



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Simmons Company Records

NMAH.AC.0731

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Collection Overview

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|--------------------|--|
| Repository: | Archives Center, National Museum of American History |
| Title: | The Simmons Company Records |
| Identifier: | NMAH.AC.0731 |
| Date: | 1892-2000 |
| Extent: | 9 Film reels 88 Cubic feet (172 boxes, 16 oversize folders) |
| Creator: | Simmons Company |
| Language: | English Collection is in English. |

Administrative Information

Acquisition Information

The collection was donated by the Simmons Company through Mr. Charlie Eitel, Chairman and CEO, and Mr. Donald Hoffman, Senior Vice President of Marketing, to the Archives Center, National Museum of American History, in June 2000.

Related Materials

Materials at the Archives Center

Warsaw Collection of Business Americana, ca. 1724-1977 (Beds and Bedding) (AC0060)
Ivory Soap Advertising Collection (AC0791)

Breck Girl Collection, 1936-1995 (AC0651) Edward J. Orth Memorial Archives of the New York World's Fair, 1939-1940 (AC0560)

Larry Zim World's Fair Collection (AC0519) Louis S. Nixdorff 1928 Olympic Games Collection, 1926-1978 (AC0443) Lloyd A. Strickland Collection of 1936 Olympics Photographs, 1936 (AC0743)

Processing Information

Collection processed by Jennifer Snyder, September 2002, and Grace Chiang, Anne Jones, Leslie Shope, and Vanessa Broussard Simmons.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical / Historical

An article in the Simmons in-house publication *The Owl* states Zalmon G. Simmons "was not the inventor or first manufacturer of bed springs. His contribution was in lowering the price so that everyone could afford them. He took a hand-made item that sold for around \$5 wholesale, and developed machinery which would enable its sale for as little as 80 cents."^[1]

Simmons was born in Montgomery County, New York, in 1828. He moved to Kenosha, Wisconsin, at the age of fifteen with \$3.00 in "tangible cash assets."^[2] Upon finishing school, Simmons became a teacher and worked as a clerk in a general store; eighteen months later he bought the business.^[3] Simmons was an enterprising individual and eventually became the President of the Rock Island Railway Company, the Northwest Telegraphy Company (which was bought by Western Union), and the First National Bank of Kenosha. In addition, Simmons served as mayor of Kenosha.

On April 16, 1871, Simmons purchased a cheese box factory, which also made wooden telegraph insulators for his telegraph company. As payment for a debt at his store, Simmons accepted a patent for a handmade, woven-wire bedspring.^[4] Thus the Simmons legacy of mattress making was born. The company incorporated in 1884 as the Northwestern Wire Mattress Company.^[5] The name was changed to the Simmons Manufacturing Company in 1889. "By 1891 the company was the largest of its kind in the world."^[6]

When Zalmon Simmons died in 1910, his son, Zalmon Simmons, Jr., assumed power and continued expanding the company. "By 1919 the company had plants from coast to coast plus sixty-four warehouses and the beginnings of an export business."^[7] Zalmon Simmons, Jr. became Chairman in 1932 and his son, Grant G. Simmons, became President of the company.

Since it appeared on the market, the Simmons name has become synonymous with its best selling product, the Beautyrest mattress. Simmons introduced the Beautyrest in 1925 for the price of \$39.50, about three to four times what the consumer was paying for a wire mattress at the time. Immediately the company began advertising using an innovative testimonial campaign featuring "celebrities" like Henry Ford, George Bernard Shaw, and Thomas Edison. By 1929 Beautyrest mattress sales had reached \$9 million.^[8] Grant G. Simmons wrote, "The consumer demand for Beautyrest stimulated by our national advertising literally forced hundreds of retailers who then had no interest in doing business with Simmons to carry our products."^[9]

Card tables and folding chairs were added to the Simmons line in 1926. In 1940, the Hide-A-Bed sofa (which grew out of the studio couch of the 1930s) was born. Fold-out springs and mattresses were engineered to create the pull-out bed.^[10] The Hide-A-Bed became one of the company's most famous products manufactured through the 1980s.^[11] During WWII the company shifted its production to wartime needs, manufacturing 2,700 different items.^[12] Almost immediately after the end of the War, Simmons resumed production; and in 1947 it introduced the Babybeauty mattress. Other Simmons mattress models have included, most notably, the Deepsleep and Maxipedic.

Throughout the years the Simmons Company has had many innovators and inventors make improvements to its mattresses and manufacturing machinery. John Marshall's pocketed-coil spring and John Gail's improvements and modifications to the manufacturing equipment are many of the most

significant contributions. Together, Marshall's coil and Gail's pocketing machine made the Beautyrest mattress a reality.

The Sleep Research Foundation, established in 1946 with a grant from the Simmons Company, "instituted a vast research program into the scientific aspects of sleep...dedicated to an objective study of sleep from a physiological and medical point of view." [13] The Sleep Research Center and its findings were a common feature in Simmons advertising.

Simmons has continued to use advertising as a way to make its brand known to consumers. Celebrity endorsements and "glamour girls in expensive lingerie" have been a mainstay in Beautyrest advertising. [14] Newspaper advertisements featuring so-called sale prices also have fueled demand for the products.

Company headquarters moved to New York City in 1923 and then to Atlanta, Georgia in 1975, where the company still resides. In 1979, Gulf & Western acquired the company, shifting control to outside the family for the first time. Wickes Corporation purchased Simmons from Gulf & Western in 1985. In 1991, Merrill Lynch Capital Partners, Inc. acquired a majority interest in the company. Today, Simmons has 17% of the bedding market share, second only to Sealy with 22%. [15]

[1]. "Zalmon G. Simmons." *The Owl*, December 1952, p. 10-11. Box 1, Folder 4.

[2]. "Kenosha Bank Celebrates 90 Years; Zalmon Simmons Is Remembered." *Kenosha Evening News*, 17 May 1941, n.p. Box 1, Folder 3.

[3]. *Ibid.* n.p.

[4]. "History of Simmons Company." Report to Stockholders for 1946: Diamond Anniversary, 1871-1946, p. 4. Box 1, Folder 3.

[5]. "Brief History of Simmons Company." ca. 1941. Box 1, Folder 2.

[6]. "History of Simmons Company." Report to Stockholders for 1946: Diamond Anniversary, 1871-1946, p. 5. Box 1, Folder 3.

[7]. "Simmons: The Bedtime Story That Became a Legend." *Advertising News From Newsweek*, 1969, p. 3. Box 1, Folder 5.

[8]. Simmons, Grant, Jr. "Simmons Company, 1870-1963." p. 7-8. Box 1, Folder 5.

[9]. *Ibid.* p. 11.

[10]. "Simmons: The Bedtime Story That Became a Legend." *Advertising News From Newsweek*, 1969, p. 3. Box 1, Folder 5.

[11]. In 1990, the Simmons Company sold the division that made Hide-A-Beds and recliners and licensed the use of the name to a manufacturer.

[12]. "Chronology of Simmons Company." ca. 1955. Box 1, Folder 4.

[13]. Simmons, Grant, Jr. "Simmons Credits Research and Merchandising in Sales Rise." *The Christian Science Monitor*, 28 June 1957. Box 1, Folder 4. & "Simmons History." ca. 1955. p. 3. Box 1, Folder 4.

[14]. Simmons, Grant, Jr. "Simmons Company, 1870-1963." p. 9. Box 1, Folder 5.

[15]. *Encyclopedia of Consumer Brands*, 1994 ed. S.v. "Simmons Beautyrest" and "Sealy."

Scope and Contents

Series 1 includes: news articles about the company and the Simmons family; photographs of the machinery, factories, factory workers, products and showrooms; annual reports; various corporate periodicals; audit reports; patents; and materials relating to sleep research conducted by Simmons. Series 2 includes product catalogues, scrapbooks of advertisements, advertising artwork and mechanicals, sales kits, point of purchase items, marketing plans and surveys, sales training videos and filmstrips, and commercials. Of special note are the materials on Simmons involvement in the New York World's Fair in 1964-65 and the XIII Winter Olympic Games in 1980. Most newsprint in this collection has been photocopied onto acid-free bond paper and the originals destroyed. Unless otherwise noted, the materials appear in date order within each subseries or sub-subseries. Physically, the materials are arranged by type and size. Series 1: CORPORATE MATERIALS, 1892-2000, n.d.

Subseries A: History, 1892-2000, n.d. - Kenosha, WI, history (news articles and other documents), Simmons Company history (news articles, correspondence, and commemorative publications), and Simmons Centennial materials. Of note are transcripts of a series of interviews conducted for the 1996 commemorative book; the interviews are in alphabetical order by the interviewee's last name. Some WWII materials are also located within this subseries. Subseries B: Photographic Materials, 1892-1990s [bulk dates] - Included here are photographs (black and white, color), negatives, transparencies, and slides.

Sub-subseries 1: Machines, 1925-1969, n.d. - Features photos of the devices used to make Simmons mattress and furniture including the Marshall pocket machine, stitching machines, and coiling machines. The photographs are arranged alphabetically by type of machine, and there under by date.

Sub-subseries 2: Products, 1936, 1962, 1970s-1990s, n.d. - Some of the photographs may have been used in advertisements, catalogues, and other Simmons publications.

Sub-subseries 3: Personnel, 1917, 1937-1974, 1980s, n.d. - Photographs of Z.G. Simmons, Grant Simmons, Jr., sales force, and board members. Of interest are the sales force photos featuring meeting initiations and "All-American Annual Trips" for top selling employees. Sub-subseries 4: Facilities, 1892, 1920s, 1936, 1940, 1955, 1960s, 1975, 1980s, n.d. - Photographs of domestic and foreign manufacturing plants, office buildings, warehouses, and stores.

Sub-subseries 5: Other, 1915, 1935, 1940, 1964, 1979, n.d. - Slides used for presentations and photographs that do not fit into the above sub-subseries. Subseries C: Annual Reports, 1946, 1949, 1952-1983 - Reports given to stockholders focusing on Simmons financial returns and business activities for the year. Subseries D: Publications, 1926-1994 [bulk dates] - Periodicals published by Simmons for their staff (sales force, plant employees, etc.) and outside parties.

Sub-subseries 1: Owl, 1947-1954 - A nearly complete run of this in-house organ; it was published about once every two months.

Sub-subseries 2: Bedpost, 1984, 1986, 1988-1998 --In-house organ. There are no examples of an in-house organ that may have been published between 1954 and 1984.

Sub-subseries 3: Other Publications, 1926, 1929, 1941, 1970s, 1980s, 1994 - Items published by Simmons and sent to merchandisers. Subseries E: Business Records, 1903-1987 [bulk dates]

Sub-subseries 1: Records, 1903-1998, n.d. - Consists, in part, of correspondence, speeches, personnel directories, and financial accounting books. Of note is the folder of materials on Simmons participation in atomic testing in 1955.

Sub-subseries 2: Presentations, Studies, and Reports, 1936, 1958, 1960, 1970, 1980, 1987, n.d. - Business plan presentation from Gulf & Western and Wickes. Issues of Consumer Reports magazine

featuring Simmons products. Subseries F: Audit Reports, 1917-1952, 1959-1967, 1977 - Year-end financial audits for Simmons Company, its subsidiaries, and foreign incarnations. Subseries G: Legal Matters, 1914-1977 [bulk dates] - Federal Trade Commission activities, bills of sale, licensing agreements, trademarks on Simmons logos, and lawsuit exhibits. Subseries H: Patents, 1904-1954, ca. 1960s, n.d. - Correspondence and legal documents for foreign and domestic patents, many by John Gail. Also included here are the Patent Committee meeting minutes. Subseries I: National Association of Bedding Manufacturers (NABM), 1949, 1952, 1960s-1970s, n.d. - Materials reflect Simmons involvement with this organization. Several Simmons employees held high ranking positions within NABM. Subseries J: Sleep Research Materials, 1929-1970s, 1994, n.d. - Materials relating to Simmons sleep research endeavors, especially the Sleep Research Center at the Mellon Institute. Included are journal articles, booklets about sleep and bedding, and a scrapbook of news clippings related to a 1956 article, "Sleep--ust 80 Minutes a Night." Series 2: MARKETING, 1896-1990s, n.d.

Subseries A: Catalogs, 1896-1956, 1970s, 1980, n.d. - The earliest catalogs are from the Northwestern Wire Mattress Company. Catalogs from the regional distributors of Simmons, as well as from England and Canada. Subseries B: Price Lists, 1939, 1940, 1952-1957 - Institutional and divisional price lists for Simmons products. Subseries C: Records of Marketing, 1920s-1930s, 1950s, 1970s-1990s, n.d. [bulk dates] - This subseries reflects the business materials used to market Simmons mattresses to consumer groups and merchandisers including artwork for advertisements, mattress labels, television and radio commercial scripts, and pamphlets aimed at consumers. Subseries D: Advertisements, 1920s-1990s, n.d. - A nearly complete continuum of Simmons advertising. The scrapbooks were dismantled to ensure proper preservation. They have been kept intact and the pages numbered to ensure order. The contents of the scrapbooks, in many cases, are duplicated both in the loose advertising and in other scrapbooks. A few of the scrapbooks were completely dismantled and integrated into the loose advertising. There is no record of the original order of these scrapbooks.

