

Serta has built a better bed than ever! Choose from 3 super-comfortable 'Perfect Sleeper' styles at Eaton's and get a BONUS.

Never before has Serta put so much comfort into 'Perfect Sleeper' mattresses and foundations. We invite you to come to Eaton's and test the difference for yourself. You'll notice the firm relaxing support under your back. The remarkable resilience as you move. The feeling of deeply cushioned luxury from head to toe. Each excellent style has a heavy damask cover puff-quilted to Sertafoam — and they're all built with Serta's improved construction features:

- More Synchroflex coils, re-positioned for greater support.
- More Sertaliner bands for better distribution of body weight.
- Interlocking Twin Edge steel ribbons now maintain mattress unity border-to-border, edge-to-edge.

• New Sertalock foundation unit has Omniflex coils secured to the Span-Lock top — a support system that's hard to beat.

• Plus layer upon layer of buoyant insulation — Serta has really piled on the comfort!

Perfect Sleeper 'Avanti' — "Regular quilt" built with multi-layers of Sertafoam and felt plus special nylon insulation grid for extraordinary comfort. Also available in "pillow soft" comfort.

- (I) 523 — Twin mattress or foundation Each **189.95**
- (1A) 523 — Double mattress or foundation Each **219.95**
- (1B) 523 — Queen mattress and foundation 2 pcs. **539.95**
- (1C) 523 — King set, 3 pcs. (special order) **749.95**

Perfect Sleeper 'Signature' — has Sertafoam and spun polyester top cushioning plus abundant layers of insulation.

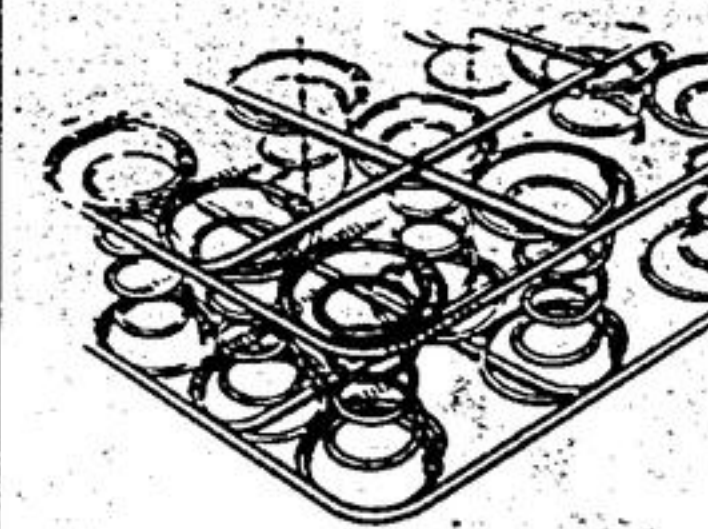
- (1D) 523 — Twin mattress or foundation Each **169.95**
- (1E) 523 — Double mattress or foundation Each **199.95**
- (1F) 523 — Queen mattress and foundation 2 pcs. **489.95**
- (1G) 523 — King set, 3 pcs. (special order) **689.95**

Regular Perfect Sleeper — features two lavish layers of Sertafoam plus ample felt insulation.

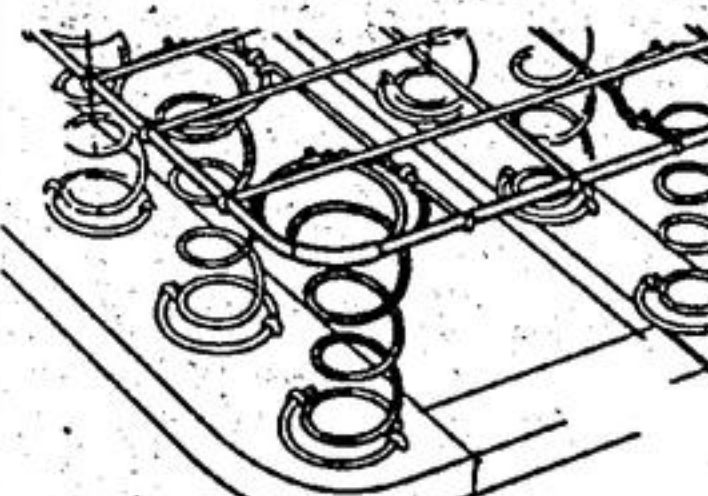
- (1H) 523 — Twin mattress or foundation Each **139.95**
- (1J) 523 — Double mattress or foundation Each **169.95**
- (1K) 523 — Queen mattress and foundation 2 pcs. **419.95**
- (1L) 523 — King set, 3 pcs. (special order) **569.95**

BONUS OFFER!

