



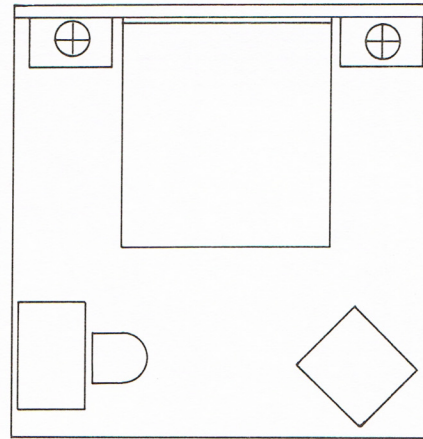
# How to sleep guests without a guest room

**NIGHT AND DAY ROOMS**  
*courtesy of*  
**BETTER HOMES AND GARDENS  
MAGAZINE**

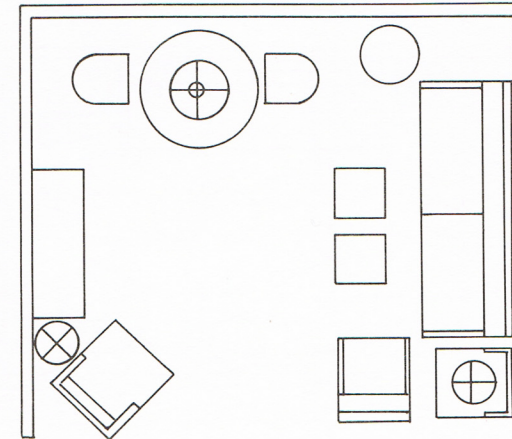
SIMMONS COMPANY  
New York World's Fair-1965

Identification of furniture and accessories seen in the Simmons Exhibit.

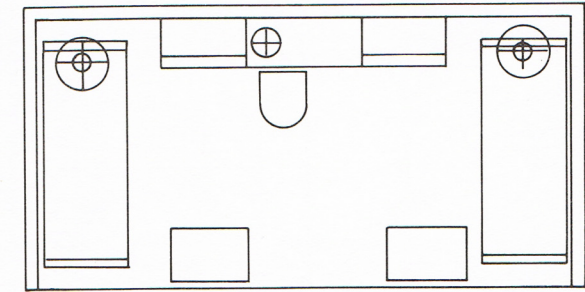
## Regal elegance in a magnificent furniture grouping



## Suburban styling with the flavor of France



## Watusi, anyone? Let's roll back the rug...



### NOTES

### "PARK AVENUE"

- King Size BEAUTYREST: (78" x 80")**  
Simmons Co.
- Upholstered Chair: UFC-5069, Cover 45833**  
Simmons Co.
- Wood Furniture—"Beauvais":**  
Henredon Furniture Industries, Inc.
- Lamps:**  
The Stiffel Co.
- Carpeting—"Grand Prix":**  
Gullistan Carpet Co.
- Accessories:**  
European Art Studios  
Antiques Limited, Chicago, Ill.  
Mario's Interiors & Gifts, Chicago, Ill.  
Flairtime by Silvestri
- Samsonite Luggage:**  
Shwayder Brothers, Denver, Colo.

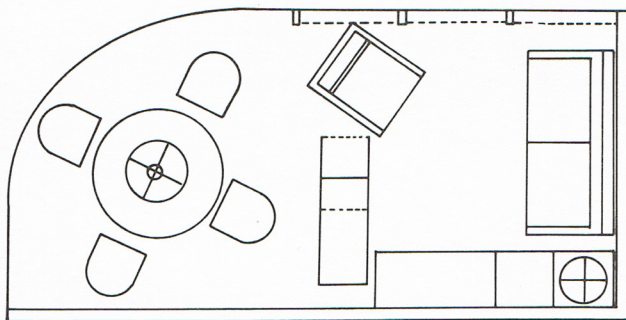
### "WESTCHESTER"

- Hide-A-Bed Sofa—"Tuxedo Park": UH-549-9-425, Cover Blue 9134**  
Simmons Co.
- Upholstered Chairs: UFC-6022 and UFC-8262, Wing Chair Cover 9134**  
Simmons Co.
- Wood Furniture—"French in the Country Manner":**  
Drexel Furniture Co.
- Carpeting—"Breckenridge":**  
Mohawk Carpet Co.
- Lamps:**  
Knob Creek of Morgantown,  
Morgantown, N.C.
- Hanging Lighting Fixture:**  
Antiques Limited, Chicago, Ill.
- Accessories:**  
Flairtime by Silvestri  
Catalda Fine Arts, New York, N.Y.  
Antiques Limited, Chicago, Ill.  
Mario's Interiors & Gifts, Chicago, Ill.
- Artificial Plants:**  
David R. Shaw, Inc.
- Bed Linens:**  
Fieldcrest
- China:**  
Franciscan Dinner Ware
- Silver:**  
Gorham Silver

### "TEEN TOWN U.S.A."

- Daybeds: S-701 Cover, Gold and Brown Print 4825**  
Simmons Co.
- Ottomans: UFF-5600, Cover 44062**  
Simmons Co.
- Desk Chair:**  
Thonet Industries, Inc.
- Wood Furniture—"Virginia Colony":**  
Bassett Furniture Industries
- Flooring—"Jamaican Pebble":**  
Congoleum-Nairn
- Area Rug—"Zanzibar":**  
Cabin Crafts
- Lamps:**  
Chapman Mfg. Co.
- Clock Radio and Phonograph:**  
Admiral Corp.
- Accessories:**  
Flairtime by Silvestri  
Richards Morgenthau Co.  
Antiques Limited, Chicago, Ill.  
Hans Koch Works, New Oxford, Pa.  
New York Graphic Society

