

ARNDT · PRESTON · CHAPIN · LAMB & KEEN · INC.

375 PARK AVENUE • NEW YORK 22, NEW YORK • PLAZA 1-7460

PUBLIC RELATIONS DEPARTMENT

News From: SIMMONS COMPANY

Date: September 17, 1963

For Release: AM's Wednesday, Sept. 18

Writer: Doris Thistlewood

SIMMONS BEAUTYREST CENTER IS FIRST EXHIBITOR'S
BUILDING COMPLETED AT WORLD'S FAIR

New York, September 17--Special opening ceremonies on September 17 marked the completion of the first exhibitor's building at the Flushing Meadows site of the 1964 World's Fair. The Simmons Company officially opened their three story building, and a World's Fair medallion was presented to Simmons President, Mr. Grant Simmons, Jr., to mark the occasion. The Simmons Company is the only manufacturer in the home-furnishings industry to have their own building at the 1964 World's Fair.

Plans for a unique public rest center in the building were revealed by Mr. Simmons. The two top floors of the building will house forty-six Rest Alcoves - private roomettes - that will be rented to World's Fair visitors for half hour periods when the Fair opens in April 1964. In addition, a V.I.P. suite will be reserved for celebrities to use prior to or after World's Fair appearances.

"Our business is sleep," Mr. Simmons said, "and we felt in all the excitement of attending the Fair, the public would welcome a quiet oasis where they could rest and perhaps nap for a short while during their visit. For this purpose we have specially designed the two top floors of our building to accommodate people in the most relaxing surroundings and have provided our most luxurious sleeping units for their comfort."

Details on the Simmons plans for their ground floor display, an entertainment section of quite a different character, will be released later this Fall, Mr. Simmons stated.