

"How can I buy the Genuine Ostermoor Mattress?"

"Why do some dealers abuse it and then offer me another which they claim is 'just as good'?"

These are natural questions to ask yourself as you sit and read the logical and convincing OSTERMOOR advertisements.

We answer—there are two ways only to buy the genuine OSTERMOOR:

1. Of our own authorized OSTERMOOR dealer in your locality.

2. Where we have no dealer, we sell by mail at the same price as charged by the dealer, express charges paid in advance by us.

So, you see, there is no excuse for you not getting the genuine if you really want it.

And if you are reading this advertisement and want a mattress you must be willing at least to try the OSTERMOOR.

For, if you sleep on it 30 nights and don't believe it the best bed ever made in comfort, cleanliness and economy, you can get your money back—and quick.

It is always the most wide-awake merchant in every place who holds the OSTERMOOR agency—he knows a good article and realizes the power of good advertising backed by an article of merit.

When you ask a dealer for an OSTERMOOR and he says he does not sell it—it means, nine times out of ten, that his competitor around the corner or across the street secured the agency before he woke up.

Consequently, he will abuse it and offer another "just as good"—and he is not to be blamed for this, *if he can't get the OSTERMOOR.*

But, if you want the OSTERMOOR (which you know), you *don't* want the "just-as-good" (which you don't know).



Please remember for your good as well as ours that no OSTERMOOR is made, or ever was made, that does not bear the name OSTERMOOR and this trade-mark (in red and black) sewn on one end of the mattress—if it does not appear that *mattress is not an OSTERMOOR*—no matter what the salesman says. Our name and guarantee have backed the OSTERMOOR for over fifty years—who backs the "just-as-goods"?



MATTRESSES COST

Express Prepaid	
4 ft. 6 in. wide, by 6 ft. 3 in. long—One Part.	RETAIL.
Regular, A. C. A. Ticking.	\$15.00
Regular, Satin Finish Ticking.	16.50
Regular, Mercerized Art Twills.	18.00
Special Hotel Style.	23.00
Extra Thick French Edge.	30.00
Special Imperial Edge.	35.00
Extra Thick Imperial Edge.	45.00
Imperial Double Stitched French Roll Edge.	55.00
Mattresses in Two Parts, 50c extra	
Smaller sizes cost \$1 less each size	

Ostermoor Mattress \$15.

The Ostermoor Mattress is clean, sanitary and comfortable beyond compare. **It is not stuffed** into the tick like dirty horse-hair, which lumps and bumps and sags and bags in a month.

It is built of clean springy OSTERMOOR-SHEETS, hand-laid in the tick and will hold its shape forever.

It is dust-proof, damp-proof, vermin-proof. A sun bath is all the renovation it requires.

It has a larger sale than any mattress in the wide world—and deserves it. It is the standard which all others try to imitate.

Here is your best plan—if you want to know more about the OSTERMOOR,

Ask For Our Handsome 144-Page Book and Samples of Various Tickings—All Sent Free

This book contains over 200 illustrations by well-known artists—it is probably the most complete book ever issued for a like purpose.

It is not a catalogue—as you know a catalogue—but a work of real interest.

If you want this book "The Test of Time" simply write your name on a postal and send to us—we will know what you mean.

It will be mailed the day your inquiry is received and with it we will send the name of your OSTERMOOR dealer if one is near you—if not, we will send you our guarantee order blank so you can buy by mail without a fear of disappointment.

Don't delay—tomorrow never comes. Send the postal or tear off this coupon and mail it as soon as you can get to a stamp.

OSTERMOOR & COMPANY
116 Elizabeth Street, New York

Canadian Agency: Alaska Feather & Down Co., Ltd., Montreal



Registered Trade-Mark
U.S. Patent Office.

Cut off
coupon or
send postal
card

OSTERMOOR & CO.
116 Elizabeth St.
New York

Without obligation on my part, please send me your 144-page book and free

SAMPLES

of ticking used on the Ostermoor, and the name of my Ostermoor dealer.

Name.....

Address.....