

bp
Since 1934

INSIDE: ■ Menards ■ Campbell's ■ Sears ■ Mead Lumber
■ Employment ■ Dining ■ Bomgaars

Presorted Standard
US Postage Paid
Permit #8
ECRWSS
Vermillion, SD
Postal Patron Local

Broadcaster Press

201 W. Cherry ■ Vermillion, SD 57069 ■ Phone: 605-624-4429 ■ Fax: 605-624-2696 ■ www.broadcasteronline.com

Come See The NEW Hatch Furniture!

HURRY IN FOR INCREDIBLE MEMORIAL DAY MATTRESS SAVINGS FROM SERTA®!

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

INSTANT SAVINGS EVENT

**SAVE UP TO
\$1300
INSTANTLY***

With purchase of an iComfort or iSeries mattress and a select Serta Adjustable Foundation. Savings vary by model and size.

SAVE UP TO \$300
on iComfort® and
iSeries® Mattresses

+

SAVE UP TO \$1000
on select Serta Adjustable
Foundations

Our Biggest Serta Savings of the Year - Ends Monday, June 1st!



Queen Size
Savant Firm



King Size
Savant Plush



Queen Size
Vantage Firm



King Size
Vantage Plush

icomfort®
Sleep System by Serta The comfort of memory foam infused with the support and cooling touch of gel.

| | Mattress Price | | Adjustable Foundation Price | | TOTAL INSTANT SAVINGS! |
|------------------------|--|---|--|---|------------------------|
| Queen Size Savant Firm | was \$1574 now \$1474 SAVE \$100 | + | was \$1700 now \$1500 SAVE \$200 | = | \$300 |
| King Size Savant Plush | was \$1999 now \$1799 SAVE \$200 | + | was \$3200 now \$2600 SAVE \$400 | = | \$600 |

iseries
Hybrid Sleep System by Serta A unique hybrid of dual-action gel memory foam and Serta's most advanced innerspring.

| | Mattress Price | | Adjustable Foundation Price | | TOTAL INSTANT SAVINGS! |
|-------------------------|--|---|--|---|------------------------|
| Queen Size Vantage Firm | was \$1074 now \$974 SAVE \$100 | + | was \$1700 now \$1500 SAVE \$200 | = | \$300 |
| King Size Vantage Plush | was \$1499 now \$1299 SAVE \$200 | + | was \$3200 now \$2800 SAVE \$400 | = | \$600 |



PLUS
Purchase iComfort® or iSeries® and Start Earning Today!

**EARN \$100 PER YEAR
UP TO \$1000 TOWARDS
YOUR NEXT BED PURCHASE!**
Plus, other VIP benefits and offers!

109 East Third, Yankton, SD • 605.665.4416 • 800.798.4663
Monday-Friday 10-6, Saturday 10-5, Closed Sundays,
Evenings by Appointment
www.hatchfurniture.com

**Closed Memorial Day,
Monday, May 25th**

hatch
FURNITURE
Home Design Center



Serta America's #1
Mattress
Manufacturer**



FREE
Local Delivery
with mattress purchase

FREE
Set Up & Removal

FREE
Financing Available



Flexsteel
**FAVORITES
SALE**



All Box Springs \$99

Mattress only prices

| | |
|---------------------------------|-------|
| TWIN | |
| Northshore..... | \$99 |
| Cecilia Euro Top | \$179 |
| Dillon Euro top | \$249 |
| Dillon Firm | \$249 |
| Elyse Plush | \$349 |
| Elyse Super Pillow Top | \$399 |
| Glencoe Firm | \$499 |
| Harrison Super Pillow Top | \$499 |
| FULL | |
| Northshore..... | \$149 |
| Cecilia Euro Top | \$249 |
| Dillon Euro Top | \$349 |
| Dillon Firm | \$349 |
| Elyse Plush | \$449 |
| Elyse Super Pillow Top | \$499 |
| Glencoe Firm | \$599 |
| Harrison Super Pillow Top | \$599 |
| QUEEN | |
| Cecilia Euro Top | \$269 |
| Dillon Euro Top | \$399 |
| Dillon Firm | \$399 |
| Elyse Plush | \$549 |
| Elyse Super Pillow Top | \$599 |
| Glencoe Firm | \$799 |
| Harrison Super Pillow Top | \$799 |
| KING | |
| Cecilia Euro Top | \$449 |
| Dillon Euro Top | \$649 |
| Dillon Firm | \$649 |
| Elyse Plush | \$749 |
| Elyse Super Pillow Top | \$799 |
| Glencoe Firm | \$999 |
| Harlow Super Pillow Top | \$999 |

The Best Buy Seal and other licensed materials are registered certification marks and trademarks of Consumers Digest Communications, LLC, used under license. For award information, visit ConsumersDigest.com. WomanCertified inc. does not in any way endorse any business, brand, product and/or service, but instead reports the collective opinion and judgment of female customers. Visit www.womenschoiceaward.com to learn more.
1) 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.
2) Serta Perfect Rewards membership requires a qualified Serta® Perfect Sleeper® purchase, other terms and conditions apply. Must complete Rewards Redemption form after purchase. Save up to \$100 off your 2nd Serta mattress purchase of \$1,000 or more or help a friend save (up to twice a year). Visit www.sertaperfectrewards.com for details. *Source: Furniture Today Top U.S. Bedding Producers, June 16th 2015.

bp
Since 1934

Home of Great Results since 1934

201 W Cherry St. • Vermillion, SD • Phone: 624-4429 Fax: 624-2696 • BroadcasterOnline.com