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Carlson Mattress and Upholstery Manufactures Quality Mattresses On a "Factory to You" Economy Basis

These mattresses are on a parity with any manufactured in the nation and superior to many—General upholstery is done in a real craftsmanship way—Pick and delivery service is a feature of this operation.

By R. KENNETH EVANS

There is more than a quarter-of-a-century craftsmanship-experience behind the mattresses manufactured in Klamath Falls and, the general upholstery work that is done by the Carlson Mattress and Upholstery, 2405 South 6th, in Klamath Falls. This means, basically, that when a Carlson "factory to you" mattress is purchased or an upholstery job is done, one knows that there is more under the cover of the mattress or the over-stuffed furniture than appears on the surface. When E. M. Carlson decided to locate in Klamath Falls in 1937, it was after a thorough investigation had been made as to the economy possibilities for success that were offered by Pacific Northwest communities. Mr. Carlson had been identified with this type of work in Tacoma, Washington, since 1925. His investigation showed that this city had a definite need for the type of work he desired to offer, and, the fine acceptance given this firm and the success that has been experienced has proved, beyond the shadow of a doubt, that his analysis was correct.

When his decision has been reached he secured a location for the manufacture of mattresses and a general upholstery industry at 1206 Main street, just across the street from the plant of the Herald and News. He operated in this location for two years when he found that more room was needed to expand the work in keeping with the demand for his services that had been experienced. The plant was moved to the old Natatorium building, 1719 Main Street where it was maintained for another five years.

THEY LIKED KLAMATH FALLS

By this time the Carlsons had learned to like this section of Oregon and the dependable and much appreciated patronage which has been given by the residents of this trade territory. This appreciation was demonstrated by the purchase of the building at 2405 South 6th Street and the decision to make this city a permanent location. The building has a 50 foot frontage on 6th street and is 75 feet deep. It is located in the center of much commercial activity and affords the opportunity to get considerable "walk-in" business.

There are many things, from an economical standpoint, that people should take into consideration in buying commodities of all types, and this is especially true of mattresses. There is no way, of course, that one can see under the cover of a mattress when considering its purchase. Therefore, it is easy to actually see what the construction is like in a mattress manufactured by the Carlsons, and by doing this, one can be assured that of getting his money's worth. The Carlsons are always glad to have people view these mattresses while they are being made.

A Carlson mattress is never sold on a bargain basis. However, the price is always lower here, based on quality and comparisons, than any other mattress that is on a parity with the quality of the mattresses manufactured in Klamath Falls. One of the prime reasons why Carlsons can ethically offer these lower prices is the fact that all materials that go into these mattresses are purchased direct from the factories making them. Long experience has made it possible to determine the quality of these materials before purchases are made and this information has been responsible for all purchases being made from nationally known raw materials manufacturers. This naturally, makes it possible to get the highest quality of materials at less cost due, in part, to the large volume purchased.

FULL DOLLAR VALUES MAINTAINED

It is well known today, that one only gets in return for his dollar all that its purchasing power is worth. That system is all inclusive and applies to automotive equipment, dime store commodities or foods. Sale prices of these commodities are always established with consideration being given to costs tion, taxes and general over-head. Any business firm that does not follow this sytem soon ceases to be in operation.

Applying this economic formula to the purchases of mattresses regardless of the quality, one gets just what he pays for. This, also, applied to the Carlson mattress.

However, the prime reason that one creates a saving by purchasing Carlson mattresses is the established fact that this saving, created by direct purchase of raw materials, is always passed back to the consumer.

Much of the success of the Carlson mattress business has been traced directly to the fact that the quality is always on a parity with the best, and that this ethical advantage of "factory to you" policy has been maintained.

There is a mattress in the Carlson line that will meet the demand of any budget. In the lower priced bracket is the 200-coil inner-spring box spring. This style is an economy purchase, yet the same savings is given that goes with the higher priced product.

Then, for higher quality and longevity, is the 321 coil innerticking, the best material on the market. Along with this is 12 pound of sisal used for insulation and filled with 30 pounds of good felted cotton. The matching box spring has every coil hand-tied with each spring having eight knots. This is a set that will compare in quality and longevity with any top quality set manufactured in the nation.

The 406 coil inner spring has the same type of construction that goes into the 312 coil innerspring, and is especially designed for those who desire a firm bed, and is considered a special stock item.

FOAM RUBBER MATTRESSES

Foam rubber mattresses are a comparatively new manufacturing process being generally engaged in by mattress manufacturers. The Carlson foam-rubber mattress has 4½ inch foam rubber with matching box spring, including handtied special coils providing a firmer base, which is necessary for foam-rubber. Under the "factory to you" policy this mattress and box spring can be purchased at appproximately 20 per cent less cost and is of a quality comparable to any and all similar mattresses on the market today.

The Carlson Mattress and Upholstery does general upholstery work, with a guarantee of satisfaction behind every job. When an upholstery job is done everything is taken out down to the frame. All replacement materials are thoroughly renovated, springs retied or replaced if necessary, and a wide selection of new coverings are available. These include plastics, mohair, friezes, tapestry, velours, new popular nylons etc. Unlike many upholsteries the wood work is all refinished. This is an important feature and places the furniture piece in the new category. Some commercial work is done such as the booths in the bowling emporium, Winema Hotel coffee-shop and several homes. A representative of Carlsons will go into the home and make estimates of costs without obligation. Pick-up and delivery service is maintained.

Melvin Carlson, a son, has been a partner with his father in the operation of this industry since 1947. He returned from service in the air-corp, and attended school for a year before coming into the business. He has lived all of his life in this environment.

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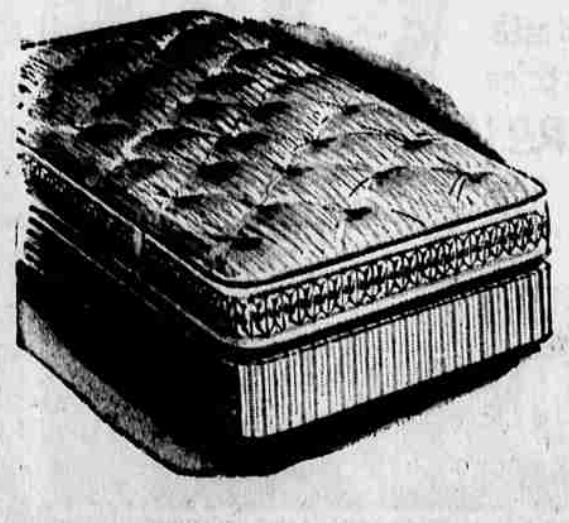

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