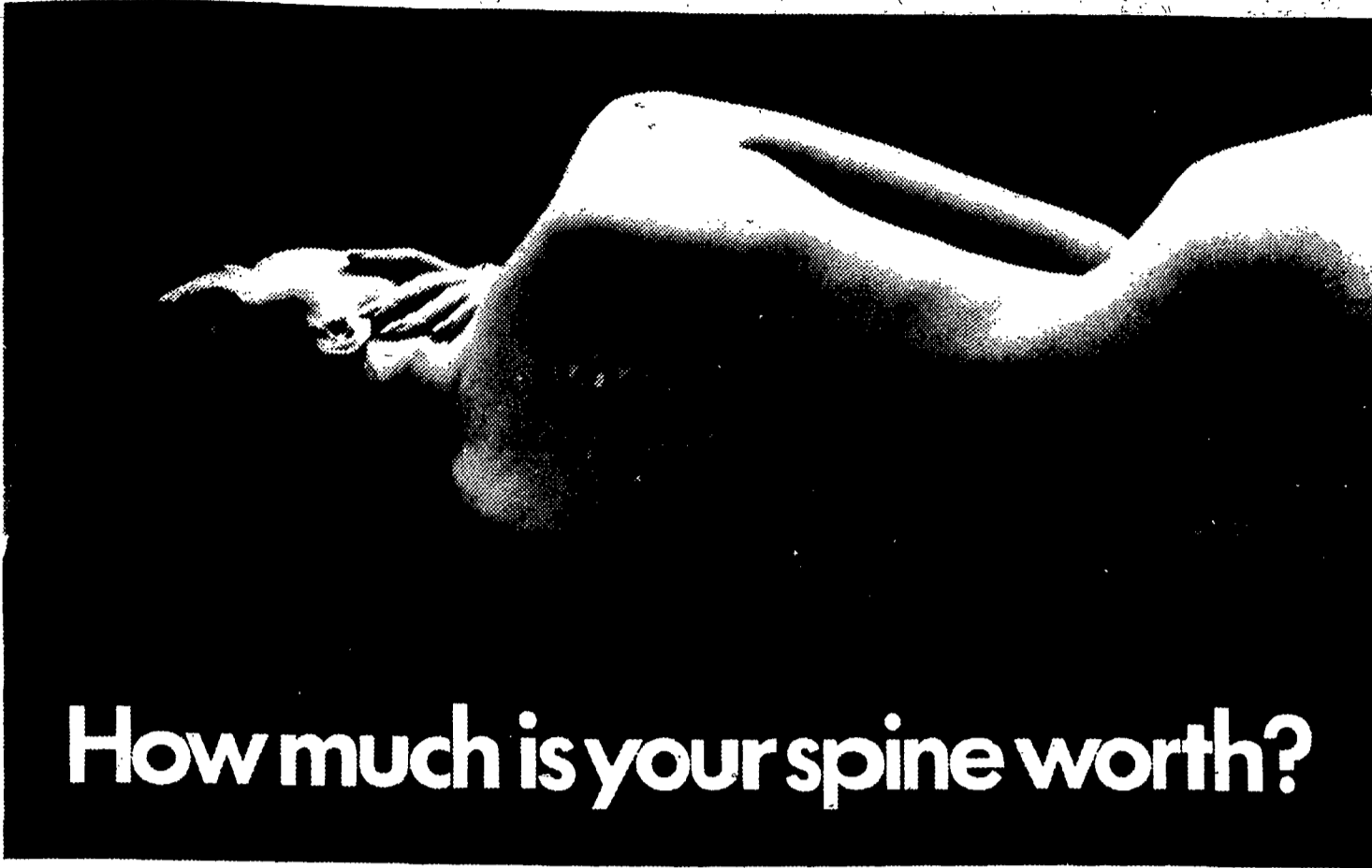


# PAMCO'S SIMMONS WEEK



## How much is your spine worth?

Don't put a price tag on your back. When a new mattress gives poor support . . . back ache . . . then it's no 'bargain' at any price. Be sure . . . get the firm, flexible support only Beautyrest offers. Here's why. Beautyrest is different from all other mattresses. Its separate, individually pocketed coils work independently of each other and give under your shoulders and hips, push up to support your side and back. The result? Body-fitting comfort and restful slumber.

