

Hurry In For Incredible Presidents Day Mattress Savings from Serta®!

**icomfort** | **iseries**  
Sleep System by Serta® | Hybrid Sleep System by Serta®

**FREE**  
**BOXSPRING**  
or  
**SAVE UP TO**  
**\$1000**

on a Serta® Adjustable Set†



Gel Memory Foam or Hybrid Technology - *Serta makes it easy to choose!*

**COMSUMER BEST BUY**

Featuring Cool Action™ Dual Effects® Gel Memory Foam + EverFeel™ Technology.

**icomfort**  
Sleep System by Serta®

Savant - Plush

Queen Flat Set	Queen Adjustable Set
<b>\$1574</b>	<b>\$2374</b>
After Instant \$125 Boxspring Savings	After Instant \$400 Adj. Base Savings

**icomfort**  
Sleep System by Serta®

Insight - Firm

Queen Flat Set	Queen Adjustable Set
<b>\$1074</b>	<b>\$1874</b>
After Instant \$125 Boxspring Savings	After Instant \$400 Adj. Base Savings

A unique hybrid of dual-action gel memory foam and Serta's most advanced innerspring.

**iseries**  
Hybrid Sleep System by Serta®

Vital - Super Pillow Top

Queen Flat Set	Queen Adjustable Set
<b>\$1274</b>	<b>\$2074</b>
After Instant \$125 Boxspring Savings	After Instant \$400 Adj. Base Savings

**iseries**  
Hybrid Sleep System by Serta®

Fundamental - Plush

Queen Flat Set	Queen Adjustable Set
<b>\$1074</b>	<b>\$1874</b>
After Instant \$125 Boxspring Savings	After Instant \$400 Adj. Base Savings

**Serta VIP REWARDS** Start earning rewards on iComfort® and iSeries® today!

You'll earn \$100 up to \$1,000 towards your next mattress.\*\* Plus, receive discounts & benefits from our partners.



\*\*VIP Reward Redemption on \$999+ purchase after 120 days. May earn on multiple qualifying beds at once. Maximum redemption of \$1,000 on \$1,999+ purchase. Value of reward reduced by 50% for twin or full size. Part of registration includes customer agreement to receive marketing communications in exchange for earning rewards. If you opt out of marketing communications you will lose your points after 60 days.

**LIMITED TIME ONLY!**

**SAVE UP TO 45%**

**QUEEN SETS AS LOW AS \$385**

**Red Tag Clearance Event**

SAVE on all Serta® Perfect Sleeper® Models

†Purchase any Serta iComfort® or iSeries® mattress set between February 4, 2015 and March 2, 2015 and receive your choice of either a free standard boxspring (same size as the mattress purchased) or up to \$1,000 off a qualified Serta adjustable foundation. Savings offers on the adjustable foundations will vary by model and size and are available only with the Motion Custom™, Motion Perfect® II and Motion Signature™ adjustable foundation models. Maximum \$1,000 savings applies only to king size adjustable mattress sets with Motion Custom base that includes two Twin XL adjustable foundation pieces. Offer available only at participating retailers in the United States and the District of Columbia. This offer may not be applied to previous purchases and cannot be combined with any other offer. Void where prohibited by law. Visit [www.serta.com](http://www.serta.com) to find participating retailers. See store for details.

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**FREE Local Delivery**  
Excludes Red Tag

**FREE In-Home Set Up**  
Excludes Red Tag

**FREE Removal**  
Excludes Red Tag

**FREE Bed Frame**  
Excludes Red Tag

**PLUS Special Financing UP TO 36 MONTHS!\***  
\*See Store for Details

**Serta** WE MAKE THE WORLD'S BEST MATTRESS.™

**Morans FLOOR Store**  
and Furniture Showroom **ASHLEY**  
FURNITURE INDUSTRIES, INC.

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

**716-665-4545**

Store Hours: Mon 9-6, Tue 9-5:30, Wed 9-5, Thur 9-6, Fri 9-7, Sat 9-5, Closed Sunday

"So Much More Than Just Floors" • [www.moransfloorstore.com](http://www.moransfloorstore.com)

**Hurry In For Incredible Red Tag Clearance Savings from Serta!**

**Serta**

# Red Tag

**Clearance Event**

Save on all Serta® Perfect Sleeper® Models

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

**perfect sleeper**

**Twin Mattress As Low As \$109**

OFFICIAL MATTRESS NATIONAL SLEEP FOUNDATION

CONSUMER'S DIGEST BEST BUY

**SAVE UP TO 45% NOW... Only While Supplies Last!**

Serta perfect sleeper																																																																			
<b>Moon Ridge Plush or Firm</b>	<b>Oak Valley Plush</b>	<b>Morningside Super Pillow Top</b>	<b>Knolltop Firm or Eurotop</b>																																																																
<b>\$699</b>	<b>\$529</b>	<b>\$529</b>	<b>\$369</b>																																																																
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After <b>\$230 RED TAG</b> Clearance Savings	After <b>\$200 RED TAG</b> Clearance Savings	After <b>\$200 RED TAG</b> Clearance Savings	After <b>\$130 RED TAG</b> Clearance Savings																																																																
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**icomfort** Sleep System by Serta®

**Prodigy - Firm**

**\$1774**

Queen Flat Set

**As Low As \$3274**

with Queen Motion Perfect® II Foundation

Featuring Cool Action™ Dual Effects® Gel Memory Foam + EverFeel™ Technology.

**icomfort** Sleep System by Serta®

**Genius - Firm**

**\$1374**

Queen Flat Set

**As Low As \$2874**

with Queen Motion Perfect® II Foundation

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**iseries** Hybrid Sleep System by Serta®

**Eminent - Super Pillow Top**

**\$1574**

Queen Flat Set

**As Low As \$3074**

with Queen Motion Perfect® II Foundation

A unique hybrid of dual-action gel memory foam and Serta's most advanced innerspring.

**iseries** Hybrid Sleep System by Serta®

**Resolute - Firm**

**\$1374**

Queen Flat Set

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