Sub-subseries 1: Consumer Advertisements, 1920s-1990s, n.d. - Advertising pamphlets, mailers, local advertisements, and national advertising campaigns. Competitors' advertisements are included in this sub-subseries.

Sub-subseries 2: Trade Advertisements, 1920s-1980s, n.d. - The trade advertisements are aimed at the bedding industry and related home furnishings publications. Literature for hospitals, hotels, and interior decorators is found here. Some trade advertising is located in scrapbooks with the consumer advertising; an effort has been made to note these occurrences in this finding aid. Subseries E: Sales Kits, 1931, 1933, 1946, 1950s-1998, n.d. - These kits were mailed or presented by Simmons sales force members to dealers/merchandisers. The materials feature Simmons products, upcoming promotions, and advertisements that could be customized for each store's location. **Please note, the Sales Kits, Sales Force Materials, and Dealer Materials, in some instances, are interchangeable. Similar items can be found in each subseries. It is therefore wise to look in all three areas to find comprehensive information. Subseries F: Point of Purchase Aids, 1960s-1990s, n.d. - Items placed at the store to be used in conjunction with Simmons products. These include counter cards, informational cards and pamphlets, and display material. Subseries G: Sales Force Materials, 1923-1927, 1931, 1937-1939, 1940s-1980s, n.d. - Materials aimed at the sales force featuring Simmons products, upcoming promotions, goals and objectives in selling the products, and correspondence. Sometimes these materials could also be shown to dealers/merchandisers. The "All-American Annual Trip" materials are found here, featuring the winners (the top sellers), travel itineraries, and commemorative posters. Subseries H: Dealer Materials, 1920s-1980s, 1990, 1998, n.d. - Materials aimed specifically at the dealer/merchandiser of Simmons products. These items feature Simmons products, upcoming promotions, and advertisements that could be customized for each store's location. Many contain promotion and publicity items designed to help the dealer/merchandiser sell Simmons products. Subseries I: Marketing Studies and Research, 1933, 1939-1949, 1986-1989 - Simmons used marketing studies to customize advertising and further promote products to the proper demographic. A study done in Danbury, CT, Simmons "Mattress Buyers : Their Homes and Occupations" (1933), and the "Magazine Interview Promotion" (1936) contain photographs of the mattress buyers and their homes, personal information, and reasons why they chose to buy a

Simmons mattress. Subseries J: World's Fair Materials, ca. 1964-1965 - Simmons participated in the 1964-65 New York World's Fair. This subseries reflects their preparation and participation mainly through artwork and photographs. Most of the preparation was probably done years prior to the Fair taking place. Subseries K: Olympic Materials, 1978-1980 - Simmons was an official sponsor of the XIII Olympic Winter Games in 1980 which took place in Lake Placid, NY. Official Olympic sponsor materials make up the bulk of this subseries. Olympic Games related advertisements can be found in Series 2:D:1 and 2:F. Subseries L: Audio/Visual Materials, 1940s-1990s - Film, video, filmstrips, and audio materials featuring sales force training, commercials, and point-of-purchase videos for the consumer to view in the store. **The materials are currently arranged by medium. This arrangement will change; please see the audio-visual archivist.

Sub-subseries 1: Videos, 1940s-1970s, 1983-1990s, n.d. - Training videos for sales force, in-store videos, television appearances on MSNBC and QVC, and commercial compilations.

Sub-subseries 2: Films, 1970s, 1980, n.d. - Commercials, films sent to dealers featuring upcoming promotions.

Sub-subseries 3: Filmstrips, 1963-1964, n.d. - Informational strips on sleep research, strips directed at sales force training, and a factory tour.[16]

Sub-subseries 4: Audio, 1963, 1965, 1976-1979, 1991, n.d. - Cathy Rigby's fitness program LP, sales force training, radio commercials, and sales meeting recordings. Audiocassette and reel-to-reel.

Arrangement

This collection is organized into two series.

Series 1: Corporate Materials, 1892-2000

Series 2: Marketing, 1896-1990s

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Bedding industry
Mattresses
Sleep

Types of Materials:

Advertisements
Business records -- 20th century
Videotapes

Container Listing

Series 1: Corporate Materials, 1892-2000, undated

Subseries 1.1: History, 1892 - 2000, undated

| | |
|--------------------|--|
| Box 1, Folder 1 | Simmons Family History, undated |
| Box 2, Folder 1 | Zalmon Gilbert Simmons, Sr.: Articles, 1940s, 1980s-1990s |
| Box 2, Folder 2 | Zalmon G. Simmons, Sr.: Commemorative Book, undated |
| Box 2, Folder 3 | Kenosha History: Articles, 1892-1993, undated |
| Box 2, Folder 4 | Kenosha History: Brochures, circa 1994 |
| Box 2, Folder 5 | Kenosha History: Correspondence, circa 1995 |
| Box 1, Folder 2 | Company Histories, 1920s-1930s |
| Box 11, Folder 1 | Slides: Simmons 50th Anniversary in Kenosha Papers, 1920s |
| Box 2, Folder 6 | Company History: Articles, 1920s-1950s |
| Box 1, Folder 3 | Company Histories, 1940s |
| Box MpCD, Folder 1 | Newspaper feature for Simmons 75th Anniversary, circa 1947 |
| Box 1, Folder 4 | Company Histories, 1950s |
| Box 1, Folder 5 | Company Histories, 1960s |
| Box 88, Folder 12 | Company History: Articles, 1942, 1954, 1950, undated |
| Box 2, Folder 7 | Company History: Articles, 1960s-1978 |
| Box 156, Folder 1 | Copy of Article and Ads, 1962 |
| Box 1, Folder 6 | Company Histories, 1970s |
| Box 1, Folder 7 | Company Histories, 1980s |
| Box 2, Folder 8 | Company History: Articles, 1980s-1990s |
| Box 1, Folder 8 | Company Histories, 1990s |
| Box 1, Folder 9 | Company Histories, 2000s |
| Box 1, Folder 10 | Company Histories, undated |

Box 2, Folder 9 Company History: Articles: undated

Box 103, Folder 5 Book: *War Album: The Picture Story of Simmons at War-From Bunks to Bazooka Rockets*, circa 1940s

Box 2, Folder 10 Book: *Simmons Company: 1870-1950*, circa 1950

Box 2, Folder 11 Book: *A Classic Bedtime Story: 125 Years of Innovation*, 1996
[Image\(s\)](#)

Box 2, Folder 12 Book: *The First 100 Years: 1891-1991*, Simmons Canada, Inc.

Box 1, Folder 11 "The Factory Behind the Bed," undated

Box 1, Folder 12 Company Histories: Notes, circa 1990s

Box 1, Folder 13 Correspondence re: History, 1951, circa 1990

Box 1, Folder 14 Slide Presentation Notes, circa 1960s

Box 1, Folder 15 Slide Presentation, circa 1970s

Box 1, Folder 16 Retiree's Day-Janesville, WI: Memo and Copy of Book, "The factory Behind the Bed," Oct. 1987

Box 1, Folder 17 Ketchum Public Relations file, "Business Media Kit," 1990s

Box 3, Folder 1 Simmons Centennial: Centennial Committee Materials, 1968-1970

Box 3, Folder 2 Simmons Centennial: 2nd Century Activities pamphlet, 1969

Box 3, Folder 3 Simmons Centennial and related marketing efforts [2nd century history, Bob Bailey - J. Moore], 1969

Box 3, Folder 4 Simmons Centennial: Meeting of the Centennial Executive Committee, 1969

Box 3, Folder 5 Simmons Centennial: Explo '70: Playboy Club Sale-Abraction Meeting, Oct. 1969

Box 3, Folder 6 Simmons Centennial: Explo '70 Hollywood Beach Sale-Abraction Meeting, Oct. 1969

Box 3, Folder 7 Simmons Centennial: Four Seasons 1970 Merchandising Theme, 1969

Box 3, Folder 8 Simmons Centennial: Video Kit, Feb. 1970

Box 3, Folder 9 Simmons Centennial: Other Information, 1970

Box 3, Folder 10 Simmons Centennial: Year "100 Plus 1" Promotional Calendar and Sales Aids, circa 1969

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|-------------------|---|
| Box 4, Folder 1 | "Simmons History and Facts" [put together for National Sales Conference], 1976 |
| Box 4, Folder 2 | "History of Simmons" binder, undated |
| Box 84 | Binder [empty]: Simmons Company: Contract Division: History of Simmons, undated |
| Box 4, Folder 3 | News article file kept by Tony Saliture, Janesville, WI, undated |
| Box 4, Folder 4-6 | Donald Wharton's notes for Simmons publication, 1951 |
| Box 5, Folder 1 | Commemorative Book: Correspondence and related materials, 1995 |
| Box 5, Folder 2 | Interview Transcript: Mr. Applegate, circa 1990s |
| Box 5, Folder 3 | Interview Transcript: Mr. Brinkman, circa 1990s |
| Box 5, Folder 4 | Interview Transcript: Mr. Camp, circa 1990s |
| Box 5, Folder 5 | Interview Transcript: Paul Dillon, circa 1990s |
| Box 5, Folder 6 | Interview Transcript: Mr. Franklin, circa 1990s |
| Box 5, Folder 7 | Interview Transcript: Mr. Galt, Piscataway, circa 1990s |
| Box 5, Folder 8 | Interview Transcript: Ron Hutchinson, V.P. Quality, Norcross, GA, circa 1990s |
| Box 5, Folder 9 | Interview Transcript: Mr. King, circa 1990s |
| Box 5, Folder 10 | Interview Transcript: Mr. Madden, circa 1990s |
| Box 5, Folder 11 | Interview Transcript: Mr. Micek, circa 1990s |
| Box 5, Folder 12 | Interview Transcript: Mr. Murphy, circa 1990s |
| Box 4, Folder 7 | Interview Transcript: Zenon Nie, circa 1990s |
| Box 5, Folder 13 | Interview Transcript: Mr. Passaglia, circa 1990s |
| Box 5, Folder 14 | Interview Transcript: Piscataway Group, circa 1990s |
| Box 5, Folder 15 | Interview Transcript: Jean Roxburgh, circa 1990s |
| Box 5, Folder 16 | Interview Transcript: Tony Saliture, VP and GM, Janesville, WI, circa 1990s |
| Box 5, Folder 17 | Interview Transcript: Mr. Phil Sanders, circa 1990s |
| Box 5, Folder 18 | Interview Transcript: Mr. Steed, circa 1990s |
| Box 5, Folder 19 | Interview Transcript: Mr. "Lefty" Vitkus, circa 1990s |

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| Box 151, Folder 4 | Kenosha Evening News - Simmons Week April 8, 1926 |
| Box 151 | Kenosha Evening News - 65th Anniversary November 9, 1936 |
| Box 151, Folder 5-6 | Kenosha Evening News - Simmons Edition - Simmons 65th Anniversary November 9, 1936 |
| Box 153, Folder 1 | Scrapbook: Army - Navy "E" Award: Elizabeth Plant, August 19, 1943 |
| Box 153, Folder 2 | Scrapbook: Army - Navy "E" Award: Pacific Division, June 14, 1945 |

Subseries 1.2: Photographic Materials, 1892-1990s

Subseries 1.B.1: Machines, 1925-1969, undated

| | |
|------------------|--|
| Box 6, Folder 1 | Adjustable Automatic Construction Assembly Machine, 1941, 1949, 1948, 1953 |
| Box 6, Folder 2 | Air Operated Construction Assembly Rack--Beautyrest, 1948 |
| Box 6, Folder 3 | Angle Straightener (Rolling Mill), undated |
| Box 6, Folder 4 | Assembly Bench, Original--Deepsleep, 1929, 1942, 1939 |
| Box 6, Folder 5 | Auto-Lock Coil Feeder, 1959 |
| Box 6, Folder 6 | Automatic Assembling Machine-299 coils--Deepsleep, 1937 |
| Box 6, Folder 7 | Automatic Construction Assembling Machine (11 coil), 1948, 1941 |
| Box 6, Folder 8 | Automatic Helical Coiler--Deepsleep, 1935, 1937, 1939, 1944, 1949 |
| Box 6, Folder 9 | Beautyrest Assembly, 1936 |
| Box 6, Folder 10 | Border Cross Stitch Machine, 1927-1929 |
| Box 6, Folder 11 | Border Cross Stitch Machine, 1930, 1934, 1936, 1939 |
| Box 6, Folder 12 | Border Cross Stitch Machine, 1945, 1948, 1951 |
| Box 6, Folder 13 | Box Spring Stapling, undated |
| Box 6, Folder 14 | Closing Machine (Mattress and Pillow), 1936, 1938 |
| Box 6, Folder 15 | Coiler and Human Hand Machines--Deepsleep , 1929, 1934, 1938, 1940 |
| Box 6, Folder 16 | Hand Assembly Bench, undated |
| Box 6, Folder 17 | Human Hand Coiler, 1938 |
| Box 6, Folder 18 | Human Hand Machine, Original, 1926 |

Box 6, Folder 19 Machines: Color Photographs, 1971, undated

Box 12, Folder 1 Machinery: Photographs and Negatives, circa March 1969

Box 6, Folder 20 Machines, Dallas Plant, undated

Box 7, Folder 1 Marshall Pocket Coil and Racks, undated

Box 7, Folder 2 Marshall Pocket Machine, 1925

Box 7, Folder 3 Marshall Pocket Machine, 1936-1939

Box 7, Folder 4 Marshall Pocket Machine, 1951, undated

Box 7, Folder 5 Pocket Machine, 1958

Box 7, Folder 6 Spring Machine--Deepsleep, 1948, 1929

Box 7, Folder 7 Spring Machine with Side and Knot Crimping Attachment--Deepsleep,
1934

Box 7, Folder 8 Steel Furniture Presses, undated

Box 7, Folder 9 Two Needle Machine or Border Machine, 1953

Subseries 1.B.2: Products, 1936, 1962, 1970s-1990s, undated

Box 7, Folder 10 Destruction of mattress with chainsaw: Photograph, Transparencies, and
Negative, April 17, 1984

Box 7, Folder 11 Atlanta show floor open house, 1970

Box 7, Folder 12 Simmons show rooms, circa 1970

Box 7, Folder 13 Simmons Display at Mexico [?] trade show, circa 1990s

Box 7, Folder 15 Famous beds and beds with historical significance, undated

Box 7, Folder 14 Mrs. Roosevelt and Mrs. Taft rooms, 1929

Box 14, Folder 1-9 Negatives: Famous beds and beds with historical significance, undated

Box 7, Folder 16 Simmons furniture, undated

Box 7, Folder 17 Photograph of sofas [possibly Hide-A-Beds] used in *Saturday Evening
Post*, March 17, 1936

Box 7, Folder 18 Simmons Daybed, 1962[?]