Come in and test a Beautyrest. Lie down, stretch out. Experience the firm sag-proof support, the luxurious comfort of a Beautyrest. You'll never be satisfied with an ordinary, sagging 'bargain' mattress again.

Twin or Full Size  
Mattress or Boxspring

Choose normal firm or extra firm!

## A mattress is good for fifteen years. Or bad for just as long.



When your youngster graduates from his crib, you should consider several things before you buy his new grown-up mattress. The cost? Yes. But remember you get what you pay for. The guarantee? Sure. But most mattresses will carry him into college. The critical question is how will it support his growing bones and spine. In this kind of a test, Beautyrest wins all the honors.

That's because Beautyrest is different. It's made with separate individual coils. They're not wired together so they don't sag together under body weight. Each coil is free to do what your child's active body wants it to do. No matter which way he rolls over or curls up or stretches out, Beautyrest gives him firm, flexible support. As for the cost, just \$79.50. Lollypop money.

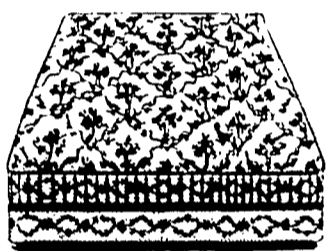
Choosing the right mattress for your youngster is serious business. Insist—firmly—on a Beautyrest.



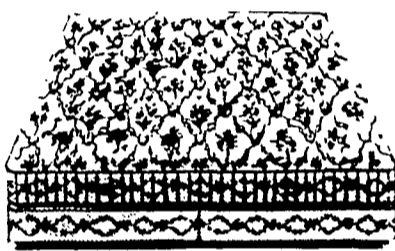
Choose Beautyrest in any of these Super Sizes:



LONG BOY—Extra Long, Twin or Full Size.

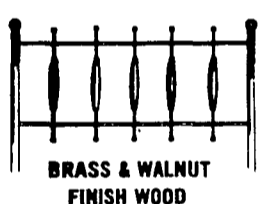


QUEEN-SIZE—60 inches wide, extra long.

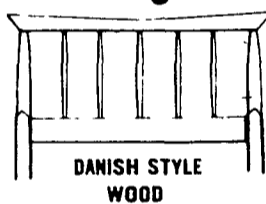


KING-SIZE—76 inches wide extra long.

