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PUBLIC RELATIONS DEPARTMENT

News From: SIMMONS COMPANY

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SIMMONS PROVIDES REST ALCOVES FOR VISITORS TO NEW YORK 1964 WORLD'S FAIR

New York, September 17--The most frequent malady at fair and exhibitions, tired feet and aching heads, will find respite at the Simmons Beautyrest Center at the 1964 World's Fair in New York.

Designed as a charming and relaxing oasis, the two top floors at the Simmons building, previewed today in New York, will contain forty-six Rest Alcoves open to the public for periods of half an hour at a nominal charge. The Simmons building was the first exhibitor's building at the Fair to be completed.

After completing a tour of animated displays on the ground floor, the World's Fair visitor will have an opportunity to be whisked upstairs to a quiet area of rest and relaxation, far from the hustle and bustle of Fair excitement, to recuperate before venturing out again.

Even the color schemes have been carefully thought out to provide a psychological change of pace. Unlike the bright carnival colors of the Fair, the Simmons Rest Center and individual Rest Alcoves are designed by Karl Steinhauser, A.I.D. in deep soft blues and muted chamois colors. The broad corridors are softly lit, and luxurious carpets deaden sound and are mighty soft to walk-worn feet.

Each visitor will be met and conducted to a private Rest Alcove by a Simmons Beautyrest Lady. Among these specially trained attendants will be a trained practical nurse to dispense aspirin or assist mothers with casualties.

Each Alcove has a small clock-like unit outside which is set when the visitor enters. At regular intervals, attendants will check and gently awaken any guests who may have drifted from a light nap to a deep sleep. Each Rest Alcove contains a Simmons adjustable electric Beautyrest bed, operated by push buttons to raise the head and/or the foot. Beauty and body care experts recommend a ten minute nap with the feet raised as a sure-fire method for quickly recuperating tired muscles and relaxing the whole body.

One window wall has an adjustable Venetian blind in a new narrow width that can be completely closed to darken the room or, when opened, is almost invisible. No tapes are seen, as slender nylon cords are used to operate the blinds. On one side of the building the Rest Alcoves overlook a charming, pastoral park area, and on the other a panorama of exciting World's Fair architecture is seen from above.

After each use the Simmons Beautyrest Ladies will refresh the Alcoves and replace the special disposable sheets of a non-woven American Viscose material.

When leaving the building, the visitor can walk down the spiral staircase for a breathtaking view of the Fair and has an excellent opportunity to take photographs unencumbered by crowds.

SOURCE LIST FOR REST ALCOVES

Electric Adjustable Beautyrest Beds - Simmons

Venetian Blinds - Bali Blinds - Carey McFall

Mirrors - Masterpiece Mirror - Walton Mirror Works, New York

Carpet - Bigelow