Box 7, Folder 19 Photograph catalogue of Hide-A-Bed sofas: Spanish language, circa 1970s

Box 12, Folder 2 Beautyrest Ambassador and Horizon Mattresses, undated

Box 13, Folder 1 Color Transparency: World Class Pad and Pillow, undated

Box 12, Folder 7 Color Photographs for Advertisement, circa 1980s

Box 155, Folder 9 Photographs Used in Advertisements, circa 1980s

Box 131, Folder 14 Retouched photo of mattress coils, undated

Subseries 1.B.3: Personnel, 1917, 1937-1974, 1980s, undated

Box 8, Folder 1 Z.G. Simmons and Z.G. Simmons, Jr., undated

Box 8, Folder 2 Grant Simmons, Jr. with John Glenn and Lyndon Johnson, undated

Box 107, Folder 1 Parker Simmons: Photograph by Fabian Bachrach, 1973

Box 8, Folder 3 Simmons Personnel, undated

Box 8, Folder 4 Simmons Kollege [sic] for Mattress Knowledge, undated

Box 8, Folder 5 University of Experience meeting, undated

Box 12, Folder 3 "The Umpah Club," January 1917

Box 8, Folder 6 Luncheon and groundbreaking [Kansas City?], circa 1969

Box 8, Folder 7 Simmons Centennial: Proof Sheet, 1970

Box 8, Folder 8 Simmons Personnel: Portraits [some possibly All-American Team], 1930s-1970s

Box 13, Folder 2 Negatives: Simmons Personnel: Portraits [some possibly All-American Team], 1945, 1948, 1950, undated

Box 8, Folder 9 All-American Winners: Portraits, circa 1937-1974

Box 8, Folder 10 All American Winners [or sales meetings]: Group shots, circa 1937-1977

Box 13, Folder 3 Negatives: All American Winner G.D. Wrightson, undated

Box 8, Folder 11 All-American Annual Trip: Dallas Trade Mart Hotel, undated [?]

Box 8, Folder 12 All-American Annual Trip: Hotel Adolphus, Dallas, TX, 1971 [?]

Box 8, Folder 13-14 Workers in facilities, 1950s, 1980s, undated

[Image\(s\)](#)

Box 11, Folder 2 Slides: Workers and facility

Box 8, Folder 15 Plant workers and related letter, undated

Box 8, Folder 16 Unidentified Group with Award, undated

Box 8 Negatives: Portraits
Nitrate.

Subseries 1.B.4: Facilities, 1892, 1920s, 1936, 1940, 1955, 1960s, 1975, 1980s, undated

Box 8, Folder 17 Simmons Sign: Photograph and Slide, undated

Box 8, Folder 18 Simmons Institute for Technology and Education, Gwinnett County, GA, Ribbon Cutting: Color Photographs, 1995

Box 8, Folder 19 Munster, IN facility: Color photographs, 1960

Box 8, Folder 20 Munster, IN facility, 1960
[Image\(s\)](#)

Box 107, Folder 3 Photo Album: Munster, IN facility: A. Epstein & Sons, Inc. Engineers and Architects, circa 1960s

Box 8, Folder 21 Elizabeth, NJ facility, 1936

Box 12, Folder 4 Columbus, OH plant, January 1955

Box 8, Folder 22 National Metal and Rubber Company, undated

Box 8, Folder 23 Mattress Testing, 1940, undated

Box 13, Folder 4 Negative: Sleep Research Center, undated

Box 9, Folder 1-4 Simmons Facilities (Warehouses, Plants, etc.), 1920s, undated

Box 13, Folder 5-7 Negatives: Simmons Facilities, 1940s-1950s, undated

Box 9, Folder 5 Simmons Factory Fire: Kenosha, WI, 1892

Box 9, Folder 6 Argentina Facility: Slides and Photographs, 1983

Box 9, Folder 7 Australia Facility: Photographs and Negatives, circa 1983

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Box 11, Folder 5 Slides: Italy Facility, circa 1983

Box 9, Folder 12 Japan Facility, circa 1983

Box 12, Folder 5 Japan Facility, July 1982

Box 12, Folder 6-10 Slides: Mexico Facility, 1975, undated

Box 9, Folder 13 Mexico Facility, circa 1983

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Subseries 1.B.5: Other, 1915, 1935, 1940, 1979, 1964, undated

Box 12, Folder 6 WH Daniels and H VanDenberg [on Simmons bed?], August 1, 1915

Box 9, Folder 15 Advertisement: "Should Industry Scrap its Old Men?," 1940

Box 13, Folder 8 Negative: Advertisement: "Should Industry Scrap its Old Men?," 1940

Box 12, Folder 11 Photograph: Advertisement, 1953

Box 12, Folder 12 Photographs: "Sleep Information," circa 1960s

Box 12 [from "Sleep Information" artwork, see Box 130, Folder 12]

Box 107, Folder 2 Photo Album: New York World's Fair, Simmons Land of Enchantment, Ezra Stoller Associates, 1964

Box 13, Folder 9 Negative: Artwork: Simmons Land of Enchantment structure for 1964 World's Fair, circa 1964

Box 12, Folder 8 Ile de France passenger ship, undated

Box 12, Folder 9 S.S. "Normandie" passenger ship and room, 1935

Box 12, Folder 10 Renderings of rooms for passenger ship, 1935

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Box 9, Folder 16 Miscellaneous, undated

Box 10, Folder 1 Slides: Manager's Presentation Tray #1, 1979

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| Box 10, Folder 2 | Slides: Australia, Japan, Mexico, Venezuela, Argentina: Manager's Presentation Tray #2, 1979 |
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Subseries 1.3: Annual Reports, 1946, 1949, 1952-1983

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| Box 15, Folder 2 | Report to Stockholders [Annual Reports], 1925, 1926, 1940, 1939 |
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| Box 15, Folder 13 | Gulf & Western Industries, Inc. Fact Book, 1983 |

Subseries 1.4: Publications, 1926 - 1994

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| Box 16, Folder 1 | Miscellaneous parts |
| Box 16, Folder 2 | April/May, July, Sept., Dec. 1947 |
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| Box 16, Folder 6 | Feb., June, Aug., Oct., Dec. 1950 |
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| Box 16, Folder 9 | Feb./March, April/May, June/July, Aug./Sept., Oct./Nov., Dec. 1953 |
| Box 16, Folder 10 | Feb., April/May, Summer, Fall, Christmas 1954 |

Subseries 1.D.2: *Bedpost*, 1984, 1986, 1988-1998

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| Box 17, Folder 1 | 1984, 1986 |
| Box 17, Folder 2-12 | 1988-1998 |

Subseries 1.D.3: Other Publications, 1926, 1929, 1941, 1970s, 1980s, 1994

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| Box 151, Folder 1 | "The Simco News," September 28, 1926 |
| Box 151, Folder 2 | "The Simmons Tribune - Special Edition," July 9, 1929 |
| Box 103, Folder 6 | "Home Pictoral" by Simmons Company Home Pictoral Department, Sept. 1931 |
| Box 107, Folder 4 | "Simmons Radio News," Vol. 1, no. 1 & 2, 1934 |
| Box 151, Folder 3 | "The Beautyrest Bugle," April 16-23, 1941 |
| Box 18, Folder 1 | "Simmons News," 1970-1971 |
| Box 18, Folder 2 | "Simmons News," 1977, 1978 |
| Box 18, Folder 3 | Simmons Century Security Plan, circa 1970 |
| Box 18, Folder 4 | "Simmons Second Century" (3 copies), circa 1970s |
| Box 18, Folder 5 | A Simmons Tribute, 1975 |
| Box 18, Folder 6 | Simmons USA Today Newsletter, July/Aug. 1986 |
| Box 18, Folder 7 | Simmons PR Piece, circa 1980s |
| Box 18, Folder 8 | "The Simmons Company: Making the Best of a Good Night's Sleep," circa 1994 |

Subseries 1.5: Business Records, 1920s-1970s

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| Box 105 | Trial balance book, 1906-1911 |
| Box 126 | Ledger: Financial Account Book 1911-1917 |
| Box 105 | Trial balance book, 1912-1923 |
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| Box 128 | Ledger: Financial Account Book 1918-1923 |
| Box 19, Folder 1 | Auxiliary Ledger to Investment Account of General Ledger Simmons Company, 1920-1930 |
| Box 19, Folder 2 | Simmons Properties Inc.: Trial Balance, 30 November 1922 |
| Box 19, Folder 3 | "The Menace of the Mattress" [speech or article], 1924 |
| Box 21, Folder 1 | Copies of correspondence re: roll edge machine, 1920-1921 |
| Box 21, Folder 2 | Employee stock subscription plans, 1925, 1924 |
| Box 19, Folder 4 | Employee Stockholder Agreement [copy], 29 January 1925 |
| Box 21, Folder 3 | Draft letter to stockholders, 1925, 1928, 1927, 1942 |
| Box 19, Folder 5 | Consolidated income and profit and loss statements, 1928 |
| Box 19, Folder 6 | Draft of consolidated balance sheet, 1928 |
| Box 19, Folder 7 | Notice of annual meeting to stockholders, 25 February 1929 |
| Box 19, Folder 8 | Celebrity Users, 1929, 1953, 1958, 1969, undated |
| Box 19, Folder 9 | "The Meaning of Color" by S.E. Thomas [speech or article], 2 January 1930 |
| Box 19, Folder 10 | Correspondence suggesting ideas, 1930, 1961, 1964, undated |
| Box 19, Folder 11 | Correspondence from customers in praise of Simmons, 1930s-1970s, undated |
| Box 19, Folder 12 | Deepsleep Mattress - Revised Specifications, 22 February 1932 |
| Box 19, Folder 13 | Berkey & Gay: Tuck School of Business case history, 1934 |
| Box 21, Folder 5 | Beautyrest mattresses sold, 1936 |
| Box 19, Folder 14 | Address to Marshall Field's Department Stores sales staff, circa 1937 |

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| Box 19, Folder 15 | Address to unidentified party re: Simmons advertising, circa 1938 [page 1 missing] |
| Box 19, Folder 16 | Metal Bedsteads, Springs, and Metal Furniture: U.S. Navy Contract, 1938 |
| Box 21, Folder 6 | Department of Scientific Sleeping Equipment: Mattress filling materials, [1939] |
| Box 19, Folder 17 | Office of Price Administration materials, 1941 |
| Box 19, Folder 18 | Simmons Company: Wartime Activity, Aug. 1945 |
| Box 88, Folder 10 | Award from Brand Names Research Foundation, Inc., 1945 |
| Box 21, Folder 7 | Speech given on the history of paint and its uses at Simmons, circa 1950 |
| Box 19, Folder 19 | Material and labor detail for Q1948 shelter, July 1951 |
| Box 19, Folder 20 | Correspondence: From S.S. United States, 1952 |
| Box 21, Folder 8 | Simmons Company and Subsidiaries charts, 1952-1973 |
| Box 22, Folder 1 | Simmons Company Personnel Directory, 1953 |
| Box 19, Folder 21 | Engineering and Products Development Week speech, 10 Oct. 1955 |
| Box 19, Folder 22 | Atomic Testing: Correspondence and photographs, 1955 Image(s) |
| Box 21, Folder 9 | Simmons "Simmorama" Merchandising Meeting and Exhibit, 1955 |
| Box 22, Folder 2 | Simmons Company Personnel Directory, 1956 |
| Box 19, Folder 23 | Draft of speech given in Kenosha, WI, 1956 |
| Box 21, Folder 10 | Information about competitors, especially Sealy, 1956-1957 |
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| Box 21, Folder 11 | Correspondence 1960s-1990s |
| Box 19, Folder 25 | Award: Brand Name Manufacturer of the Year by Department Store Economist, 1962 |
| Box 19, Folder 26 | Resort Price Comparison, circa 1969 |
| Box 19, Folder 27 | "Simmons Success" The Inauguration Address by Grant G. Simmons, Jr. at the Second Century Celebration Meeting Hollywood Beach, FL, October 1969 |

