Why the Best Mattresses have Karr Constructions
THE Karr Construction is an all-steel, one-piece unit. There are others of this type, but it must be remembered that some all-steel constructions are not good. There are some very bad ones. Which is all the more reason for discrimination in favor of proven scientific principles. Forty years of development qualify the Karr unit as being the most advanced in these principles.

The Karr Construction can be identified by its elastic surfaces, its freedom from all knots or clips, by the alternating direction (equalizing) of its spring coils, and by the patented pivot hinge which permanently and silently locks one spring to another.

Two essential considerations make these features a necessary
part of the ideal spring construction. First is the need for genuine flexibility in every direction. Second is the requirement of securely and permanently maintaining the coil springs in their proper relation.

Without these two essentials, the mattress cannot give the maximum comfort, nor can it give the maximum length of service.

The Karr Construction is truly flexible. It derives its surface elasticity from the patented manner in which the unknotted coil springs are die-formed and securely hinged to each other by a frictionless pivot lock. In no other spring construction is this feature found.

True flexibility means that any portion of the Karr Construction will yield to pressure from any direction—even to cornerwise torsion—without disturbing or effecting a strain upon the unit as a whole. This is important in view of the customary use a mattress receives, for example in the lifting of corners for tucking under the bed clothes.

True flexibility also means no friction between springs. No friction means long life. And it means silence!

Sooner or later, brittle and rigid things break. There is no rigidity in the Karr Construction.

Knotted springs are of necessity rigid. Their top and bottom rings can have no flexibility. In effect, the knotted spring construction has upwards of 375 feet of dead wire which adds nothing but weight to the mattress.

Knots or clips are subject to expansion and contraction. Once they loosen, their function ends. They no longer hold the coils in
true form or correct position. Noise develops. Wear occurs. Life is shortened.

Among the earlier spring constructions, cloth was used to pocket or encase the springs. Experience soon proved the inadequacy of muslin or burlap for holding springs in place. It must be remembered that every confined spring is like a coiled prisoner, constantly striving to break away from that which holds it. When cloth is opposed to steel, the battle is unequal.

There is no cloth used in the Karr Construction — nothing but steel. The coils are securely locked in true position; they cannot break loose.

In the Karr Construction an equal number of right-hand and left-hand springs are placed in alternating relation. When wire is coiled into a spring, it tends, in use, to uncoil to some extent and lean out of true by that much. To counteract this tendency, a right-hand spiral is opposed to a left-hand spiral, thereby equalizing the force and preserving forever the true position of each spring in its original relation to all its neighbors.

There is nothing to prevent other spring manufacturers from adopting the alternating principle. That is, nothing except the extra labor and expense.

Karr Constructions are made of the best wire obtainable — the kind that never fails to take a perfect temper. Cheaper wire could be used, and nobody be the wiser — not until too late.

The process of coiling a spring reduces the temper of the wire. This must be rectified, else the spring becomes lifeless.
Karr Constructions are thoroughly re-tempered after assembly is complete. This draws the coils into the pivot lock more securely, and insures a uniformity of temper throughout the entire unit.

Each unit is immersed in an enamel bath, and then placed in an oven where the finish is baked on. This results in an ideal rust-resisting surface.

There is nothing to prevent the Charles Karr Company from making practically any spring construction, including the knotted coil and cloth pocket types. Frances Karr did make them in the past. The whole point is that these constructions are outmoded and made obsolete by the advanced Karr construction.

Technical excellence is not in itself an end with the Karr Construction. It is the means to achievement of the real end, which is to make the Karr Construction unequalled in permanent conformability. On that basis has an unequalled acceptance been earned for the Karr unit.

Perhaps the most noteworthy endorsement given to the Karr Construction, certainly the most critical, has come from the great hospitals. It can be said without dispute that these institutions offer the severest testing field for a mattress, and so it is with proper pride that we point to the record:

*In less than five years the Karr Construction has won more favor from the great hospitals than all competing units combined!*

Merit, alone, has made the Karr Construction famous. Not one dollar has ever been paid for an endorsement.
Imitations there are — many of them. But they fall short of their inspiration. Partly because patents prevent; largely because the desire is to produce something cheaper rather than better.

We are under insistent pressure to produce a cheap Karr Construction. Carloads upon carloads of additional temporary business would be ours. But it is on the reputation for building the finest and best construction that our business has been developed. We shall maintain that reputation.

There is no such thing as a cheaply made Karr Construction. Nor, by the same token, can you ever find a Karr unit in a cheaply made mattress.