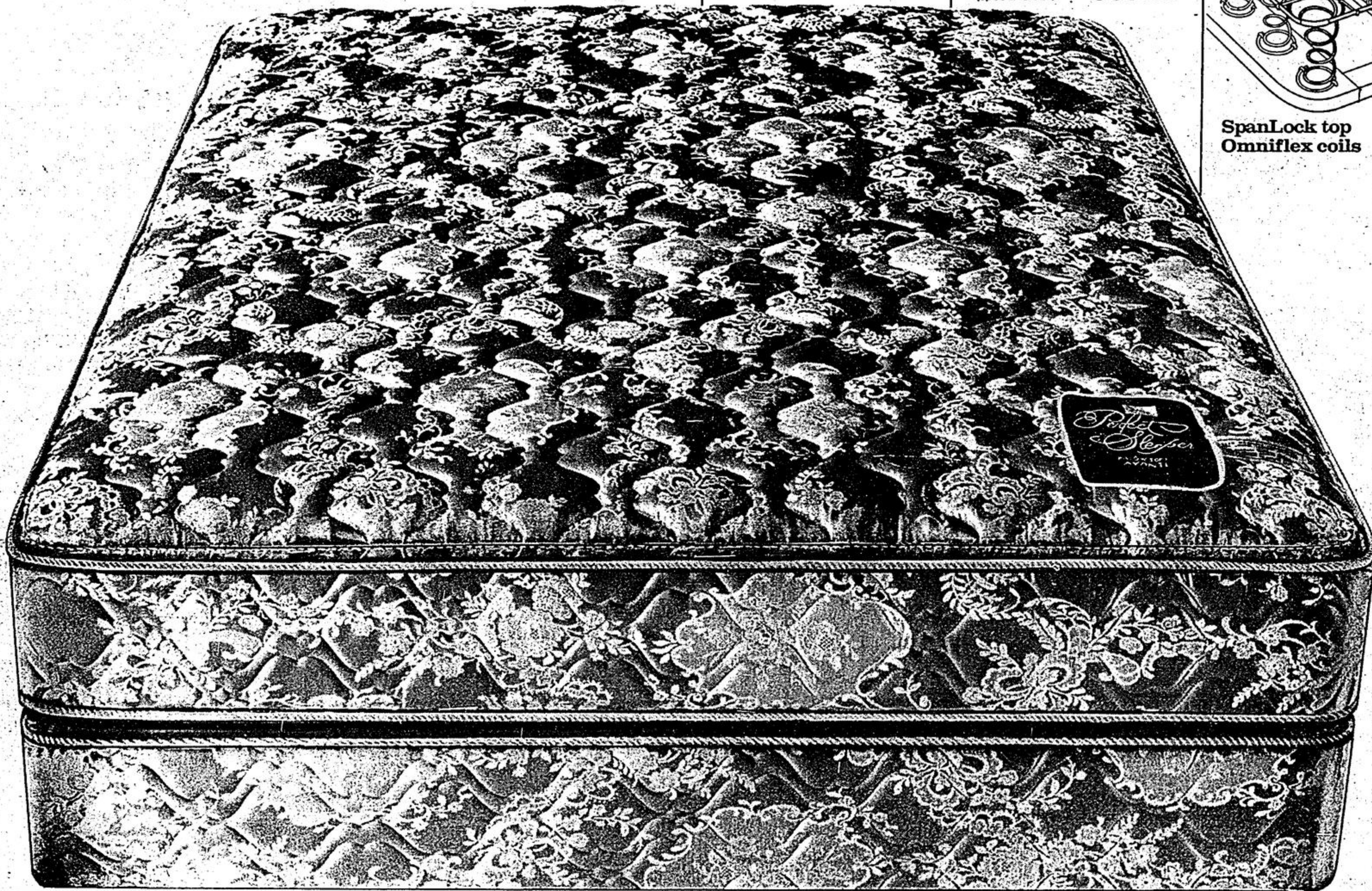
Purchase a Serta 'Perfect Sleeper' sleep set between Saturday, Sept. 16th and Saturday, Sept. 23rd and you'll receive a steel bed frame in twin, double, queen or king size — at no extra charge!



Patented Twin-Edge — design Exclusive Sertaliner bands Synchroflex coils



SpanLock top Omniflex coils



Serta sofa beds at Eaton's special prices!