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| Box 19, Folder 28 | Correspondence re: Simmons Second Century, January 1970 |
| Box 19, Folder 29 | "How To Do It #31: Bedding for Little Folks: Crib Mattresses," 1 April 1971 |
| Box 19, Folder 30 | Award letter from Brand Names Study, September 1971 |
| Box 19, Folder 31 | Correspondence, 11 Oct 1971 |
| Box 19, Folder 32 | Minutes of Beautyrest Planning Committee Meeting, 12 Sept. 1972 |
| Box 19, Folder 33 | Procedure for Simmons Dealer Association Advertising Program, Oct. 1973 |
| Box 19, Folder 34-35 | News Clippings: Crib Mattress Recall CPSC-1974, 1974 |
| Box 19, Folder 36 | Innovation '76 Sales Meeting address and Retail Focus Group questions, 1976 (6 audiocassette tapes in Box 169) |
| Box 19, Folder 37 | Telegraph re: Simmons President change, 1977 |
| Box 19, Folder 38 | Employees' Profit Sharing Plan, 31 December 1979 |
| Box 20, Folder 1 | Simmons Company Delaware Beautyrest Mattress and Box Spring Sales, circa 1980 |
| Box 21, Folder 12 | Name and standard use of trademarks, March 1980 |
| Box 20, Folder 2 | Simmons Company Financial Trends, 1980-1984 |
| Box 20, Folder 3 | Simmons Company International Division Documents Translated to Spanish, circa May 1982 |
| Box 21, Folder 13 | Strategic Planning, 1984 |
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| Box 20, Folder 7 | "Scrapbook" from the Elizabeth, NJ plant, 1987 |
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| Box 20, Folder 9 | Simmons National Headquarters Moving Announcement, 1992 |
| Box 20, Folder 10 | Corporate Training Seminar, Erie, PA, January 1992 |
| Box 21, Folder 14 | Press Kit: New Simmons Company Logo, January 1996 |

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| Box 20, Folder 11 | Memo re: Simmons Company Announcement, 5 May 1998 |
| Box 20, Folder 12 | Simmons Mailing Labels, undated |
| Box 20, Folder 13 | Photocopy of slide presentation notes, undated |
| Box 74, Folder 48 | Contents of binder: Sales meeting materials, undated |
| Box 21, Folder 15 | Simmons International: A World of Furnishings, undated |
| Box 20, Folder 14-23 | Business Materials, 1920s-1990s, undated |
| Box 21, Folder 16 | Australia: Correspondence, October 1983 |
| Box 21, Folder 17 | Brazil: Sales Managers Monthly Sales Reports, 1979, 1980, 1981 |
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| Box 20, Folder 24 | Toronto, Ontario, Canada: Postcard of Simmons Plant, undated |
| Box 20, Folder 25 | Ontario, Canada: Correspondence, October 1983 |
| Box 21, Folder 20 | England: Correspondence, circa 1983 |
| Box 21, Folder 21 | France: Correspondence: October 1983 |
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| Box 23, Folder 2 | United States Testing Co., Inc.: Report of Certification, 14 March 1939 |
| Box 23, Folder 3 | Beautyrest Market Discussion Points Prepared by Young & Rubicam, June 1956 |
| Box 23, Folder 4 | Report: Minimum Performance Standards for Mattresses and Box Springs - American Hotel Association and related correspondence, February 1958 |
| Box 23, Folder 5 | United States Testing Co., Inc.: To Compare Durability and Detail Construction, 22 April 1960 |

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| Box 23, Folder 6 | United States Testing Co., Inc.: Mattress Durability, 22 April 1960 |
| Box 23, Folder 7 | A Report on a Mattress Survey Conducted by <i>Mademoiselle</i> Magazine, September 1970 |
| Box 23, Folder 8 | 1979 National Tracking Study Presentation, June 1979 |
| Box 23, Folder 9 | Gulf & Western Plan, circa 1980 |
| Box 23, Folder 10 | Wickes 1986 Business Plan Presentation, December 1985 |
| Box 23, Folder 11 | Bedding Trade Study: Buyers, May 1987 |
| Box 155, Folder 8 | Sales Meeting Presentation Visual Aids, undated |
| Box 23, Folder 12 | Awareness, Attitude & Usage: Tracking Study: Wave 1, August 1989 |
| Box 23, Folder 13 | Mattress Advertising Analysis 5/1/90-5/31/90, 1990 |
| Box 23, Folder 14 | Simmons Brand Review, November 1990 |
| Box 23, Folder 15 | Category Commercials Report: Mattresses, January 1990 |
| Box 23, Folder 16 | <i>Consumer Reports</i> : Innerspring Mattresses, October 1958 |
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Subseries 1.6: Audit Reports, 1959-1967, 1917-1952, 1977

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| Box 24, Folder 4-8 | Appraisal Maintenance Summary: Berkey & Gay Furniture Co., 22 October 1930 |
| Box 24, Folder 9 | Final [Financial] Reports, 1977 |
| Box 25, Folder 1 | Simmons Company of Kenosha, WI: Report in Investigation for period January 1, 1907 to December 31, 1916, 23 May 1917 |

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| Box 40, Folder 2 | Bill of Sale: The Simmons Manufacturing Co. to Simmons Co. (31): Bill of Sale, 1916 |
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| Box 40, Folder 5 | Bill of Sale: The Simmons Manufacturing Co. to Simmons Co. (31): Will and Death Certificate - Chester Barnes, 1923 [1960 copies] |
| Box 40, Folder 6 | Agreement with Z.G. Simmons re: 1930 Stock Purchase Plan with Employees (29), 1929-1930 |
| Box 40, Folder 7 | License Agreement: Champion Spring Company, Cleveland, OH (80), 1929, 1939 |
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| Box 40, Folder 19 | Federal Trade Commission Stipulation re: Babybeauty (138), 1950-1951, 1948 |

Box 40, Folder 20 Sears Roebuck and Co. Agreement with Simmons Co. (148), 30 June 1953, 1977 amendment

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Box 40, Folder 22 (Owl) Trademark: Correspondence and related materials, 1920-1967

Box 40, Folder 23 Trademark License between Simmons Co. and The Simmons Co., 1918

Box 40, Folder 24 Trademark: Simmons Logo: 532319 and correspondence, 1970, 1950

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| Box 42, Folder 10-11 | Parkhill Manufacturing Co. Canadian patents and related materials, 1917 |
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| Box 42, Folder 13 | Parkhill Manufacturing Co. invoices for patent work, 1917 |
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| Box 88, Folder 11 | German Patents and related material, 225782 & 231431, 1919 |
| Box 42, Folder 15 | Patent, Great Britain: A Machine for Inserting Springs into Pockets, 257293, 22 August 1925 |
| Box 42, Folder 16 | Read Marshall Pocket Filling Machine: Patent materials, 1927 |
| Box 42, Folder 17 | Patent: Thread-Controlled Stopping Devices for Sewing Machines, 1738142 - John F. Gail, 3 December 1929 |
| Box 42, Folder 18 | Patent: Methods of and Machines for Assembling Springs, 1759050-J.F. Gail, 20 May 1930 |
| Box 42, Folder 19 | Patent, Great Britain: Improvements to Mattresses and Cushions, 308696, 11 June 1930 |
| Box 44, Folder 3 | Patent: Method of and Apparatus for Making Mattress Box Strips: John F. Gail: 2062359, 1 December 1936 |
| Box 44, Folder 4 | Patent: Mattress or Cushion and Method of Making the Same: Howard H. Seavert: 2244543, 3 June 1941 |

Box 44, Folder 5 Patent: Method and Apparatus for Making Spring Assemblies: Edward E. Woller: 2388106, 30 October 1945

Box 44, Folder 6 Patent: Apparatus for Forming and Assembling Inner Spring Constructions: Edward E. Woller: 2420511, 13 May 1947

Box 44, Folder 7 Patent: Method for Forming and Assembling Inner Spring Constructions: Edward E. Woller: 2420512, 13 May 1947

Box 43, Folder 1-6 Electronic Blanket: General Correspondence, 1944-1949

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Box 43, Folder 8 Electronic Blanket: Blanket Heating System: Cook: 615234, 1945-1949

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Box 43, Folder 10 Electronic Blanket: Method of Making Electronic Blankets: Cochran: 680272, 1946-1949

Box 43, Folder 11 Electronic Blanket: Sewing Machine Patent: Correspondence re: Canadian patent, 1946, 1947, 1949

Box 43, Folder 12 Electronic Blanket: Electronic Control System: Cook: 690443, 690444, 1947

Box 43, Folder 13 Electronic Blanket: Modified Electronic Blanket Circuits: Hammonds, 1947-1948

Box 43, Folder 14-16 Electronic Blanket: VonBergen: Correspondence and other materials, 1947-1949

Box 43, Folder 17 Electronic Blanket: Publication in Rider's Manual of Circuit Information, 1949

Box 43, Folder 18 Electronic Blanket: Neon Tube Protective Circuit: Cook: 78543, 1949

Box 43, Folder 19 Electronic Blanket: British patent Application: Method of Making Electronic Blanket: 29854/56 (Corresponds to U.S. 680272), 1949-1950

Box 44, Folder 8 Patent: Knotting Mechanism for Spiral-Spring Forming Machines: Silvio Barsanti: 2504792, 18 April 1950

Box 44, Folder 9 Patent: Wire Helix-Forming Core: Edward E. Woller: 2513611, 4 July 1950

Box 44, Folder 10 Patent: Spring Assembly: Edward E. Woller: 2615180, 28 October 1952
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Box 44, Folder 11 Patent: Mattress Construction: Roman F. Korney: 2629111, 24 February 1953

Box 44, Folder 12 Patent: Test Mattress: Thomas Smith Taylor: 2666327, 19 January 1954

Box 44, Folder 13 Renewed Patents and Trademarks, undated

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Box 129 Patent Register, circa 1900s-1960s

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Box 46, Folder 3 A Plan for Services and Organization, October 1970

Box 46, Folder 4 Proposal for Planning Studies by Booz, Allen, and Hamilton Management
Consultants, 28 April 1970

Box 46, Folder 5 A Proposal for an Evaluation Study and Long Range Plan for the [NABM] by
Executives Consultants, Inc., April 1970

Box 46, Folder 6 Memo on selection of management consultant firm, 22 June 1970

Box 46, Folder 7 Portfolio for Trustees, 17 November 1964

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Box 46, Folder 9 National Innerspring Advertising campaign, 1949 and 1952

Box 46, Folder 10 Bedding Encyclopedia, ca, 1966

Box 46, Folder 11 Home Furnishings Council, circa 1968-1972

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| Box 111, Folder 4 | Ads with correspondence, circa 1920s |
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[Image\(s\)](#)

[Hospital room with medical "tilting" bed : black and white photoprint],
Ca. 1960-1980

1 Item (14" x 11".)

Image(s): [Hospital room with medical "tilting" bed : black and white photoprint].

Simmons Company, Collector

Photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

02073105.tif (AC Scan)

Topic: Hospitals
Mattresses
beds

Genre/Form: Photographs -- 1960-1980 -- Black-and-white photoprints -- Silver gelatin

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| Box 87, Folder 7 | 1940s Image(s) In 60 seconds, Dorothy Lamour learns how to buy a better mattress [black and white advertisement], 1947 |

1 Item (Ink on paper.)

[Image\(s\): In 60 seconds, Dorothy Lamour learns how to buy a better mattress \[black and white advertisement\].](#)

Simmons Company, Advertiser

Advertisement with seven reproduction photographs for Beautyrest mattresses; photographer unidentified.

