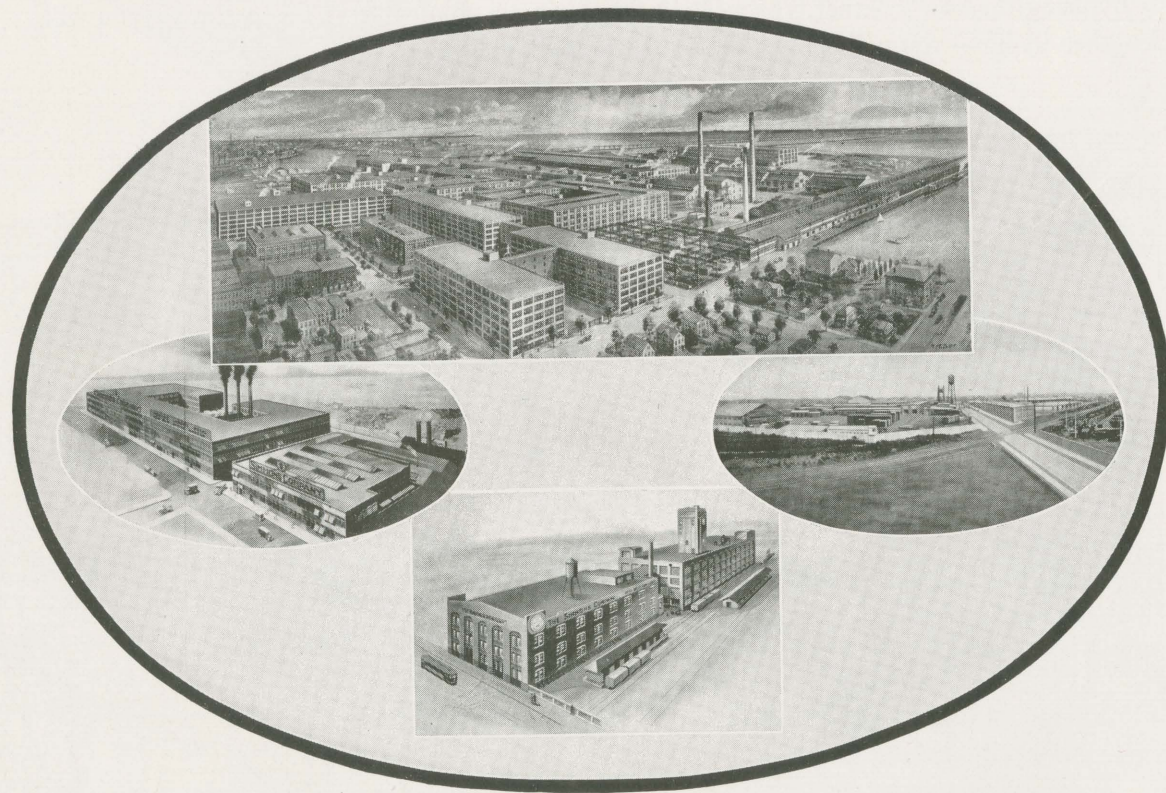
72 double cone coil springs, handlaced with Italian Hemp cord. Sturdy frame of seasoned wood with cross supports. Rattan border securely attached to coils. Tough canvas cover over springs. Soft felted cotton upholstery. Smartly tailored pre-built edge. Rosemary damask covers.

Dependable Craftsmanship FOR 62 YEARS IS YOUR ASSURANCE OF SATISFACTORY SERVICE

The quality of bedding cannot be judged by its outside appearance. It is the construction of the inner parts that determines the length of service, the comfort and the satisfaction you get from it.

For 62 years, Simmons has made and sold bedding throughout this country and in many foreign countries. Only by making a product of unusual merit could a manufacturer continue, year after year, as the world's largest maker of bedding.

When you insist upon Simmons, you eliminate the gamble in buying bedding and assure yourself of getting a product that will give complete satisfaction.



SIMMONS

METAL FURNITURE • BEDS • SPRINGS • MATTRESSES
CRIBS • STUDIO COUCHES • CARD TABLES • GLIDERS

Simmons has enormous manufacturing and distributing facilities—4 plants in the United States, 5 in Canada, 65 warehouses located in every center of population. This makes possible the maintenance of high quality standards, and low manufacturing and distributing costs.



