

# McCurdy's

## SIMMONS ANNUAL "BACKREST" EXTRA FIRM MATTRESS SALE

exclusively at McCurdy's

usually 89.95 **59.90** Twin size

**SAVE \$60 TO  
\$110 ON SETS!**



**ORDER BY MAIL OR PHONE**  
For further information call 232-1000,  
ext. 408 or any McCurdy suburban store

Full size, usually 109.95 . . . . . **79.90 each piece**  
Queen size, usually 279.95 . . . . . **199.90 2-pc. set**  
King size, usually 399.95 . . . . . **289.90 3-pc. set**

The Simmons Company has again joined with McCurdy's to bring to the Rochester area and our valued customers one of the finest mattresses available today, now at special sale prices during our annual "Backrest" sale only! Note these desirable features . . . they all add up to extra sleeping comfort!

- Extra firm with hundreds of Adjusto-Rest coils
- Polyester felt and foam quilted to a decorative faille fashion cover for lasting comfort, beauty and durability
- High density Simplex extra firm upholstery pad for extra comfort
- Treated to guard against mildew, bacteria and odors
- Built-to-match heavy duty box spring for added support, comfort and durability

### SHOP AT McCURDY'S WITH CONFIDENCE . . .

all McCurdy stores are taking part in this sensational store-wide event! Sleep Shop (D74) Fourth Floor, Midtown; also at Long Ridge, Northgate, Eastview and Geneva

### WIN A \$1,000 SHOPPING SPREE OF FAMOUS DREXEL-HERITAGE FURNITURE, ONLY AT McCURDY'S!

Register at any McCurdy's store! You may win your choice of furniture from one of America's finest makers, custom-ordered to your personal selection. Just ask any McCurdy associate for an entry blank. Winner announced March 25, 1977.

### FOR THE FIRST TIME! McCURDY'S HAS SIMMONS FAMOUS "HOTEL BEAUTYREST" NOW AVAILABLE FOR PRIVATE HOMES!

Fine hotels throughout the world choose this Beautyrest construction for comfort and durability. McCurdy's now makes available to you this great "Hotel Beautyrest" for your own home. Prices start at 119.95 each, twin size, or choose Full, Queen or King.



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