Local Numbers

00073101.tif (AC Scan)

| | |
|-----------------|--|
| Names: | Lamour, Dorothy, 1914- |
| Topic: | Actresses -- 1940-1950 Endorsements in advertising Mattresses -- 1940-1950 beds |
| Genre/ Form: | Advertisement -- 1940-1950 Photographs -- 1940-1950 -- Reproductions |

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| Box 133, Folder 3 | Scrapbook: National Advertising Magazines, 1950-1955 |
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| Box 87, Folder 10 | 1957 |
| Box 135, Folder 3 | Scrapbook: Advertisements [consumer and some trade], 1957 |
| Box 135, Folder 4 | Scrapbook: Advertisements, 1954 |
| Box 136, Folder 1 | Scrapbook: Magazine Advertising, 1957-1958 |
| Box 87, Folder 11 | 1958 |
| Box 136, Folder 2 | Scrapbook: Magazine Advertising, 1958 |
| Box 136, Folder 3 | Scrapbook: National Magazine Advertisements, 1958 |
| Box 156, Folder 8 | Mounted Ad, 1958 |
| Box 87, Folder 12-13 | 1959 |
| Box 136, Folder 4-5 | Scrapbook: Magazine Advertising, 1959-1960 |

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| Box 122, Folder 1 | Scrapbook: Advertising, 1959-1961 |
| Box 110, Folder 3 | 1950s |
| Box 110, Folder 4-5 | Newsprint, 1950s |
| Box 156, Folder 7 | Advertisements, 1950s |
| Box 66, Folder 11 | Stalin "Uncle Joe" ad copy and bill, circa 1950 |
| Box 156, Folder 6 | Joseph Stalin - Consumer Ad with Layout Sketches, circa 1950s |
| Box 87, Folder 15 | 1960 |
| Box 110, Folder 6 | 1960 |
| Box 66, Folder 16 | Advertising tear sheets with letter from Young & Rubicam, 17 November 1960 |
| Box 121, Folder 4 | Scrapbook: Simmons Advertising: Ad Slicks, 1960-1963 |
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| Box 110, Folder 8 | 1962 |
| Box 156, Folder 1 | Copy of Article and Ads, 1962 |
| Box 87, Folder 17 | 1963 |
| Box 110, Folder 9 | 1963 |
| Box 137, Folder 2 | Scrapbook: Magazine Advertising, 1963-1964 |
| Box 87, Folder 18 | 1964 |
| Box 110, Folder 10 | 1964 |
| Box 138, Folder 1 | Scrapbook: Magazine Advertising, 1964-1967 |
| Box 87, Folder 19 | 1965 |
| Box 110, Folder 11 | 1965 |
| Box 121, Folder 3 | Scrapbook: <i>Life</i> Advertising (Grant Simmons, Jr.), circa 1960s |
| Box 138, Folder 2 | Scrapbook: Magazine Advertising, 1965-1966 |
| Box 87, Folder 20 | 1966 |

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| Box 110, Folder 12 | 1966 |
| Box 87, Folder 21 | 1967 |
| Box 110, Folder 13 | 1967 |
| Box 122, Folder 2-4 | Scrapbook: Magazine Advertising, 1967-1968 |
| Box 87, Folder 22 | 1968 |
| Box 110, Folder 14 | 1968 |
| Box 87, Folder 23 | 1969 |
| Box 87, Folder 14 | ca. 1960s |
| Box 156, Folder 9 | Ads, 1960s |
| Box 87, Folder 25 | 1970 |
| Box 110, Folder 15 | 1970 |
| Box 87, Folder 26 | 1971 |
| Box 110, Folder 16 | 1971-1972 |
| Box 87, Folder 27 | 1972 |
| Box 110, Folder 17 | 1973 |
| Box 138, Folder 3 | Scrapbook: Hide-A-Bed, 1973 |
| Box 138, Folder 4 | Scrapbook: Tear Sheets, Beautyrest, & All Other, 1973 |
| Box 87, Folder 28 | 1973-1974, 1978 |
| Box 110, Folder 18 | 1974, 1977 |
| Box 27, Folder 29 | Mounted Ads, 1979, circa 1980s |
| Box 87, Folder 24 | ca. 1970s |
| Box 156, Folder 10 | Newspaper Ad, 1970s |
| Box 156, Folder 11 | Ad: Simmons Salutes Robinson's [Department Store, Los Angeles, CA], 1983 |
| Box 110, Folder 19 | 1980s |
| Box 125 | Scrapbook: Simmons TV, Radio, Print, (Vol. 1 of Ads, sales, promo material, resource book), ca.1980s |

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| Box 87, Folder 30 | 1980s-1990s |
| Box 87, Folder 2 | Ads, undated |
| Box 110, Folder 20 | Ads, undated |
| Box 156, Folder 12 | Ads, undated |
| Box 156, Folder 13 | French Ad, undated |

Subseries 2.D.2: Trade Advertisements, 1920s-1980s, undated

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| Box 76, Folder 2 | Literature for hospitals, circa 1920s |
| Box 76, Folder 3 | Literature for hotels/motels, circa 1920s |
| Box 76, Folder 4 | Style Show: Modern Bedrooms [possibly for interior decorators], 1934 |
| Box 69, Folder 17 | "Introducing The Andrew Malcolm Suite," furniture for hotel/motel rooms, undated |
| Box 69, Folder 18 | "Simmons Serves Up Hot Savings," sales promotion for hotel/motel industry, undated |
| Box 69, Folder 19 | "Good Medicine for a Good Night's Sleep," aimed at healthcare professionals, undated |
| Box 86, Folder 1 | Hotel Mattress Promotion, undated |
| Box 123, Folder 1 | Trade Ads, 1920s-1930s |
| Box 114, Folder 2 | Scrapbook: Trade Advertising, 1926 |
| Box 123, Folder 2 | Trade Ads, 1940s |
| Box 123, Folder 3 | Trade Ads, 1950s |
| Box 154, Folder 1 | Scrapbook: Trade Ads, circa 1950s: pp. 1-10 |
| Box 154, Folder 2 | pp. 11-20 |
| Box 154, Folder 3 | pp. 21-30 |
| Box 154, Folder 4 | pp. 31-40 |
| Box 154, Folder 5 | pp. 41-50 |
| Box 154, Folder 6 | pp. 51-60 |
| Box 154, Folder 7 | pp. 61-70 |

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| Box 154, Folder 8 | pp. 71-81 |
| Box 156, Folder 14 | Trade Ads, 1950s-1970s, undated |
| Box MpCD, Folder 4 | Trade Ads, 1950s, 1970s |
| Box 123, Folder 4 | Trade Ads, 1962-1963 |
| Box 123, Folder 5 | Trade Ads, 1964 |
| Box 123, Folder 6 | Trade Ads, 1965 |
| Box 123, Folder 7 | Trade Ads, 1966 |
| Box 123, Folder 8 | Trade Ads, 1967 |
| Box 123, Folder 9 | Trade Ads, 1968 |
| Box 123, Folder 10 | Trade Ads, 1969 |
| Box 123, Folder 11 | Trade Ads, 1978, 1970-1974 |
| Box 123, Folder 12 | Trade Ads, circa 1970s |
| Box 123, Folder 13 | Trade Ads, 1980s |
| Box 123, Folder 14 | Trade Ads, undated |
| Box 124, Folder 1 | Trade Ad, undated |
| Box 124, Folder 2 | Trade Ads, undated |
| Box 124, Folder 3 | Trade Ad, undated |

Subseries 2.5: Sales Kits, 1931 - 1931, 1933 - 1933, 1946 - 1946, 1950s-1998, undated

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| Box 140, Folder 1 | Christmas Sales, circa 1931 |
| Box 140, Folder 2 | Christmas Sales, 1933 |
| Box 140, Folder 3 | Selling Plans, 1946 |
| Box 89, Folder 1 | Electronic blanket sales kit materials and other information, circa 1946 |
| Box 140, Folder 4 | Miracle Sleep, 1951 |
| Box 140, Folder 5 | "Big Bedding Story," 1955 |
| Box 140, Folder 6 | Spring Promotion, 1956 |

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| Box 140, Folder 7 | Portfolio, Nov. 1957 |
| Box 89, Folder 2 | Leading Department Stores are promoting and <i>selling</i> Beautyrest, 1958 |
| Box 89, Folder 3 | Back Care Sales Kits, 1958 |
| Box 140, Folder 8 | "Perfect Pair," circa 1959 |
| Box 89, Folder 4 | Back Care Sales Kits, 1960 |
| Box 89, Folder 5-6 | Sales Kits, 1961 |
| Box 90, Folder 1 | Only A Penny..., 1962 |
| Box 140, Folder 9 | Spring, 1963 |
| Box 90, Folder 2 | Simmons Sales Stampede Sixty-Seven, 1967 |
| Box 90, Folder 3 | Sales Kits, 1967 |
| Box 91 | Beautyrest, Fall 1971 |
| Box 92 | Simmons 101st Anniversary, August 1971 |
| Box 93 | Spring, 1972 |
| Box 140, Folder 10 | Retail Workbook: Debut, 1972 |
| Box 94 | Simmons Golden Value Days, October 1972 |
| Box 90, Folder 4-5 | Sales Kits, 1974 |
| Box 141, Folder 1 | Starsell, 1974 |
| Box 141, Folder 2 | Starsell, 1974 |
| Box 70, Folder 1 | Needlepoint: A Traffic Builder for Your Dealer and You, 1974 |
| Box 70, Folder 2 | Simmons Great Sleepaways, 1974-1975 |
| Box 95, Folder 1-3 | Sales Kits, 1975 |
| Box 141, Folder 3 | Hide-A-Bed Sofas, 1975 |
| Box 141, Folder 4 | Beautyrest and Maxipedic, 1975 |
| Box 96, Folder 1-3 | Sales Kits, 1976 |
| Box 97, Folder 1 | Sales Kits, 1976 |
| Box 70, Folder 3 | Beautyrest Last Chance, 1976 |

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| Box 142 | Sales Kit: The Hide-A-Bed Sofa 1976 |
| Box 97, Folder 2-3 | Sales Kits, 1977 |
| Box 70, Folder 4 | "I Only Sleep With the Best," 1977 |
| Box 70, Folder 5 | Share in the Beautyrest: Loto Canada Bank Account, 1977 |
| Box 143, Folder 1 | Sales Kit: Simmons Blank Label "Pedic" Mattress Promotion, 1977 |
| Box 70, Folder 6 | The Sleeper Contest of the Year, 1978 |
| Box 143, Folder 2 | Sales Kit: Hide-A-Bed Sofa, 1978 |
| Box 143, Folder 3 | Sales Kit: The All New 1978 Beautyrest Family, 1978 |
| Box 99, Folder 1 | Introducing Econo-pedic, circa 1970s |
| Box 143, Folder 4 | Sales Kit: Simmons Golden Value Spectacular, 1981 |
| Box 70, Folder 7 | Introducing Beautyrest Gemini, [1982] |
| Box 70, Folder 8 | Simmons Anniversary Sale, 1982 |
| Box 70, Folder 9 | Simmons Sale: \$50 Million Factory Authorized Clearance, 1982 |
| Box 70, Folder 10-11 | Anniversary Sale: 113th Anniversary, 1983 |
| Box 73, Folder 1 | Simmons "Flotation System" Waterbed, 1983 |
| Box 98, Folder 1-2 | Sales Kits, 1983 |
| Box 70, Folder 12 | The Classics, 1984 |
| Box 70, Folder 13 | Diamond Jubilee Sale, April 1984 |
| Box 71, Folder 1 | Diamond Jubilee Sale - Office Copy, April 1984 |
| Box 71, Folder 2 | First Ever National Sale, 1984-1985 |
| Box 71, Folder 3-4 | Simmons National Home Furnishings Sale! Up to ½ Off, April 1985 Image(s) |
| Box 71, Folder 5 | Retail Salesperson Awareness Program, 1985 |
| Box 71, Folder 6-7 | Simmons Second National Sale, 1985 |
| Box 71, Folder 8-9 | Beautyrest Classic, 1986 |
| Box 72, Folder 1 | 116th Anniversary Sale, 1986 |

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| Box 72, Folder 2 | Hotel Simmons, 1986 |
| Box 98, Folder 3 | Sales Kits, 1986 |
| Box 143, Folder 5 | Sales Kit: Simmons Harvest of Values, 1986 |
| Box 98, Folder 4 | Sales Kits, 1987 |
| Box 143, Folder 6 | Sales Kit: The Simmons Sales Makers (Program Newspaper Circulars), 1987 |
| Box 72, Folder 3 | Sales Kits, circa 1980s |
| Box 99, Folder 2 | Simmons Introduces Two New Members to our Beautyrest Family, circa 1980s |
| Box 73, Folder 2 | The Business of Comfort: Andrew Malcolm hotel/motel furniture, circa 1980s |
| Box 72, Folder 4 | Merchandising and Advertising Planner, January 1990 |
| Box 72, Folder 5-6 | Merchandising and Advertising Planner, March 1990 |
| Box 72, Folder 7-8 | Merchandising and Advertising Planner, June 1990 |
| Box 72, Folder 9 | Merchandising and Advertising Planner, August 1990 |
| Box 100, Folder 1 | Merchandising and Advertising Planner, December 1990 |
| Box 100, Folder 2 | Merchandising and Advertising Planner, March, April 1991 |
| Box 100, Folder 3 | Merchandising and Advertising Planner, May, June, August, September 1991 |
| Box 99, Folder 3 | National Mattress Sale, 1991 |
| Box 72, Folder 10 | The Beautyrest Connoisseur Collection, circa 1996 |
| Box 72, Folder 11 | Beautyrest Adjustable Bed, circa 1998 |
| Box 72, Folder 12 | Beautyrest by Simmons [Selling Ideas], undated |
| Box 72, Folder 13 | The Business of Comfort, undated |
| Box 72, Folder 14 | Caresse Classique, undated |
| Box 72, Folder 15 | Golden Value by Simmons, undated[folder only] |
| Box 73, Folder 3 | Golden Certificate promotion materials, undated |
| Box 72, Folder 16 | The Hard Line, undated |
| Box 73, Folder 4 | Hide-A-Bed Sofa and Chairs, undated |
| Box 72, Folder 17 | Maxipedic only by Simmons, undated |

