



# SIMMONS SAID YES!

## to the BIGGEST SALE of SIMMONS MERCHANDISE SINCE 1941

### A Pace-Setting Price Blistering Special Warehouse Purchase! BY THE CARLOADS . . . \$27,863<sup>00</sup> WORTH TO SELL FOR \$18,574<sup>00</sup>—THE SWEETEST SAVINGS IN YEARS!

Mr. J. T. Wrightson  
District Sales Manager  
Simmons Company  
5040 S. W. Macadam Ave.  
Portland, Oregon

Dear Jim:

I've had an idea in the back of my mind for the past four months that I've hesitated taking up with you because of the uncertainty of the times. However, just for my own peace of mind I have to sound you out on it. You know Jim, for years we've prided ourselves on giving our customers the best possible merchandise at the lowest possible prices. We've also featured Simmons merchandise in our store because we know that Simmons has always followed the same policy. And, as you know, we've recently been able to offer our customers some good Simmons "specials." However, if my recollection serves me right, 1941 was the last year the people of Salem had an opportunity to buy a complete selection . . . anything they needed . . . in Simmons quality at Sales Prices . . . in ONE GREAT SALE.

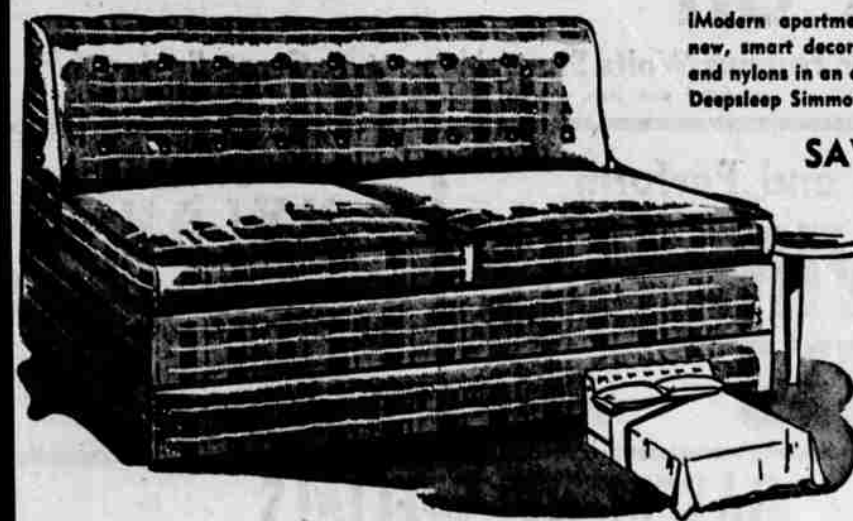
Jim, we want to put on such a sale. We want this sale to go down in Woodry history as the greatest one ever presented on Simmons in Salem. We want this to be the supreme effort. We've sharpened our pencils . . . we'll cut profits to the bone. What we need from you is merchandise. Plenty of it! We need special buys, marked down covers, close out frames . . . anything and everything at your command to make this the most spectacular money saving event ever seen in Salem.

Jim, we know it's a lot to ask. You've got our story. Now, the big question is, WILL SIMMONS DO IT?

Cordially yours,  
WOODRY FURNITURE COMPANY  
Donald E. Woodry

## SIMMONS HIDE-A-BED VALUES AT THE GREATEST SAVINGS IN YEARS!

There's history making savings on Simmons Hide-A-Beds, the convertible sofa that serves your home as a beautiful sofa daily but at night this versatile comfort lounge becomes a deluxe sleep inducing bed with a genuine \$49.50 Simmons Innerspring mattress—The Hide-A-Bed snaps open in a "Jiffy" . . . You'll choose from smart tuxedo styles, Lawsons, armless, T cushion and many others. Fabrics include textured tweeds, wool friezes, decorator tapestry, even nylon! Plan to come early. Plan to spend some time shopping, there's lots to see! . . . Woodry's special low, easy terms will deliver your choice of these Hide-A-Beds immediately!



