

11A

Burton

Vanity Fair MATTRESS
WITH THE FAMOUS
ORTHO-FLEX SLEEP UNIT

THE MOST HEALTHFUL AND COMFORTABLE MATTRESSES EVER MADE!



"Vanity Fair" and "Luxease" Mattresses, with the Famous ORTHO-FLEX Health Units, Assure Luxurious Rest Because They Provide the Perfect Support Necessary for Healthful Sleep

Medical authorities agree on the necessity of correct posture during sleep as a measure of health. In active, waking hours you literally "burn up" millions of body cells, throwing waste matters and poisons into your system. The result is fatigue and lowered vitality. Nature gives us sleep so that quiet nerves and relaxed muscles may allow her to eliminate poisons, replace old cells with new and restore vitality. The mattress you use largely determines whether your sleep will be restful—or otherwise.

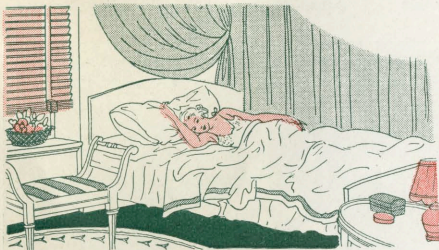
Healthful Sleep Impossible on Soft Mattress Without Positive Support

Beware of softness, alone. Without positive support you sink too deeply into an overly-soft mattress and become too warm. Unconsciously you keep moving about more than is necessary, using up energy instead of *restoring* it.

Now, it is plain how insomnia, night nerves, and many other serious organic and nervous disorders are aggravated, and often actually caused, by faulty mattresses.



Vanity Fair and Luxease Mattresses with the Famous ORTHO-FLEX Health Units Supply That Vital Health Support



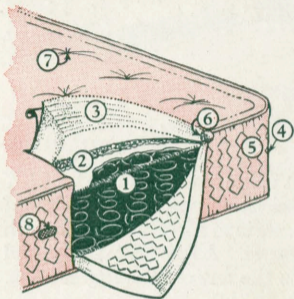
The unusual health and comfort value of the ORTHO-FLEX Inner-spring Unit is due to the scientific, patented principle of its construction. It combines luxurious surface softness with firm, coordinated inner resistance. As weight is applied it is immediately distributed to the entire sleeping surface.

As a result, "Vanity Fair" and "Luxease" Mattresses automatically adjust themselves to provide the exact degree of support needed to assure luxurious, healthful sleep—regardless of the weight or size of the user. They *positively support* the sleeper in a natural, relaxed position, free from

any strain, pressure, or uncomfortable overheating and allow change of position without effort.

Approved by the Medical Advisory Board for Exhibit at the Hall of Science, Century of Progress

This Label Guarantees You the Genuine ORTHO-FLEX Sleep Unit



To insure the utmost in healthful comfort, with positive scientific support during sleep, be sure you use an **ORTHO-FLEX** Mattress.

1. Patented **ORTHO-FLEX** Health Unit provides Scientific Relaxing Support.
2. Sisal Fiber Insulating Protector Padding — Assures Long Service.
3. Deep, Thick Upholstering — Luxurious Comfort.
4. Full, Trim, Pre-built Sides — Dresses Smartly.
5. Lovely Quilted Borders— Style and Beauty.
6. French Inner-roll Edges— Durability.
7. Invisible Inner-tufting (eliminates discomfort from tufts).
8. Full Sanitary Construction provides complete ventilation—prevents collection of dust or entrance of vermin.
9. Unusually light and easy to handle—equipped with disappearing side handles.

Developed and Manufactured by

Burton-Dixie Corporation

Chicago Brooklyn Kansas City Detroit Lansing Cleveland Pittsburgh
Cincinnati St. Louis Minneapolis Milwaukee

Executive Offices: 2024 South Racine Avenue, Chicago

Eastern Offices: Brooklyn

Demonstrated and Sold by Leading Furniture and Department Stores