Box 73, Folder 5 Selig: Fashion by Design, undated

Box 73, Folder 6 Simcopedic materials, undated

Box 72, Folder 18 Simmons Sleep Magic Special Selling Event, undated

Box 73, Folder 7-8 A Year's Worth of Promotion in a Nutshell, undated

Box 72, Folder 20 *Beautyrest de Simmons*, undated

Box 72, Folder 21 *Conforest de Simmons*, undated

Box 73, Folder 9 *Fonctionnel au- delà de sa forme Hide- A- Bed*, undated

Box 73, Folder 10 *Le Dossier Innkeeper de Simmons*, undated

Box 73, Folder 11 Sales Kit Pages, 1977 [includes customizable ads, order forms, and information pages]

Box 72, Folder 19 Sales Kit Pages, undated [includes customizable ads, order forms, and information pages]

Box 73, Folder 12-13 Sales Kit Pages, undated [includes customizable ads, order forms, and information pages]

Subseries 2.6: Point of Purchase Aids, 1960s-1990s, undated

Box 65, Folder 17 Binder pages from *El Descanso Integral*, undated

Box 84 Binder [empty]: Simmons: *El Descanso Integral*, undated

Box 103, Folder 1 Bed design cards, 1921

Box 67, Folder 39 Counter cards, circa 1920s

Box 144, Folder 1 Point of Purchase Display Book, 1961

Box 144, Folder 2 Point of Purchase Display Book, 1968

Box 144, Folder 3 Point of Purchase Display Book, circa 1960s

Box 103, Folder 2 Why Beautyrest is the best Mattress for you! [model is Cheryl Tiegs], circa 1960s

Box 108, Folder 2 Decorators Notebook of Hide-A-Bed Rooms, circa 1960s

Box 103, Folder 3 Fabric samples for the Devlin 75" Hide-A-Bed, 1976

Box 85, Folder 2 Hide-A-Bed Sofas: Only by Simmons, circa 1970s

Box 144, Folder 4 Japanese Display Book, ca.1970s

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| Box 144, Folder 5 | Hanging Display, ca.1970s |
| Box 155, Folder 10 | Point of Purchase Display Mount, circa 1970s |
| Box 145, Folder 11 | Counter cards, 1970s-1980s |
| Box 79, Folder 2 | Olympic Counter Cards, 1980 |
| Box 103, Folder 4 | French Point of Purchase catalog: <i>Le nouveau sommeil</i> , 983 |
| Box 145, Folder 12 | Sealy Posturepedic, 1985 |
| Box 145, Folder 1 | Contour-Flex Mattress, circa 1980s |
| Box 145, Folder 2 | Functions, circa 1980s |
| Box 145, Folder 3 | Classic Touch, circa 1980s |
| Box 145, Folder 4 | Group Seating, circa 1980s |
| Box 158, Folder 2 | Beautyrest: What's in it for you?, circa 1980s |
| Box 145, Folder 5 | Point of Purchase Display pages: Beautyrest: What's in it for you?, circa 1980s |
| Box 145, Folder 7 | Floatation System Beds, circa 1980s |
| Box 145, Folder 9 | Hide-A-Bed and Stationary Sofas, circa 1980s |
| Box 145, Folder 10 | Maxipedic, circa 1980s |
| Box 67, Folder 40 | Point of purchase: Contract Portfolio: Hide-A-Bed sofas, circa 1980s |
| Box 67, Folder 41 | Point of purchase display page, undated |
| Box 67, Folder 42 | Mattress pictures for point of purchase, undated |
| Box 158, Folder 1 | Flotation Bedding: Sears-O-Pedic, undated |
| Box 145, Folder 6 | Point of purchase display pages: Sear-O-Pedic, undated |
| Box 145, Folder 8 | Beautyrest Feelings Flotation System, undated |
| Subseries 2.7: Sales Force Materials, 1931 - 1931, 1937 - 1939, 1940s-1980s, 1923 - 1927, undated | |
| Box 73, Folder 14 | Your Market Objectives This January, January 1949 |
| Box 73, Folder 15 | Outlook...Merchandise...Plans, January and June 1950 |
| Box 73, Folder 16 | Outlook...Policies...Plans, January 1951 |

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| Box 73, Folder 17 | Market Information, June 1952 |
| Box 73, Folder 18 | Market Information, January and June 1953 |
| Box 73, Folder 19 | Market Information, January and June 1954 |
| Box 73, Folder 20 | Sell More Hide-A-Bed, January 1955 |
| Box 74, Folder 1 | Salesmen Announcements, 1931, 1923-1927, undated |
| Box 74, Folder 2 | Consider a Career with Simmons Company, circa 1960s |
| Box 74, Folder 3 | Simmons Training Manual-Waterbed, 1992 |
| Box 74, Folder 4 | Levitz Comfort Plus Selling Leader's Guide, 1994 |
| Box 74, Folder 5 | "The Relationship of the Service Station to the Trade,": 1923 |
| Box 74, Folder 6 | "Don't See 'Em the Hard Way" by Don Herold, October 1939 |
| Box 74, Folder 7 | "The Inside Story" from Research Sales Institute (RSI) of Simmons, circa 1950s |
| Box 74, Folder 8 | RSI booklets, undated |
| Box 74, Folder 9 | Correspondence to salesman, 1955, 1937 |
| Box 74, Folder 10 | Bulletin to Salesmen, 18 March 1938 |
| Box 76, Folder 5 | Mailing: The Stage is Set for record February sales, [1932] |
| Box 74, Folder 11 | Mailing: "Hot Stuff," April 1940 |
| Box 74, Folder 12 | Postcards to Sales Staff, April 1940, 1950 |
| Box 74, Folder 13 | Mailings, September and October 1940 |
| Box 108, Folder 1 | Fall Selling Plans, 1940 |
| Box 139, Folder 2 | Sales Promotion Aid: Beautyrest Trading Up, 1940 |
| Box 74, Folder 14 | Mailing "Master Sleep Expert," February 1941 |
| Box 76, Folder 6 | Battle Royal [Selling Beautyrest after the War], April 1945 |
| Box 76, Folder 7 | How we jacked up millions of sleepers..., October 1947 |
| Box 74, Folder 15 | Mailing: Babybeauty, September 1948 |
| Box 74, Folder 16 | Mailing, October 1949 |

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| Box 74, Folder 17 | Advertising Schedule for November and December, 1948 |
| Box 74, Folder 18 | For store salesmen: tag redesign, November 1949 |
| Box 74, Folder 19 | Correspondence to Salesmen re: February 27th issue of <i>Life</i> magazine, February 1950 |
| Box 76, Folder 8 | National Beautyrest Month, April 1951 |
| Box 74, Folder 20 | "Sizzles" statements fro salesmen: Letter of explanation and postcard, 28 January 1953 |
| Box 146 | Sales Manual, 1956 |
| Box 74, Folder 21 | The Physiology of Sleep: Announcing the results of an 11 year study, 1957 |
| Box 76, Folder 9 | Live TV Spots, circa 1961 |
| Box 139, Folder 3 | Sales Promotion Aid: RW Allen, 1961 |
| Box 73, Folder 21 | <i>National Furniture Review</i> : "Tips on Selling Bigger Better Bedding," July 1962 |
| Box 155, Folder 4 | Land of Enchantment contest pullboard, circa 1964-1965 |
| Box 74, Folder 22 | Invitation to preview "Olympic" collection, October 1995 |
| Box 74, Folder 23 | Better Sleep Through Science materials, 1998 |
| Box 74, Folder 24 | "Miscellaneous Sleep Trivia," 1998 |
| Box 74, Folder 25 | "Fifty-Fifty Letter" to salesmen, undated |
| Box 74, Folder 26 | Mailed Advertisements: Physician tested mattresses, undated |
| Box 74, Folder 27 | Selling secrets, undated |
| Box 74, Folder 28 | Advertising and Merchandising Bulletin, 1948-1953 |
| Box 74, Folder 29 | Advertising and Merchandising Bulletin, January 1968 |
| Box 74, Folder 30 | Advertising and Merchandising Bulletin, 26 November 1975 |
| Box 74, Folder 31 | What size mattress should Mr. And Mrs. Joe Average buy?, circa 1960 |
| Box 74, Folder 32 | How to identify Hide-A-Bed sofas by the numbers, undated |
| Box 74, Folder 33 | Trans-Shock foundations, undated |
| Box 74, Folder 34 | Miscellaneous sales materials, circa 1940, undated |
| Box 74, Folder 35 | Salesmen contest information, Fall 1930 |

Box 76, Folder 10 Contest for salesmen: How to win \$500 by minding your own business, 1939

Box 76, Folder 11 Punch boards for salesmen, circa 1980s

Box MpCD, Folder 2 Proof for salesmen's punch board, circa 1980s

Box 74, Folder 36 Christmas promotion for store salesmen, 1951

Box 74, Folder 37 Official Beautyrest Bandwagon entry blank, 1956

Box 74, Folder 38 "Beautyrest Incentive" programs for salesmen, 1973, 1974

Box 88, Folder 1 Blank Certificate: Marketing Man of the Year, circa 1970s

Box 74, Folder 39 Blank Certificate: Simmons million dollar club, undated

Box 74, Folder 40 Gold Watch Club annual dinner programs: 75th year, 1946

Box 74, Folder 41 Gold Watch Club, Southeastern Division: Annual dinner program, 1964

Box 74, Folder 42 Gold Watch Club, Southern Division: Annual dinner program: 100th year, 1970

Box 74, Folder 43 Gold Watch Club, Southern Division: Annual dinner program, 1971

Box 74, Folder 44 All-American trip materials, 1937, 1940, 1941

Box 76, Folder 12 All-American trip materials, 1938, 1939, 1952

Box 74, Folder 45 All-American trip materials, 1950s

Box 74, Folder 46 All-American trip materials, 1960s

Box 74, Folder 47 All-American trip materials, 1970s

Box MpCD, Folder 5 All-American Trip commemorative posters, 1952, 1937-1941, 1950

Box 75, Folder 1-3 Beautyrest Fact Book, 1961-63

Box 85, Folder 3 Beautyrest Fact Book, 1976

Box 75, Folder 4 Beautyrest Fact Book, 1983

Box 76, Folder 13 Miscellaneous salesmen's materials, undated

Subseries 2.8: Dealer Materials, 1990, 1998, 1920s-1980s, undated

Box 77, Folder 1 Mattress price tags, undated

Box 77, Folder 2 Advertisement pictures, undated

Box 77, Folder 3 Hide-A-Bed store notice, undated

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| Box 77, Folder 4 | Window decals, [October 1936] |
| Box 111, Folder 1 | Dealer booklets scrapbook, 1922 |
| Box 147, Folder 1 | "Make Your Window Say Something," ca. 1922 |
| Box 77, Folder 5 | New Facility Announcements, 1924, undated |
| Box 76, Folder 14 | Sales Plan: Will December Be a Big Month for you on Mattresses?, 1927 |
| Box 101, Folder 1 | "Simmons Section," 1927 |
| Box MpCD, Folder 14 | Posters directed at dealers/merchandisers, 1927, 1955 |
| Box 147, Folder 2 | Promotions, 1927-1928 |
| Box 139, Folder 1 | Sleep Equipment Dept., circa 1928-1931 |
| Box 86, Folder 2 | Advertising Program, 1929 |
| Box 101, Folder 2 | "Restful Bedrooms" booklet promotion, circa 1920s |
| Box 147, Folder 3 | Promotion Ideas: Customized Ads, 1920s, undated |
| Box 101, Folder 3 | Deepsleep mattress promotion, circa 1920s |
| Box MpCD, Folder 8 | Dealer Aids, 1920s and 1930s |
| Box MpCD, Folder 16 | Store banners for Christmas [silk screened], 1920s and 1930s |
| Box MpCD, Folder 7 | Dealer Ads, circa 1920s-ca. 1950s |
| Box 86, Folder 3 | "It cost \$75.60 to run this ad," Fall 1930 |
| Box 76, Folder 15 | Advertisements for Simmons Radio Hour, circa 1930s |
| Box 76, Folder 16 | A Unique Publicity Plan, circa 1930s |
| Box 76, Folder 17 | Promotional material featuring "society leaders," circa 1930s |
| Box 76, Folder 18 | Dealer advertisement for promotion of radio hour, circa 1930s |
| Box 155, Folder 5 | Dealer Promotions, 1930s, undated |
| Box 155, Folder 6 | Simmons Nationwide Ad Campaign Booklet, circa late 1930s |
| Box 77, Folder 6 | Direct Mail advertising: The New Deluxe Beautyrest, [ca. 1930s] |
| Box 77, Folder 7 | Invitation and appreciation note to dealers, 1931, undated |
| Box 77, Folder 8 | Newspaper cut service, January 1931 |