Colonial style

(2) 524 — You'll like the authentic-look details such as box-pleated valance on all sides and charming period-print cover. Frame is of solid hardwood with maple-tone show-wood. Converts to a double bed with Serta's 'Perfect Sleeper' mattress. Printed nylon cover in warm earth tones on a beige background.

Eaton price, each **569.95**

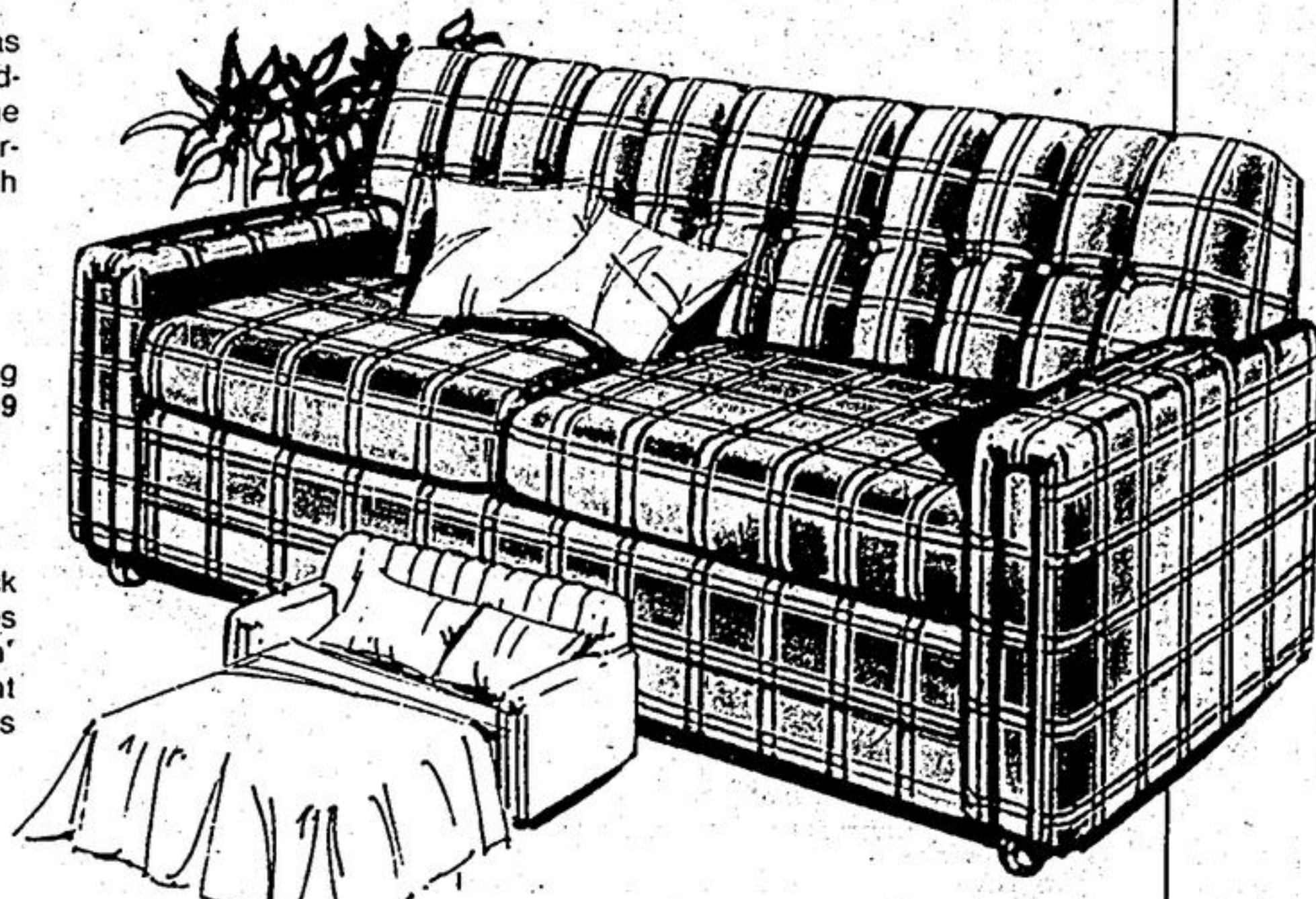
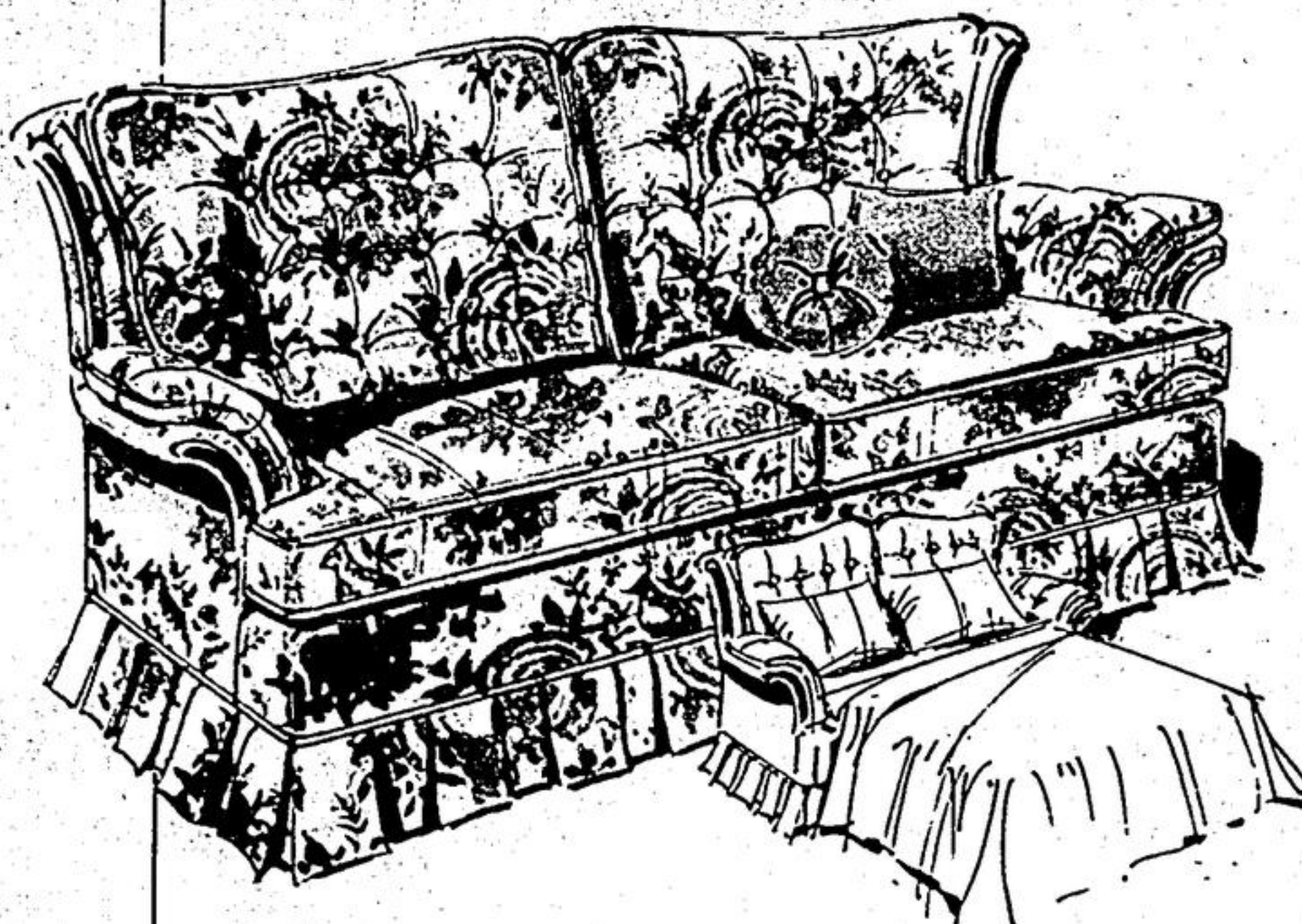
(2A) 254 — Swivel rocker (not shown) with matching cover. Eaton price, each 269.99

Contemporary style

(3) 524 — An attractive sofa by day, with button-back styling and quilted decks. Fingertip mechanism gives you an instant double bed with a Serta 'Lady Hamilton' mattress for a good night's sleep. Has orbital front casters, solid hardwood frame. Smart brown plaid cover is of rugged polypropylene.

Eaton price, each **309.95**

PHONE 861-5111. EATON'S — Toronto Eaton Centre (5th floor) — 271; Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Warehouse Store (Sheppard Ave., West), Bramalea, Oshawa.



T. EATON CO.

EATON'S

EATON'S — TORONTO EATON CENTRE
Open Monday to Friday, 10:00 a.m. to 9:00 p.m. and Saturday, 9:30 a.m. to 6:00 p.m.

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Eaton's telephone order service open 24 hours daily **861-5111**