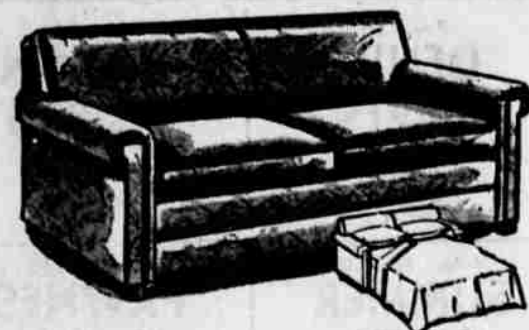
Modern apartment size Hide-A-Beds, upholstered in new, smart decorator fabrics. Tapestry, mohair, frieze and nylons in an array of colors. Each one has a famous DeepSleep Simmons innerspring mattress . . .

SAVE \$30 to \$50

PAY AS LITTLE AS

**\$189<sup>50</sup>**

EASY TERMS



Lawson style Hide-A-Bed! A big selection to choose from. Apartment size or full size. Chuck full of Simmons exclusive comfort and style features. Upholstered in rugged friezes, stylish tapestries or modern tweeds.

PAY AS LITTLE AS

**\$199<sup>50</sup>**

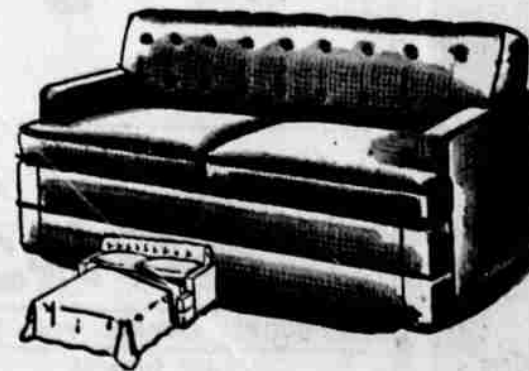
EASY TERMS

New! Versatile! T Cushion Hide-A-Bed. This sleek lined beauty is years ahead in style . . . This same model has sold nationally for much more! You'll choose from a fine assortment of sculptured mohair friezes, beautiful embossed genuine nylon covers. Truly, these are once in a lifetime buys!

PAY AS LITTLE AS

**\$249<sup>50</sup>**

EASY TERMS



### Deluxe Simmons Metal Beds

Usually \$16.95 **\$11<sup>50</sup>**

Here you save a big \$5.45 on this rugged all steel bed! Twin or full size. Beautiful chestnut brown finish.

EASY TERMS

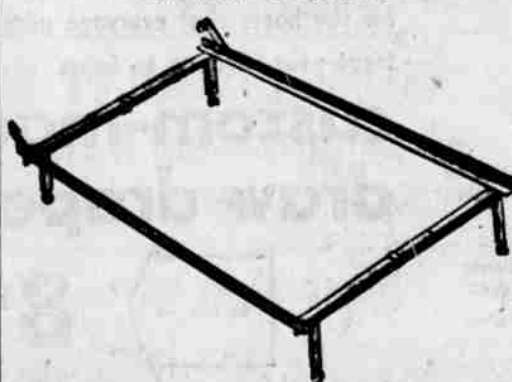


### Simmons Roll-Away Bed

WITH INNERSPRING MATTRESS

Look at the quality! All steel frame and springs with an innerspring fold-up mattress. Perfect for extra guests, apartments, hotels, motels, or summer homes. Folds compactly. Stores in the closet.

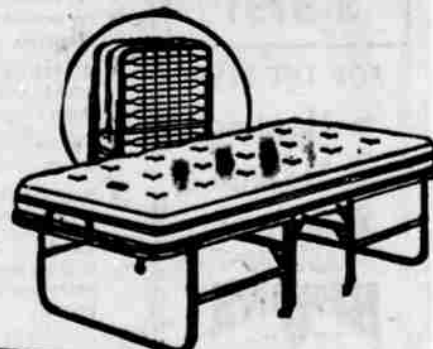
EASY TERMS



### Hollywood Adjustable Bed Frame

Usually \$10.95. Look at this low price now! All steel frame on easy rolling castors. Will adjust to twin or full size.

EASY TERMS



### Simmons All Steel Bunk Bed

Sturdy double deck bunk beds. Complete with steel springs and innerspring mattresses. Take them apart for twin beds. A real value demonstration. You'll save \$20.95.

