

**Bear's Furniture & Mattress**

3854 US 322  
Franklin, PA 16323  
814.437.7823



# THE "BEAR" FACTS

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## Meet the Team:

- **Mike & Karla Moss,**  
Owners
- **Silvia Dolan,**  
Store Manager
- **Troy Hogue,**  
Office Manager
- **Denny Johnson,**  
Sales Associate
- **Bill Beck,**  
Mattress Den  
Manager
- **Harold Deeter,**  
Warehouse &  
Service Manager
- **Scott Gibbons,**  
Delivery

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## Nobody Cares Like BEAR'S!

Bear's was started in 1957 by A. Don and Louise Bear in the village of Sugarcreek, Pennsylvania and has continued to grow and expand over the past 50 years. Bear's has been under the ownership and guidance of Michael and Karla Moss since 1990 and undergone a multitude of changes since then.

Under the Moss' leadership, Bear's has strengthened its position by adding a Custom Comfort Center (choose among hundreds of fabrics to customize your furniture!) at the Franklin store and expanding to a second location in Cranberry, Pennsylvania - Bear's Mattress Den - specializing in mattresses and related sleep products.

Bear's feels strongly about balancing the needs of our customers with the relationship of our suppliers. First priority will always be to provide a quality product to our customers. But we also consider other factors. For example, many of our products are "Made in America" and we feel it's important to support those manufacturers. Many of our customers agree.

Bear's offers over 40 different name brand mattress sets on display in a variety of sizes, types, and qualities. We specialize in adjustable beds featuring five different adjustable base styles and over two dozen different mattress choices. That's over 100 different combinations to choose! We carry bunk beds, day beds, futons, metal and wooden beds, headboards, all types of bed frames and rails, sheets, pillows, and much, much more!



## Accessorizing Quick Tips

Bear's attention to accessorizing in our display galleries is well renown! We take great pride in the presentation of our accessories and offer a few tips to help in your home:

- Cluster objects to create a related table-top scene.
- Vary the height of the objects you are working with. You can add height by placing some objects on top attractive books laying on the surface.
- Work with odd numbers of objects: 3, 5, or 7. This makes the eye travel over triangular paths, creating visual interest.
- Symmetrical arrangements are more formal in nature; asymmetrical arrangements are more casual.
- Pay attention to scale. Make sure your objects are not too big or small for the area in which they are displayed.

For more ideas, please come down to the store and look around. Maybe you'll find the perfect accessory for your home!

## The NEW Look of Country

In an uncertain world, we all look for the comforts of home, and reminders of the past, when life seemed simpler. While we may indulge in the richness and sophistication of an elegant crème brulee, it doesn't compare to the reassuring comfort factor of a homemade apple pie. The same could be said of country style.

Country style can range from French provincial and English garden to American Cottage. Each variety has their own essential elements, but common to all is a feeling of relaxed comfort that soothes the soul in a weary world. The newest trends in country style are decidedly up-to-date with touches of modernity intermingling with an updated vintage design. The result is a new look for country that is decidedly current, while it treasures the best of the past.

### Details Make the Difference

Many of the hallmarks for country style are found in details such as bead board panels and whimsically scalloped aprons. Excessively ornate or heavy carvings are not present, but smaller scale embellishments, like simple rose

carvings or turned finials, do appear. These simple elements add interest, but they remain under-stated and don't overpower the usefulness of the furniture they enhance.

### Colors of Country

For years the colors of country style have relied on an understated palette of dusty rose, burgundy, sage green and tea-stained linen. A more modern approach throws vibrant punches of color inspired by nature into the mix. Bright spring greens, delectable oranges and sunny yellows are bringing new life to country style with combinations that conjure images of roadside farm stands, filled with freshly-picked produce. Lively colors are not just for the walls; they are also making an appearance on the painted finishes of accents and occasional pieces too.

Country style can make you feel at home where ever you are. Today's approach to update the "tried and true" favorite country style with new, cleaner color palettes, sleeker lines and touches of natural elements creates an easy and eminently livable style.

## Five Questions to Ask Before You Buy

**Does this fit my family's lifestyle (pets included)?** Rethink a chenille sofa if you have a cat with claws. Exuberant, snack-eating football fans don't mix well with dupioni silk

**How long do I want to live with this?** If you like to stay on top of the latest fashion trends, you may want a change before an item is worn out. Consider how long you want to keep something before you make a sizable investment and plan to update your interior periodically.

**Will it fit through the door?** This often overlooked issue leads to a lot of frustration and many returns.

**How will I take care of it?** Accidents happen sometimes. Who could predict that your infant son would choose to teeth on the cushion of your leather sofa and chew a hole in it? Buying a protection plan, like Guardsman, will give you peace of mind and the resources to fix problems when they occur.

