The Famous Blindfold Test

Filbert J. Blotz, president of the Endorsers' Union, chooses the Beautyrest Mattress over three other nationally advertised brands.

And does it blindfolded. Another triumph for the Beautyrest Mattress.

Above you see Filbert, who has endorsed almost everything except his friends' notes, taking the famous blindfold test before a distinguished gathering of experts. To the extreme right, joining him in the test, is Ethelbert Blimp, one of Oklahoma's big officials, a notary public. (Hat courtesy Rothchild's B and M).

The Gentleman with the lighter (courtesy Diamond Match Co.) is Romeo Gumdrop, a representative of the American Amalgamated and Augmented Candy Manufacturers' firing squad (no pun). He "reached" too late in life. At the extreme left, almost out of the picture, are representatives of the press. (Courtesy O. D. McIntyre.)

Before and after each smoke, President Blotz cleared his taste with coffee delicately flavored with Listerine to prevent his friends from telling him.

"I choose this one," finally shouted President Blotz, as he reached for a package of Lux. "I find it's good to the last drop. It saves embarrassment and preserves my schoolgirl complexion. Realizing that the peril comes to four out of five, I do not hesitate to say that when better cars are built, Packard will ask who owns them."

Immediately after this test, which was ever so exhausting, President Blotz retired to luxurious sleep on a package of Lucky Strike cigarettes and an Ivory bed. It floats.

And so old Beautyrest mattresses triumph again. Not a nightmare in a carload.

Priced $39.50 at

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