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| Box 76, Folder 19 | Important Display Material: A Radio News Flash from Simmons, [1931] |
| Box 76, Folder 20 | Simmons goes on the Air: Promotional Materials, 1931 |
| Box 76, Folder 21 | Simmons Presents a New Edition of Profits: Featuring New Stars in the World's Most Famous Sleep Equipment Line, [1931] |
| Box 86, Folder 4 | Simmons Gliders and Lawn Swings, 1932 |
| Box 77, Folder 9 | Sales Card Service Booklet, 1932 |
| Box 76, Folder 22 | New Springs promotion, [1932] |
| Box 147, Folder 4 | Beautyrest Promotion, 1933 [FRAGILE] |
| Box 147, Folder 5 | Merchandising Plan, 1933 |
| Box 147, Folder 6 | Let's make this a real recovery Christmas, 1934 |
| Box 101, Folder 4 | Style Show of Modern Bedrooms, Hotel Schroeder Ballroom, March 12-13-14: program and ticket, 1934 |
| Box 77, Folder 10 | A Unique Publicity Plan, 1935 |
| Box 77, Folder 11 | Simmons Service Station catalog, 1935 |
| Box 101, Folder 5 | Share-the-Health: A New Plan to Sell Beautyrests, Fall 1935 |
| Box 147, Folder 7 | Millionaire Sleep, circa 1935 |
| Box 147, Folder 8 | Wage Earner Promotion, circa 1935 [Eleanor Roosevelt featured] |
| Box 76, Folder 23 | Simmons Sleep News: Huge Simmons Campaign Sends People with Sleep Problems into Your Store, 1936 |
| Box 147, Folder 9 | Thank You to Dealers, 1936 |
| Box MpCD, Folder 15 | Ads for store windows, 1936, circa 1930s, 1958 |
| Box 86, Folder 13 | Simmons Coronation Specials [Great Britain's King George VI], 1937 |
| Box 101, Folder 6 | Beautyrest ad portfolios with newspaper layouts, 1937, undated |
| Box 77, Folder 12-13 | Beautyrest Promotion for Mercantile Stores, Fall 1937 |
| Box 147, Folder 10 | Double Header Campaign, 1937 |
| Box 147, Folder 11 | "Simmons Sleep News," 1937 |
| Box 147, Folder 12 | Maybe You're Missing Something, March 1938 |

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| Box 101, Folder 7 | Simmons Radio Program Series promotion kit, April 1939 |
| Box 77, Folder 14 | Portfolio for direct letter campaign, October 1939 |
| Box 77, Folder 15 | Correspondence to dealers, October 1939 |
| Box 76, Folder 24 | Simmons Color Circular, 1939 |
| Box 76, Folder 25 | Believe it or not-Simmons is making people restless today..., 1948 |
| Box 101, Folder 8 | Promotional material, circa 1930s |
| Box 147, Folder 13 | Dealer Promotion, circa 1930s |
| Box 77, Folder 16 | Direct Mail Advertising for Simmons Dealers, March 1940 |
| Box 86, Folder 5 | "Should Industry Scrap its Old Men?" campaign, 1940 |
| Box 77, Folder 17 | Advertising Postcards, Fall 1944 |
| Box 77, Folder 18 | Dealers Want "Ideas"!, circa 1946 |
| Box 77, Folder 19 | Mailing to Dealers, September 1948, September 1950, undated |
| Box 77, Folder 20 | Correspondence to dealers re: new promotion, March 1949 |
| Box 86, Folder 6 | <i>Life</i> Magazine Promotion, 1949 |
| Box 101, Folder 9 | Promotional material, circa 1940s |
| Box 77, Folder 21 | "The Horse's Mouth" [Simmons newsletter to dealers], March 1951, 1964 [?] |
| Box 86, Folder 7 | The Greatest Bedding News in 26 Years, Fall 1951 |
| Box 77, Folder 22 | Letter to dealers re: Kate Smith television show-includes 78rpm phonograph recording from Kate Smith, 28 August 1951 |
| Box 153, Folder 3 | Dealer Aid: Simmons has a plan in 1954 for alert merchandisers, 1954 |
| Box 101, Folder 10 | National Beautyrest Month promotional material order form, 1954 |
| Box 101, Folder 11 | <i>LOOK</i> magazine merchandising planner, November 2, 1954 |
| Box 86, Folder 8 | <i>Life</i> Magazine Promotion, Spring 1956 |
| Box 77, Folder 23 | Peanuts, Bananas, and Beautyrest: 1958 Spring Campaign, circa 1957 |
| Box 147, Folder 14 | Is There a Difference in Sleep?, 1957 |
| Box 147, Folder 15 | Is There A Difference in Sleep?, 1957 |
| Box 86, Folder 9 | A Few Extra Inches, Many Extra Dollars, 1958 |

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| Box 147, Folder 15 | Ad Idea Kit, 1958 |
| Box 77, Folder 24 | Mailing to Dealers, 1958 |
| Box 77, Folder 25 | Mailed advertisement: Life is full of pairs, 1959 |
| Box 101, Folder 12 | Promotional material, circa 1950s |
| Box 148, Folder 1 | Exclusive idea to help you sell more Hide-A-Beds by Simmons at regular price, circa 1950s |
| Box MpCD, Folder 9 | Store Display, circa 1950s or 1960s |
| Box 148, Folder 2 | Hide-A-Bed, 1968, 1960 |
| Box 77, Folder 26 | Rest Best...Buy Innersprings, 1960 |
| Box 77, Folder 27 | Beautyrest Goal for 1962, circa 1961 |
| Box 77, Folder 28 | "Temptation" series advertising, circa 1961 |
| Box 77, Folder 29 | Fashionista promotion for Hide-A-Bed, circa 1961 |
| Box 77, Folder 30 | Beautyrest billboard advertising cooperation for dealers, 1962 |
| Box 148, Folder 3 | Display Idea Kit: Simmons New "Nylon Puff" mattress promotion, 1963 |
| Box 148, Folder 4 | <i>Life Magazine</i> Advertisements, 1965, 1964 |
| Box 148, Folder 5 | Johnny Carson Special, 1968 |
| Box 148, Folder 6 | Special Promotions, 1960s |
| Box 86, Folder 10 | Once In A Blue Moon Sale!, circa 1960s |
| Box 101, Folder 13 | Promotional material, circa 1960s |
| Box 101, Folder 14 | Miscellaneous pages from promotional material, circa 1960s |
| Box 102, Folder 1 | Beautyrest Celebration Contest Kit, 1970 |
| Box 148, Folder 7 | Beautyrest advertising will be difference from any mattress advertising previously seen, 1972 |
| Box 86, Folder 11 | Home Furnishings Daily supplement, circa 1973 |
| Box 148, Folder 8 | Elevations: A New Concept on modular Furniture by Designer John Mascheroni, 1978 |
| Box MpCD, Folder 10 | Mounted Poster: Simmons-Hecht's 50 years of quality service, 1979 |

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| Box 85, Folder 1 + binder | Visual Merchandising Planning Kit: High Fashion Techniques for Visual Merchandising of Bedding, circa 1970s |
| Box 77, Folder 31 | Correspondence with Dealerships, 1985, 1983 |
| Box 77, Folder 32 | Participation Guidelines for Sponsoring Manufacturers and Sales Representatives: All-American Sleep Sale, 1986 |
| Box 148, Folder 9 | "Together We're Strong," circa 1980s |
| Box 155, Folder 11 | Sign for Store Display from Brazil, circa 1980s |
| Box 76, Folder 25 | Correspondence re: Simmons Bed Check Day, 13 August 1990 |
| Box 77, Folder 33 | Facility Improvement Program Kit, October 1998 |
| Box 77 | [Accompanying software, Floor Plan 3D Deluxe, no longer kept with collection] |
| Box 77, Folder 34 | Color for Bedding Department Modernization, undated |
| Box 77, Folder 35 | Promotional Materials: Babybeauty, undated |
| Box 77, Folder 36 | Postcard: Why Shoppers Buy Beautyrest, undated |
| Box 77, Folder 37 | Promotional postcards: Beautyrest Week featuring Betty Beautyrest, undated |
| Box 77, Folder 38 | Billboard Promotions, undated |
| Box 77, Folder 39 | Order forms for "Beautyrest Cover Promotion" Advertising material, undated |
| Box 77, Folder 40 | Order forms for display items, 1938, undated |
| Box 76, Folder 26 | An Exciting New Direct Mail Program, undated |
| Box 148, Folder 10 | Newspaper Advertising Service Book, undated |
| Box 86, Folder 12 | The Simmons Dealer Advertising Program: The Way to Make More Money, undated |
| Box 102, Folder 2 | Promotional material, undated |
| Box 102, Folder 3 | Simmons Trial Certificate Sales Plan, undated |
| Box 102, Folder 4 | Hide-A-Bed sales promotion, undated |
| Box 102, Folder 5 | Pages from promotional materials, undated |
| Box 148, Folder 12 | Miscellaneous page from dealer materials, undated (?) |
| Box 148, Folder 11 | Spring Promotions, undated |
| Box MpCD, Folder 13 | Ads for store windows, undated |

Subseries 2.9: Marketing Studies and Research, 1933, 1986-1989, 1939-1949

- Box 82 Simmons Mattress Buyers: Their Homes and Occupations: Danbury, CT, circa 1933
- Box 82 Simmons Mattress Buyers: Their Homes and Occupations: Danbury, CT, circa 1933
- Box 82 [Note: These binders are different from one another]
- Box 119, Folder 2 Scrapbook: Magazine Interview Promotion, 1939-1949
- Box 83 Bedding Trade Study: Salespeople, May 1987
- Box 83 1988 Mattress Market Tracking Study, December 1988
- Box 83 Simmons Advertising Recap 1986-1989, November 1989

Subseries 2.10: World's Fair Materials, circa 1964-1965

- Box MpCD, Folder 11 Blueprints for World's Fair structure
- Box 65, Folder 29 World's Fair brochure and photo of Simmons structure
- Box 107, Folder 2 Photo Album: New York World's Fair, Simmons Land of Enchantment, Ezra Stoller Associates, 1964
- Box 13, Folder 9 Negative: Artwork: Simmons Land of Enchantment structure for 1964 World's Fair
- Box 48, Folder 10 Sleep and Sleep Research at the 1965 World's Fair, 1965
- Box 130, Folder 1 Drawing of bus for 1964 World's Fair coupon
- Box 130, Folder 2 Drawing of Unisphere for 1964 World's Fair coupon
- Box 130, Folder 3 Drawing of American Interiors Pavilion for 1964 World's Fair coupon
- Box 130, Folder 4 Drawing of tea set for 1964 World's Fair coupon
- Box 130, Folder 5 Drawing of people dining for 1964 World's Fair coupon
- Box 130, Folder 6 Drawing of family in "Storybook Land" for 1964 World's Fair brochure
- Box 130, Folder 7 Drawing of family with Unisphere for 1964 World's Fair brochure
- Box 130, Folder 8 Drawing of Woman in an automatic bed for 1964 World's Fair brochure
- Box 152, Folder 2 Artwork: Simmons Day at the Fair 1964

- Box 131, Folder 1 Paste-up artwork: "Simmons Day at the Fair:" 1964 World's Fair coupons (see also box 130 for related materials)
- Box 131, Folder 2 Illustrations of elf, Unisphere, and Simmons logo for 1964 World's Fair brochure
- Box 131, Folder 3 Photocopy of drawing of elf and toadstools setting at Simmons pavilion at 1964 World's Fair
- Box 131, Folder 4 Paste-up artwork for brochure: "See Simmons at the New York World's Fair"
- Box 131, Folder 5 Paste-up artwork of envelope: "Welcome to Simmons Day at the New York World's Fair"
- Large painting of Simmons structure
- [Item stored offsite, please see reference archivist]
- Box 155, Folder 4 Land of Enchantment contest pullboard, circa 1964-1965

Subseries 2.11: Olympic Materials, 1978-1980

- Box 80 J.F. Walker's Working File binder, circa 1979-1980
- Box 78, Folder 1 Items from J.F. Walker's Working File binder, circa 1979-1980
- Box 78, Folder 2 Simmons and the National Jogging Association (NJA): Fitness Run to Benefit the U.S. Olympic Team: Binder Cover, 1979
- Box 78, Folder 3 NJA binder: Front matter, 1979
- Box 78, Folder 4 NJA binder: Letter and Introduction, 1979
- Box 78, Folder 5 NJA binder: Publicity/Print and Publicity/Radio & TV, 1979
- Box 78, Folder 6 NJA binder: Race Organization and Promotional Aids, 1979
- Box 78, Folder 7 Climactic Guide to the Winter Olympic Games, 1979
- Box 78, Folder 8 1980 Olympic Telephone Manual, circa 1978
- Box 78, Folder 9 Winter Olympic Games Official Schedule, circa 1979
- Box 78, Folder 10 National Fine Arts Committee brochure, circa 1979
- Box 78, Folder 11 Winter Olympic Games Press Releases, 1980
- Box 78, Folder 12 1980 Olympic Winter Games Sponsor packet, 1979-1980
- Box 78, Folder 13 Olympic Materials [were removed from Simmons files for 1996 book publication], 1979

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| Box 79, Folder 1 | Olympic Sales Seminar, 1979 |
| Box 79, Folder 2 | Counter Cards, 1980 |
| Box 79, Folder 3 | NBC 1980 Olympic Games Specialty Merchandise, ca.1979 |
| Box 80 | XIII Olympic Winter Games Lake Placid 1980: Symbol Design Guide, circa 1979 |
| Box 81, Folder 1 | XIII Olympic Winter Games Sponsor's Manual: Front matter, circa 1979-1980 |
| Box 81 | XIII Olympic Winter Games Sponsor's Manual, circa 1979-1980 |

