standard, which gives both manufacturer and dealer a fair profit and represents an outstanding value to the consumer, has been the keystone on which the present organization has been built and this policy will be unchanged in the marketing of the general furniture line," Mr. Simmons declared.

LARGEST IN WORLD

"Thus far the Simmons company has limited its field and yet we have developed the largest furniture business in the world," he continued. "Because of this success I believe the same policies will be effective in the general lines. The combinations of successful companies in the automobile, food and public utility fields has given the consumer a service more satisfactory in every respect and I believe combinations in the furniture field will prove equally advantageous, both from the standpoint of the manufacturer and the buying public.

"Convinced of this we started a comprehensive survey of the entire field and confirmed our belief that the fine old house of Berkey & Gay was the logical one with which to start working our plan of operation. The high ideals of the original founders have been preserved in the com-

....Tired.... Business Man



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