Usually \$89.95 **\$69<sup>00</sup>**

EASY TERMS



### SIMMONS BED CHAIR

The most amazing dual purpose piece ever conceived. Beautifully styled lounge chair miraculously converts to a wonderful six-foot long bed in a moment. Ideal for dens, living rooms or dormitories.

Regularly \$54.95

**\$39<sup>80</sup>**

EASY TERMS



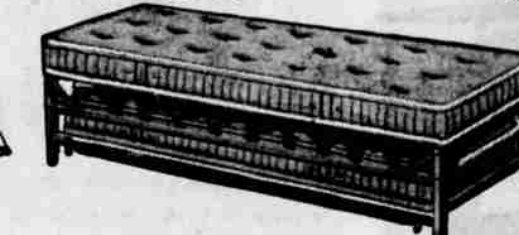
### Simmons Economy Combination

Usually \$59.50. Look at the price now! Full or twin size innerspring mattress and heavy coil springs. Every bit of Simmons usual quality.

Usually \$37.95

2/6 Size **\$28<sup>90</sup>**

EASY TERMS

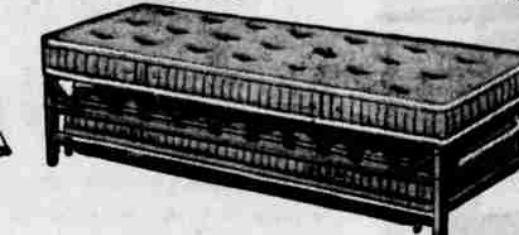


### DUPLEX STUDIO BY SIMMONS

Twin beds in the space of 39" or use it singly. This versatile combination is ideal in pairs for a corner in a small room. An extra bedroom in 10 seconds with plenty of sleeping accommodation for four.

Regularly \$99.50

**\$86<sup>50</sup>**



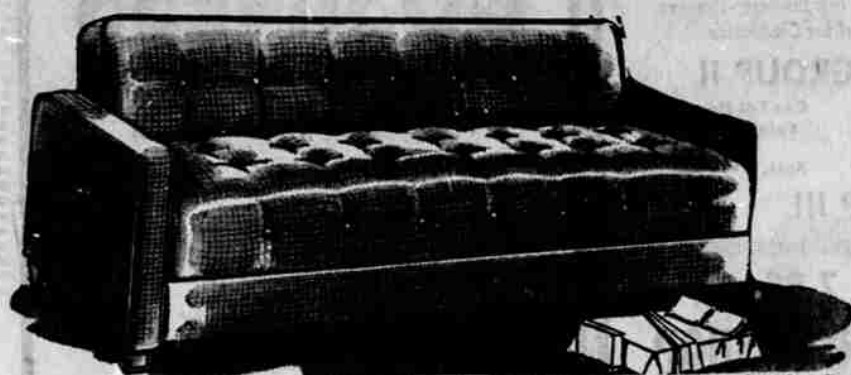
### Simmons Studio Couches

You'll be delighted to find these wonderful multi-purpose lounges on sale. You convert this beautiful all day lounge into a restful innerspring double bed in less than 60 seconds! Choice of colors . . . Brown, Gold or Green.

Regular \$99.50

Now

**\$79<sup>50</sup>**



### Sensational Savings On Simmons Lounges

Regularly \$109.95

Save \$30.00

**\$79<sup>50</sup>**

When you can buy genuine steel constructed Simmons Lounges at this price you've had a dream come true! Covered in good looking geometrics, plaids, or textured tweeds. Simmons Lounges snap open at a touch to make a wonderful, slumberful full size bed.



SAVE \$20 PLUS!  
REGULARLY \$59.50 EA.  
YOU PAY ONLY **\$38<sup>80</sup>** EA.

### Now! Famous Simmons Highland Plaid Sleep Set . . . Sale Priced . . . First Time Ever in Salem!

Full Simmons quality. Full Simmons guarantee. Here's the famous Simmons "Know How" built right in to this 220 coil mattress that's made Simmons the largest, most preferred bedding company in the world. It's upholstered in beautiful Scotch plaid appropriate for the dollars you'll save . . . Bellows-like ventilators air your mattress, keeps it constantly fresh . . . Life-time cord handles make turning easy. Simmons crush-proof border. Yes, features by the dozens. You get every one in spite of this special low price.