**Have I done my research and am I getting the best value?** Keep in mind that value doesn't mean cheap. Value means that you are getting the best quality relative to the amount you are paying. To get a good value you need to examine the sturdiness and expected lifespan of an item in addition to its appearance.



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## Rest Assured

Your mattress is one of the most important pieces of furniture in your home. In fact, you'll spend a third of your life on it. That's more than the time you spend watching television or sitting at a computer. **No other piece of furniture contributes so profoundly to your health and well being!** Buying a mattress is a decision that you should carefully consider. Since most people replace their mattress every seven to ten years, you'll have to live with your decision for a long time.

For most buyers, comfort is the single most important factor. Support and durability rank close behind. When it comes to comfort, there is no right or wrong. Studies show that a good mattress improves sleep quality, reduces neck and back pain, and increases energy levels during waking hours as well. Here is a short checklist to help you plan, research and pay for your new mattress:

**Budget:** People often over extend themselves with purchases that they may not be able to afford. A high price tag for a mattress does not guarantee the absolute best set. However, do not go cheap either. Set a budget and let that be your guide.

**Size:** The size of your mattress will be somewhat limited to the actual size of the room it is going in. Consider whether you're sleeping alone or with a partner. In that case a queen size or king size might be a better option. There are also extra long beds for all of you tall people.

**Composition of Materials:** Different mattresses provide combinations of material that give the desired firmness level. Some give the sensation of firm or stiff support, while others feel like a marshmallow and let you sink directly into them. Typical construction of a mattress is a box spring foundation with an innerspring mattress on top. Currently there are also popular models of memory foam mattresses, individual air mattresses, and even futon type bed tops. To test out these different types of materials, visit store locations, spend the night at a fancy hotel, and ask your friends about what they own or recommend sampling.

**Foundation:** You cannot build a solid house without a good foundation. The same applies to a mattress. Your bed frame should provide a firm, strong support for the mattress and counterparts. A solid steel frame is usually recommended. This frame should have support on the four major corners and middle frame so it will not sag. Some frames are specifically built to fit a specific box spring size; others are adjustable and fit different bed sizes.

You don't think twice about test driving a car, so you shouldn't think twice about "sleep testing" a mattress. Don't be embarrassed! (Okay, ladies wear comfortable pants instead of skirts while shopping.) Lie down on the mattress for several minutes and assess how well it provides support and how comfortable it is. Lie in the position you normally sleep in. If you share a bed, both of you should lie down together. The only way to tell if a mattress is right for you is to lie down on it!



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## **Bear's Furniture & Mattress**

**3854 US 322 | Franklin, PA 16323**

**814.437.7823**

**Monday & Friday: 9am to 8pm**

**Tuesday thru Thursday: 9am to 6pm**

**Saturday: 9am to 5pm**

**Closed Sundays**

## **Bear's Mattress Den**

**80 Regina Drive | Cranberry, PA 16319**

**814.677.1200**

**Monday thru Friday: 10am to 8pm**

**Saturday: 10am to 5pm**

**Closed Sundays**

## **PROFILE: WHITE DOVE MATTRESS**

White Dove Mattress is a family-owned, fourth generation mattress manufacturer committed to producing superior quality bedding products for both consumers and institutional customers.

Founded by the Goodman family in 1922, White Dove opened its first manufacturing facility in Cleveland, Ohio to service a growing Midwest post-war economy. The company quickly built a national reputation for quality and innovation and for superior "hands-on" service to its customers.

Recently recognized as one of the fastest growing companies in Northeast Ohio, White Dove remains firmly committed to its founding principles of quality, integrity, and exemplary service to its customers.



## **Shop White Dove Mattresses at BOTH Bear's Locations!**

### **Tips to Better Sleep**

The Better Sleep Council is a non-profit organization devoted to educating the public about the importance of sleep to good health and about the value of the sleep system and sleep environment in pursuit of a good night's sleep.

Following are a few Tips To Better Sleep:

- We all have too much to do, so take time out and re-charge yourself by getting a good night's sleep. The quality and quantity of your sleep can make all the difference in how productive you'll be the next day.
- Maintain a regular bed and wake time schedule, including weekends.
- Exercise regularly. It is best to complete your workout at least a few hours before bedtime.
- Establish a regular, relaxing bedtime routine such as soaking in a hot bath or hot tub and then reading a book or listening to soothing music.
- Avoid nicotine (e.g., cigarettes, tobacco products). Used close to bedtime, it can lead to poor sleep.
- Avoid caffeine (e.g., coffee, tea, soft drinks, chocolate) close to bedtime. It can keep you awake.
- Avoid alcohol close to bedtime. It can lead to disrupted sleep later in the night.
- Sleep on a comfortable mattress and pillows.
- Create a sleep-conducive environment that is dark, quiet, comfortable and cool.

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**[www.bearsfurniture.com](http://www.bearsfurniture.com)**