## Choose any Headboard at no extra cost NOW



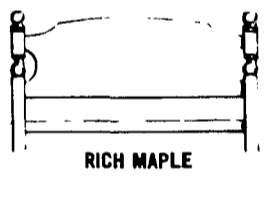
BRASS & WALNUT FINISH WOOD



DANISH STYLE WOOD



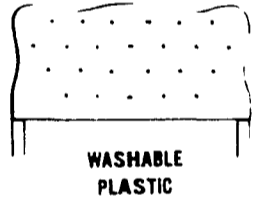
GLEAMING BRASS



RICH MAPLE



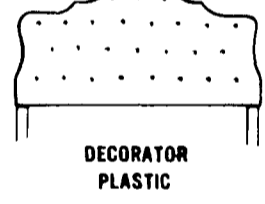
WHITE PROVINCIAL WOOD



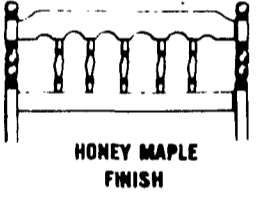
WASHABLE PLASTIC



HANDSOME VELVETEEN



DECORATOR PLASTIC

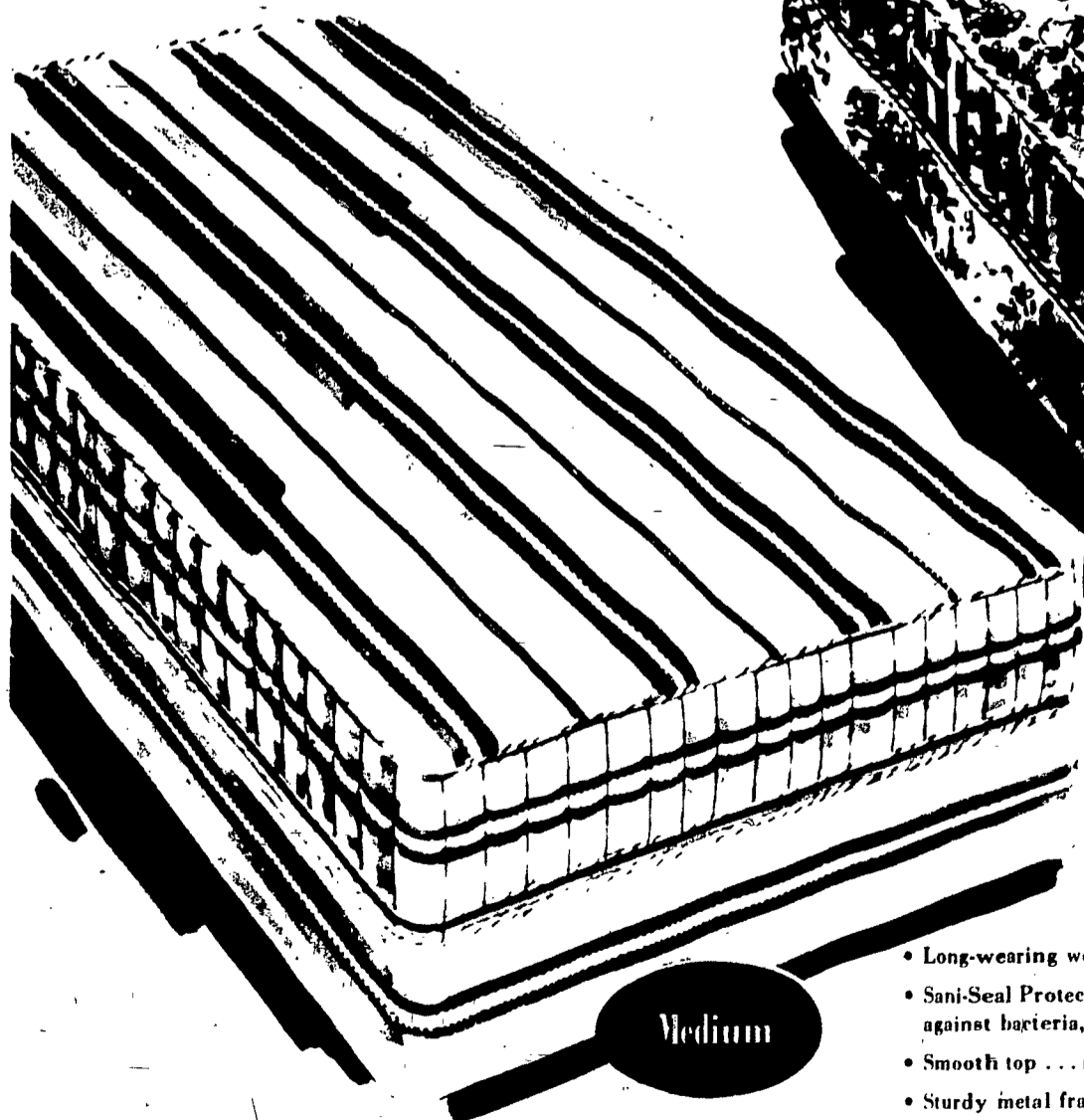


HONEY MAPLE FINISH

## When you buy any of these fine Quality Simmons Sleep Sets

Choose the Simmons Design-A-Bed ensemble with the firmness that best suits your needs—medium firm, extra firm or regular firm—plus a sturdy metal frame.

