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News From: SIMMONS COMPANY

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Writer: Doris Thistlewood

SIMMONS COMPANY TO HAVE OWN BUILDING AT THE NEW YORK WORLD'S FAIR

New York, September 17--The Simmons Company, the nation's leading mattress manufacturer, will have its own building at the 1964 World's Fair, the only homefurnishings manufacturer in the country to do so.

Rising three stories, the Simmons Beautyrest Center building covers 10,000 square feet and carries out a contemporary design theme. Inside, the displays will be both of an entertainment and service nature. The ground floor features animated displays and the two top floors will be a Rest Center open to the public.

In designing the building, the architects, A. Epstein and Sons of Chicago, have used planes of blue to accent the white building and the large expanses of glass. At one end an exterior spiral staircase, winding around the enclosed elevator shaft lends an air of fantasy to the facade. Surrounding the building is a graceful reflecting pool that gives the building the appearance of floating on a moat. Two curved and arched bridges form the entrance to the building.

The building is the first completed at the Fair.