The soundest co-operative organization in the bedding industry, the Master Bedding Makers of America, has been built around the technical excellence of the Karr Construction. To buy — or to sell — any of their mattresses in which there is a Karr unit is to have positive assurance that the mattress, in its entirety, is a superior value. It cannot be otherwise under the policies that control the Charles Karr Company and the Master Bedding Makers of America.

With this knowledge you need never cheat yourself through the purchase of a mattress that will become even partially uncomfortable.

Laws and Codes and Courts do not make men desire to produce well. Master Bedding Makers are known to have the right desire. Without that they could not buy Karr constructions at any price.
PART II

MANY erroneous impressions have crept into the public mind concerning mattresses. Having no foundation in fact, they tend to take one’s mind off the fundamentals and center it upon the superficialities.

For example, there is the false impression that the terms “cotton felt” or “hair” are complete terms. In fact, they are misleading unless you know what kind of cotton or hair is meant. There are all kinds of each material, and the lesser grades are nothing but trash, wholly unfit for mattress padding. Measured by price, the better grades of long staple cotton are at least twenty times better than the lower grades of short linter fibers. With hair the difference is even greater, worthless cattle and hog hair mixtures often being substituted for what you really should get, namely, long tail and mane horse hair.

Then there is the myth that the weight of a mattress has a lot to do with its comfort. How silly when you stop to think it through! You can’t buy bed comfort by the pound.

Another misconception is that sanitary bedding laws are enforced in the interest of public safety. Don’t be too sure of this. Even where there are such laws, the attempt to enforce them has been inadequate. You’d be amazed—and disgusted—if you but knew what filthy, germ-laden stuff finds its way into many new mattresses, all pretty to look at. This illegitimate business prospers because there are so many people who don’t seem to care what’s inside
their mattresses so long as they are pretty and cheap.

Perhaps the greatest bit of nonsense is the assumption that a mattress must be good because somebody prominent in social circles has been paid to say that she uses it. Fortunately, the paid testimonial racket is on the wane; it doesn’t fool as many people as it once did.

A great deal of loose talk is sometimes heard about patented features. As if a patent in itself meant quality and value. You must remember that under any patent a product can be made good or bad. It is the desire of the manufacturer, coupled with his ability and reputation, that alone determines quality. It is well to bear in mind that the spring construction (Karr) having more patent protection than all the other constructions combined is the one that does the least boasting along this line. The Karr spring unit has no need for any camouflage.

Another myth believed in by some people is that the springs of a mattress construction should be encased in cloth. If this belief was shared by the bedding industry, you would find the cloth construction in every mattress because it is public property and easy to make. But it has a weakness, — the serious one of the cloth wearing out and allowing the spring coils to get all tangled up. Its sole justification is flexibility, — but what’s the good of that when it has no durability?

For durability you must look to the all-steel type of spring construction. For both durability and flexibility (the ideal combination) you must look to the Karr spring

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unit, — because it is the only all-steel construction without knots, clips or any rigid parts.

Sometimes you hear about springs being made of rust-proof wire. Such wire is available to all spring makers. But again we say, what's the advantage if the construction is of the type that wears out long before any rust could set in? This metallic-coated wire is not used in the Karr construction because it employs a better way of resisting rust. A coat of enamel is baked on the whole unit after assembling is complete, — just as is done with automobile fenders. Hundreds of hospitals who sterilize the Karr unit in live steam can attest to the rust resistance of this enameled construction.

And what about the number of coils? This is a point literally worked to death by those who have nothing else to talk about. Reputable spring makers put in no more and no fewer coils than are necessary for the purpose. The goal, naturally, is to scientifically eliminate all unnecessary parts. To use more coils than is essential is to make the construction poorer instead of better. To make a featured point of the number of coils, when they can be either good or bad, as assembled, is utter nonsense; more than that, it is camouflage, pure and simple. You might just as well be told that you would like an institution because it has so many people in it, only to find that the people are all insane.

You need not be confused by these detours from the main issue, — that of proven performance. None of these subterfuges are required to sell the mattresses containing the Karr spring construc-
tion. These mattresses are made by members of the strongest organization in the bedding industry, the Master Bedding Makers of America. Every mattress manufacturer would like to use the Karr construction if he could. Most of them have asked for the privilege. But it is made for the Master Bedding Makers of America. It is they who have proven that they can and will make the most of the Karr unit for the benefit of their trade by completing the mattress in the most advanced and satisfying way.

You want this safety, regardless of price. So remember this: If a mattress contains the genuine Karr construction, it says so on the label.

CHARLES D. KARR, President
MASTER BEDDING MAKERS
of AMERICA

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