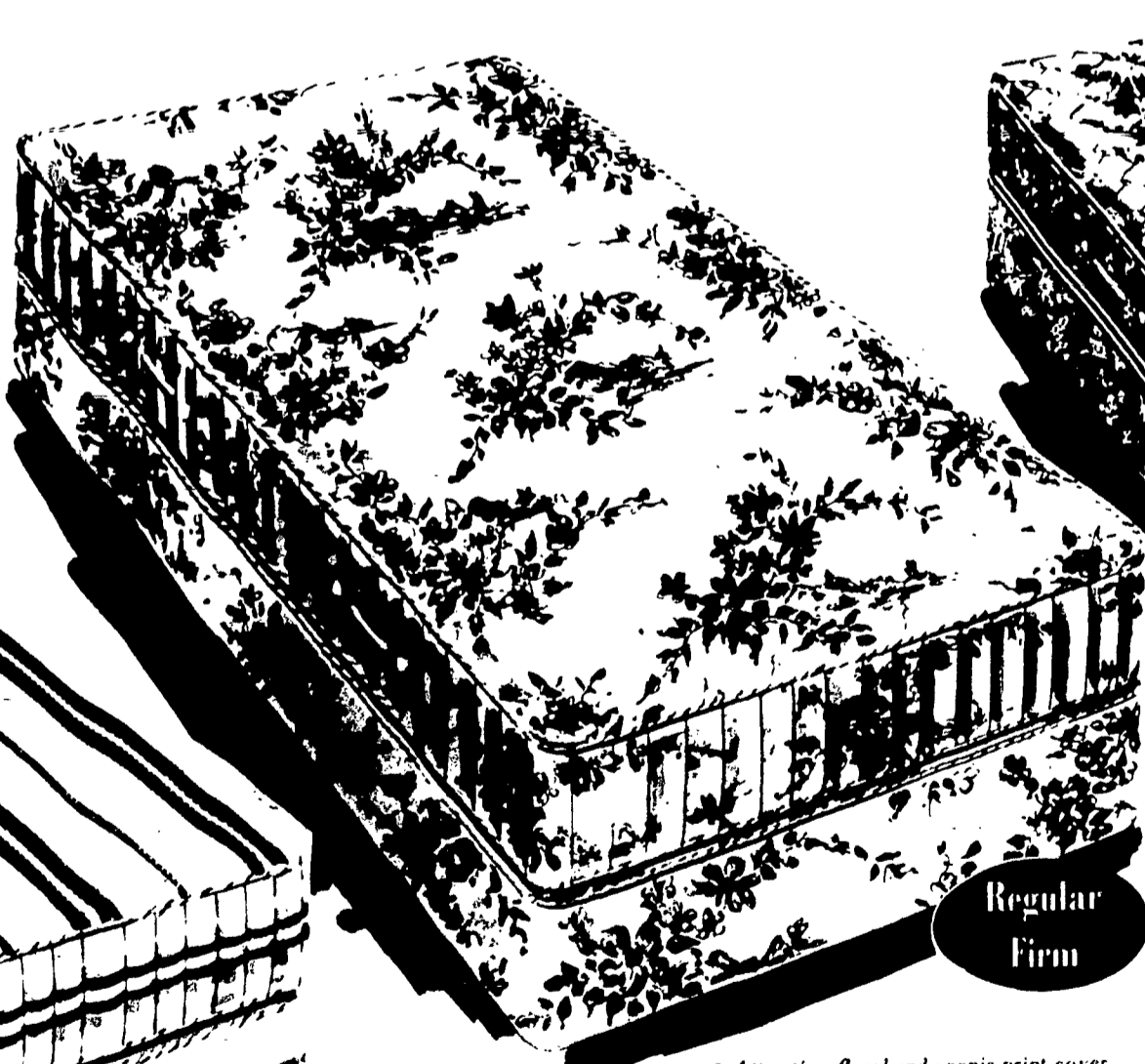
Then select—at no extra cost—any one of the 9 attractive decorator headboards . . . the one you like best of these fine wood, brass and plastic designs.