Subseries 2.12: Audio/Visual Materials, 1940s-1990s

Subseries 2.L.1: Videos, 1940s-1970s, 1983-1990s, undated

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| Box 159 | Training Videos: Durham Consensus Meeting: A Medical Discussion Focused on the Sleep Surface |
| Box 159 | Training Videos: Better Sleep Through Science, Dr. James Maas Sleep Specialist, Montreal - World Wilde Sales Meeting '98 |
| Box 159 | Training Videos: Better Sleep Through Science with Ron Wolinski |
| Box 159 | Training Videos: Beautyrest & Powerflex Setting the Standard, Retail Floor Version SM93BR05RFL |
| Box 159 | Training Videos: Beautyrest & Powerflex Setting the Standard SM93BR054TR |
| Box 159 | Training Videos: Beautyrest & Powerflex Setting the Standard January 14, 1993 |
| Box 159 | Training Videos: PTS Module #4 Closing Tips & Techniques (Any Product) PTS VD04 |
| Box 159 | Training Videos: PTS 3 (Demonstration That Sell) February 3, 1995 Filmshows |
| Box 159 | PTS Module #2 (Comfort Plus Selling) |
| Box 159 | PTS Module #1 Discovering Reasons to Sell (Any Product) |
| Box 159 | PTS BackCare Special Edition PTS VDBC |
| Box 160 | Training Videos: Beautyrest Adjustable Bed Product Presentation |
| Box 160 | Training Videos: How to Sell Beautyrest Adjustable Beds: Training Guide for the Retail Salesperson |

Box 160 Training Videos: Jack Schultz - Sales Training, Woodsided Line-Up 1992

Box 160 Training Videos: Beautyrest Training Video SM90BR748VT

Box 160 Training Videos: Simmons Beautyrest Sales Training

Box 160 Training Videos: "Simmons Speaks On Specs" featuring Paul Brannock SM93SS276TR

Box 160 Training Videos: Simmons Company: Need Satisfaction Selling Revised Maltese Production January 31, 1992

Box 160 Training Videos: "Live and Uncut" Taking Your Business to the Next Level

Box 160 Training Videos: Simmons Air Sleep System MVSU-12-10/97, "How To"

Box 160 Training Videos: Beautyrest 2000 Product Intro Video Long Version

Box 161 MS/NBC Champions of Industry June, 1998

Box 161 QVC Appearance September 25, 1997

Box 161 Rev. Consumer Reports Classic Offer Classic All:30's

Box 161 Simmons Website Demo May 29, 1997

Box 161 "Production of Quality Pocketed Coil Construction" September 6, 1988

Box 161 Top Off Procedure (Foundations) December 12, 1997

Box 161 Simmons Mattress Manufacturing

Box 161 "Fredericksburg Plant Tours - 1995" Project Unite

Box 162 "Built to be the Best" October 11, 1995

Box 162 Wine Demonstration, Bedding Down

Box 162 Simmons/Olympics October 3, 1995

Box 162 The World of Simmons Chapters 1 & 2 July 24, 1997

Box 162 "Highlight Film"

Box 162 Beautyrest

Box 163 Commercial *Simmons en Español*

Box 163 Simmons: *Resortes Numerados, Caricatura, Senta Berger, Dormilon, Camion, IO5 Aniversario. VC, Super Simons, Juego De Cartas, IO6 Aniversario, Alicia En El Pais De Las Maravillas, Gatita, Sealy, Selther*

Box 163 Zones for your Bones Video SM71BC405VT1

Box 163 Energize Video Ad Kit SM40EN442VAD

Box 163 "Simmons Beautyrest vs. The Rest"

Box 163 Pollak Levitt Chaiet, INC November 17, 1993

Box 164 1) Beautyrest Cat & Bird, 2) Simmons Israel "Dancing Bears", 3) Beautyrest "Do Not Disturb"

Box 164 Simmons Beautyrest: Mr. Ted Jackson, WO# 101945 March 29, 1994

Box 164 Beautyrest The Do Not Disturb Mattress 1995 Campaign Presentation, SM50BR070VD

Box 164 Pollak Levitt Chaiet: Simmons Mattress...

Box 164 Sealy Manufacturing TV Commercials 1983-1990, 1. Carribean, 2. Gotta Get a Sealy, 3. Constitution (Great American Sale), 4. National Anniversary Sale, 5. National Bonus Sale, 6. Coupon Sale, 7. Close-Ups, 8. Dominos, 9. Better Sleep Month

Box 164 Simmons 1991 CO-OP TV Full Dealer Demo, SM91TV109TV

Box 164 Energize - Dealer Version Demo, SM92EN051TD

Box 164 Beautyrest "Energize" Dealer Version SM92EN051TA

Box 165 Commercial Compilations: Beautyrest 1960s, Ref. DVD in box 172

Box 165 Commercial Compilations: Beautyrest by Simmons 1950s - 1970s, In addition to commercials includes 1949 Macy's in-store sales stunt with Alan Funt (*Candid Camera*), long commercial for Simmons "electronic" blanket, and long piece made for Simmons Beautyrest dealers., Ref DVD in box 172

Box 165 Commercial Compilations: Beautyrest by Simmons 1940s - 1950s, Ref.DVD in box 172

Box 165 Commercial Compilations: Simmons U.S.A Spot Compilation

Box 165 Commercial Compilations: Simmons Commercial Archive, March 3, 1994, Ref. VHS in box 172

Box 165 Commercial Compilations: The Idea Group Simmons Compilations, July 20, 1993, Ref DVD in box 172

Box 165 Commercial Compilations: Simmons Commercial Archive, March 3, 1994 MASTER OMO Productions

Box 165 Commercial Compilations: Assorted Commercials

Box 166 Commercials: Later & Later

Box 166 Commercials: McDonald & Little, Simmons Beauty Rest 00YB 6213, "Whole Body", February 2, 1982

Box 166 Commercials: SIMT - 7064 "Crash Pad" May 28, 1997

Box 166 Commercials: Beautyrest Mattress Sagging Mattress Gag Version

Box 166 Commercials: WOSB8043 "Sagging Mattress Classic 88", April 27, 1988

Box 166 Commercials: "Leap of Faith" SIMT-8023 April 17, 1998

Box 166 Commercials: "Dropping the Ball/Rev. 20" SIMT-7093 April 14, 1998

Box 166 Commercials: Adjustable Firmness Air Sleep System

Box 166 Commercials: Waterbed Room TV Advertising Tape

Box -- "Team Talk: Better Sleep Council," February 20, 1990, 1" Colour-corrected Transfer from D1 Digital Component Edit Master

Subseries 2.L.2: Films, 1970s, 1980, undated

Box 167 16mm, George Slept Here, Simmons Maxipedic Mattress
2 copies

Box 167 16mm, George Didn't Smile, Simmons Maxipedic Mattress
2 copies

Box 167 16mm, Sunset, Young & Rubicam
2 copies

Box 167 16mm, Wine Glass/DLR Ver., Young & Rubicam

Box 167 16mm, Wine Glass, Young & Rubicam

Box 167 16mm, Cathy Rigby - Dealer vers.

Box 167 16mm, Venezuela, 1978, Beautyrest: Glass of Wine

Box 167 16mm, Myer/Simmons

Box 167 16mm, What's New in the Furniture Industry for '75

Box 167 16mm, White Sale
3 copies

Box 167 16mm, "erro"

Box 167 16mm, Sleepeeze Limited, P.R. & Mex. Truck

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| Box 167 | 16mm, [Den-ei Incorporated], Chinese or Japanese label |
| Box 167 | 16mm, Maxipedic # 1 (without model) |
| Box 167 | 16mm, Changing Man, Young & Rubicam |
| Box 167 | 16mm, Senta Berger, Young & Rubicam |
| Box 167 | 16mm, Simmons Mattress, [ACME Film Laboratories, Inc.] |
| Box 167 | 16mm, '72 Vacation B/R spot, Young & Rubicam |
| Box 167 | 16mm, Goldilocks, Young & Rubicam |
| Box 167 | 16mm, Beautyrest-Arthur Ashe |
| Box 167 | 16mm, Fantasia #1 |
| Box 168 | 16mm, [Notes on box:]Simmons International, Simmons 150-30 Mixed Mag Tracks: Extra-overnight vacation TV, February 14, 1974 [date stamped on box] |
| Box 168 | 16mm, Simmons Venezuela, Practiline '79, Hide-A-Bed, February 1979 |
| Box 168 | 16mm, Practiline '79, Sofa [?], April 4, 1979 |
| Box 168 | 16mm, <i>Simmons de Venezuela</i> , Beautyrest, <i>Miss Universo</i> , January 1980 |
| Box 168 | 16mm, <i>di film TV Simmons Internazionale (dete da Mr. Walsh), dicembre 1980</i> |
| Box 168 | 16mm, unlabelled, undated |
| Box 168 | Simmons Beautyrest, undated 16mm "America II" 00:60 "America II" 00:30 "World" 00:60 "World" 00:30 |
| Box 168 | "Beautyrest by Simmons,"undated 16mm [in 35 mm can] |
| Box 168 | Sleepeeze film [?], undated |
| Box 168 | "Man from OSHA: General Version," undated 16mm |

- Box 168 "Building In Jones Bridge," circa 1977
16mm
- Box 168 "Second Century," circa 1970s
16mm
- Box 168 "Sleep Odyssey: No. 2," undated
16mm
Life/Simmons
- Box 168 film in big brown shipping container, undated
16mm

Subseries 2.L.3: Filmstrips, 1963-1964, undated

- Box 168 "Inside Story of Beautyrest-A Factory Tour," 1963
black with goldenrod label
- Box 168 "BR Sell," 1963
turquoise
- Box 168 "BR Inside Story," 1963
royal blue with white label
- Box 168 "Direct Sell and Selling Tricks," 1963
Red with mottled label
- Box 168 Super-size Research "What Secrets Lie Behind Shades?," 1963
red with white top
- Box 168 Simmons Mexico "Venda Beautyrest," 1963
blue with white label
- Box 168 "Simmons Sleep Research Programs," August 1963
- Box 168 Sleep Research: Mellon, 1963
in large light blue tube with script
- Box 168 "*Proceso del Sueno*," 1964
white
- Box 168 "What Makes Sleeping Beauty Rest?," undated
blue with pink label
- Box 168 Research Film Strip, undated
silver
- Box 168 unlabelled, undated
red with mottled label

Subseries 2.L.4: Audio, 1963, 1976-1979, 1965, 1991, undated

- Box 170 "Cathy Rigby's Day and Night Physical Fitness Program," 1979
33 1/3 RPM LP
- Box 170 "My 15 Word Guide to Successful Selling" by Arthur "Red" Motley
(Publisher Parade magazine and former Chairman of the Board Chamber
of Commerce of the U.S.), 1963
33 1/3 RPM LP

Produced by Lacy Sales Institute, Inc.
- Box 170 "60 second radio spot jingles," 1965
33 1/3 RPM LP

General Simmons commercial

Hide-A-Bed commercial

Beautyrest commercial

Repeat of above

Note on cardboard packaging: Fall, 1965 Beautyrest Promotion Record
- Box 170 "Beautyrest Mattress," undated
78 RPM

undated
- Box 169 "Selling In," undated
5" reel

Sleeppeeze
- Box 169 "Simmons Radio commercials '76," 1976
5" reel

Maxipedic

Cut #1 "Drive On" 00:50 w/ Tag Insert

Cut #2 "Wooden Teeth" 00:50 w/ Tag Insert

Beautyrest

Cut #3 "Good Day" 00:60 w/ Tag Insert

Cut #4 "Good Day" 00:30 w/ Tag Insert
- Box 169 Commercials, October 15, 1991
7" reel

"Beautyrest Sleep Gallery" with Tag

- "Beautyrest Sleep Gallery" With Out
Tag - For Use With Local Announcer
- Box 169 Simmons Beautyrest, undated
5" reel
- "Cat & Bird" full mix with fade
- Box 169 "Mexico: *Presentation Conforest*," 1977
audiocassette
- Box 169 *Programa Audiovisual: Festival Simmons*, 1979
Monofonico: voz y musica
sin impulsos
audiocassette
- Box 169 *Como a trapar los peces gordos*, undated
Audiocassette
- Box 169 "National Simmons Back Care Month with Sears: Sales Meeting Kit
Outline, circa 1990s
audiocassette
- Box 169 "Simmons Bedding," undated
3106.246 & 3107.246
audiocassette
- Box 169 "Simmons Bedding - Beautyrest," undated
7 x 25 sec. Radio tracks
Agency: McCann Erickson
audiocassette
- Box 169 Simmons, undated
"Breakfast in Bed" 00:55 (Save up to \$50.00)
"Bus"
"Counting Sheep" 00:55 (Last Week - Save \$50.00)
"Flip Flop" 00:55 (Last Week - Save \$50.00)
Produced by McDonald & Little
audiocassette
- Box 169 Simmons Beautyrest, undated
"Cat & Bird"
1 x :25 sec. TV Full mix with fade

Box 169

audiocassette

Innovation '76 Sales Meeting, 1976
Washington, D.C.

6 audiocassettes

[see box 19, folder 36 for address and retail focus group questions]

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