## Luxury in Manhattan, designed with decorator flair



### "MIDTOWN MANHATTAN"

**Hide-A-Bed Sofa—"Urbanite":** UH-912-3-111,  
Cover Red Pink Nylon 6254  
Simmons Co.

**Upholstered Chair:** UFC-5542, Cover 30696  
Simmons Co.

**Wood Furniture—"First Addition":**  
The Lane Company, Inc.

**Flooring:**  
The Armstrong Cork Co.

**Area Rug—"Tympani":**  
James Lees & Sons Co.

**Vinyl Wall Covering:**  
United States Rubber Co.

**Window Shades—"Harlequin Hem":**  
Joanna Western Mills

**Table Lamps:**  
The Haeger Potteries, Inc.

**Hanging Lighting Fixture:**  
Lightolier, Inc.

**Television:**  
General Electric Co.

**Stereo AM-FM Radio-Phonograph:**  
Admiral Corp.

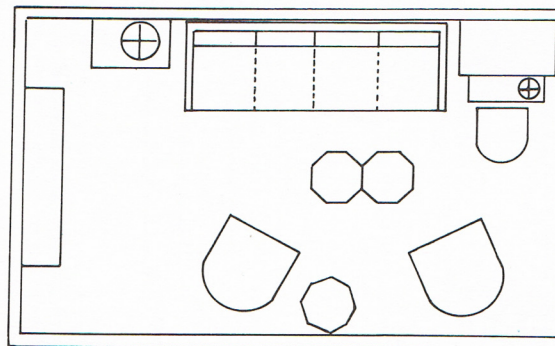
**Clock:**  
Howard Miller Clock

**Accessories:**  
Antiques Limited, Chicago, Ill.  
Catalda Fine Arts, Inc., New York, N.Y.

**Artificial Plants:**  
David R. Shaw, Inc.

**Dinnerware:**  
Gorham Silver  
Syracuse China  
Corning Glass Works

## Just picture a penthouse atop Central Park



### "CENTRAL PARK VIEW"

**Hide-A-Bed Sofa—"Penthouse":** UH-457-8-421,  
Cover Amber 6281  
Simmons Co.

**Upholstered Chairs:** UFC-5962, Cover 45035  
Simmons Co.

**Wood Furniture—"Country Classic":**  
Thomasville Furniture Industries

**Hardwood Flooring:**  
E. L. Bruce Company, Inc.

**Carpeting—"Pacemaker":**  
Bigelow Rugs & Carpets

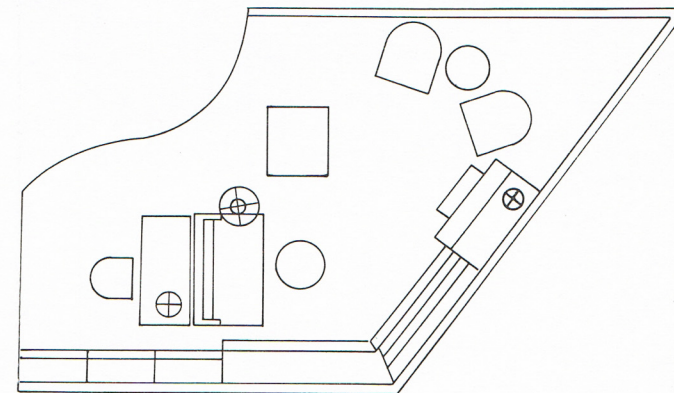
**Table Lamp:**  
Knob Creek of Morgantown,  
Morgantown, N.C.

**Desk Lamp:**  
Antiques Limited, Chicago, Ill.

**Accessories:**  
Flairtime by Silvestri  
Antiques Limited, Chicago, Ill.  
Mottahedeh  
Interiors Import Company, Inc.

**Artificial Plants:**  
David R. Shaw, Inc.

## Contemporary decor with an eye to the future



### "LONG ISLAND SOUND"

**Hide-A-Bed Sofa—"Cuddler":** UH-910-1-113,  
Cover Black & White Check 6322  
Simmons Co.

**Upholstered Chair:** UFC-8262,  
Cover Black and White Check 6322  
Simmons Co.

**Wood Furniture—"Contemporary":**  
Heywood-Wakefield Co.

**Organ:**  
Hammond Organ Co.

**Flooring—"Jefferson White "Beacon Hill" Vinyl:**  
Amtico Division, American Biltrite  
Rubber Co.

**Lamp:**  
Antiques Limited, Chicago, Ill.

**Hanging Lighting Fixture:**  
Lightolier, Inc.

**Accessories:**  
Richards Morgenthau Co.  
Flairtime by Silvestri  
Howard Miller Clock

**Television and Stereo Multiplex Phonograph and  
Components:**  
Westinghouse Electric Corp.

**Samsonite Attache Case:**  
Shwayder Brothers, Denver, Colo.

**Bed Linens:**  
Fieldcrest

**Artificial Plants:**  
David R. Shaw, Inc.