Medium

- Long-wearing woven stripe cover
- Sani-Seal Protected Cover . . . guards against bacteria, odor and mildew
- Smooth top . . . no buttons, no tufts
- Sturdy metal frame with casters

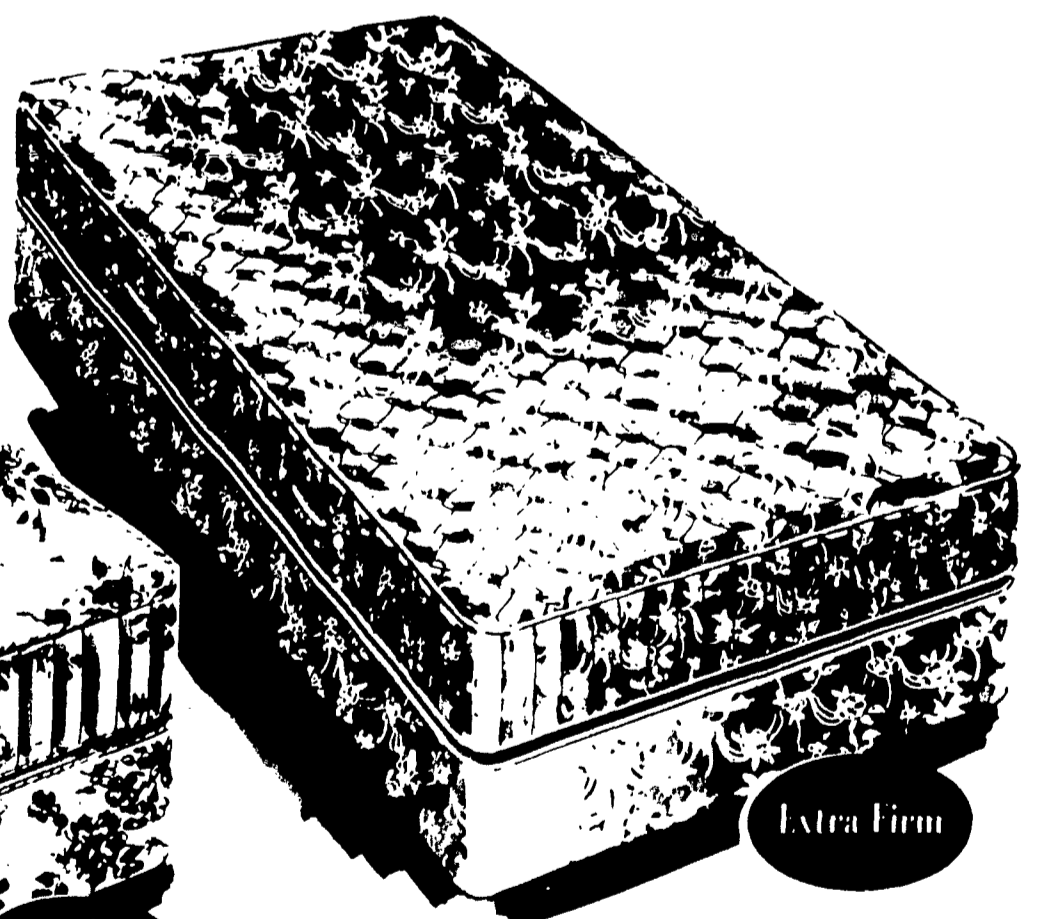
Countess  
4-Piece Set



Regular Firm

- Attractive floral and scenic print cover
- Sani-Seal Protected Cover . . . guards against bacteria, mildew, odors
- Deep quilted comfortable surface
- Sturdy metal frame with casters

Duchess  
4-Piece Set



Extra Firm

- Decorator designed damask cover
- Sani-Seal Protected Cover . . . guards against mildew, bacteria, odors
- Luxuriously quilted for comfort
- Sturdy, heavy metal frame

**pamco**  
Where Quality costs Less

- FINE FURNITURE
- APPLIANCES
- CARPETING

26 CHURCH ST.  
SPENCERPORT  
352-3474

FREE PARKING