

HURRY IN FOR INCREDIBLE BLACK FRIDAY MATTRESS SAVINGS!

Serta  
icomfort®

FREE  
BOXSPRING  
OR SAVE  
UP TO \$1000

on Select Serta® iComfort® Adjustable  
Mattress Sets\*



Serta  
Always Comfortable.™

Serta icomfort®

SAVE \$200  
INSTANTLY

on Serta® iComfort® Foresight™ Mattress Sets\*



Queen Sets Starting  
as low as \$1,074

Now with Triple Action Gel Memory Foam



Comfort  
that  
cradles.



Comfort  
that  
supports.



Comfort  
that  
cools.

It's Comfort Reimagined.



|                         | Flat Set Price after<br><b>FREE</b><br>Boxspring Savings | Pivot™ iC Head-Up<br>Adjustable Set<br>Price after Savings | Motion Perfect® III<br>Adjustable Set<br>Price after Savings | Motion Custom® II<br>Adjustable Set<br>Price after Savings |
|-------------------------|--|--|--|--|
| Foresight<br>Queen Size | \$1074   | \$1674   | \$2574   | \$3274   |
| Foresight<br>King Size  | \$1599   | \$2699   | \$4399   | \$5799   |

Serta icomfort®  
HYBRID

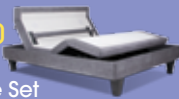
Featuring Triple Action Gel  
Memory Foam & Advanced  
Coil Support System



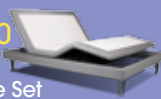
|                           | Flat Set Price after<br><b>FREE</b><br>Boxspring Savings | Pivot™ iC Head-Up<br>Adjustable Set<br>Price after Savings | Motion Perfect® III<br>Adjustable Set<br>Price after Savings | Motion Custom® II<br>Adjustable Set<br>Price after Savings |
|---------------------------|--|--|--|--|
| Applause II<br>Queen Size | \$1074   | \$1674   | \$2574   | \$3274   |
| Applause II<br>King Size  | \$1599   | \$2699   | \$4399   | \$5799   |

Customize your level of comfort  
with a Serta Adjustable Base

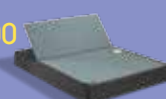
Save up to \$800  
on a Serta Motion  
Custom II Adjustable Set



Save up to \$500  
on a Serta Motion  
Perfect III Adjustable Set



Save up to \$200  
on a Serta Pivot iC  
Adjustable Set



America's #1  
Mattress  
Manufacturer\*\*



**PLUS** Financing Available\*\*\*  
See Store for Details

\*Purchase a Serta® iComfort® Foresight mattress set between October 3, 2016 and November 28, 2016 and receive \$200 off the mattress set. Savings are only available on the iComfort Foresight model. Plus, purchase any Serta iComfort® or iComfort® Hybrid mattress set between November 9, 2016 and November 28, 2016 and receive either a free standard box spring (same size as the mattress purchased) or up to \$800 off a qualified Serta adjustable foundation. Savings offers on the adjustable foundations will vary by model and size and are available only with the Pivot™ iC, Motion Perfect® III and Motion Custom® II adjustable foundation models. Maximum \$1000 savings applies only to King size Foresight mattress and Motion Custom® II adjustable mattress sets. Offer available only on qualified purchases made at participating retailers while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2016 Serta, Inc.

\*\*Source: Furniture Today Top U.S. Bedding Producers, June 16th 2015.

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\*\*\*See store for financing details.

**Morans FURNITURE Store**  
& America's Mattress Gallery



2206 Foote Ave., Jamestown, NY • Route 60 South

716-665-4545



Store Hours: Mon 9-6, Tue 9-6, Wed 9-5, Thur 9-6, Fri 9-7, Sat 9-5, Closed Sunday  
www.americasmattress.com/jamestown • www.moransfurniturestore.com



CELEBRATING 85 YEARS OF COMFORT... LIMITED TIME ONLY!

**Serta**  
*perfect sleeper*



**Anniversary  
Special Edition**



**Longmoor  
Super Pillow Top Set**  
**\$499**  
LIMIT 2 PER CUSTOMER



|  |  |  |  |
|--|--|--|--|
| <p><b>Serta</b><br/><i>perfect sleeper</i><br/><b>Knolltop<br/>Firm or Eurotop</b></p> <p><b>WAS</b> <del>\$369</del> <b>NOW</b> <b>\$269</b><br/>Twin Flat Set</p> <p><b>WAS</b> <del>\$499</del> <b>NOW</b> <b>\$399</b><br/>Queen Flat Set</p> <p><b>WAS</b> <del>\$799</del> <b>NOW</b> <b>\$659</b><br/>King Flat Set</p> | <p><b>Serta</b><br/><i>perfect sleeper</i><br/><b>Morningside<br/>Super Pillow Top</b></p> <p><b>WAS</b> <del>\$499</del> <b>NOW</b> <b>\$429</b><br/>Twin Flat Set</p> <p><b>WAS</b> <del>\$619</del> <b>NOW</b> <b>\$529</b><br/>Queen Flat Set</p> <p><b>WAS</b> <del>\$879</del> <b>NOW</b> <b>\$759</b><br/>King Flat Set</p> | <p><b>Serta</b><br/><i>perfect sleeper</i><br/><b>Holland Meadow<br/>Plush or Firm</b></p> <p><b>WAS</b> <del>\$859</del> <b>NOW</b> <b>\$679</b><br/>Twin Flat Set</p> <p><b>WAS</b> <del>\$899</del> <b>NOW</b> <b>\$739</b><br/>Queen Flat Set</p> <p><b>WAS</b> <del>\$1299</del> <b>NOW</b> <b>\$1059</b><br/>King Flat Set</p> | <p><b>Serta</b><br/><i>perfect sleeper</i><br/><b>Moon Ridge<br/>Plush or Firm</b></p> <p><b>WAS</b> <del>\$779</del> <b>NOW</b> <b>\$679</b><br/>Twin Flat Set</p> <p><b>WAS</b> <del>\$899</del> <b>NOW</b> <b>\$769</b><br/>Queen Flat Set</p> <p><b>WAS</b> <del>\$1199</del> <b>NOW</b> <b>\$1059</b><br/>King Flat Set</p> |
|--|--|--|--|



**America's #1  
Mattress  
Manufacturer\*\***



*So Comfortable,  
You'll Never Count  
These Guys Again.™*



\*\*Source: Furniture Today Top U.S. Bedding Producers, June 16th 2015.  
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\*\*\*See store for financing details.

**FREE**  
**Local Delivery**  
w/ a purchase of \$1099 or more

**FREE**  
**Mattress Protector**  
w/ a purchase of \$1099 or more

**PLUS**  
**Financing Available\*\*\***  
See Store for Details

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**& America's Mattress Gallery**



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