Pre-BLACK FRIDAY Sale!

Gotta go to... GODWIN'S FURNITURE & MATTRESS

100s OF HOT BUYS STOREWIDE $699 OR LESS!



MICHIGAN'S LARGEST La-Z-boy COMFORT STUDIO DEALER

La-Z-boy Sofa
Why Pay $2999.95?
SALE $1499
$1199
AFTER ALL DISCOUNTS

This sofa's sleek, streamlined style fits in with just about any décor from ultra-modern to comfortably casual. Simple, smooth Premier standard seats offer long-lasting comfort and support while the elegant, modern arms and decorative wood legs bring just a touch of an upscale vibe.
Choice of select fabrics. Comes with one set of pillows, not two as shown.
Loveseat $1149

SAVINGS UP TO 65% Off STOREWIDE!†

PLUS

WE PAY THE Tax!‡

AN AMOUNT EQUAL TO THE SALES TAX WILL BE DEDUCTED FROM THE FINAL PRICE.

OR

UP TO 5 Years SPECIAL FINANCING AVAILABLE!

On purchases of $4,999 made with your Nest Credit Card.*



Wall Recliner
Why Pay $799.95?
SALE $379
$299
AFTER ALL DISCOUNTS
Choice of colors.

BLACK FRIDAY HOT BUYS NOW!



Dunesbury II Firm QUEEN MATTRESS
$299
AFTER ALL DISCOUNTS

BLACK FRIDAY HOT BUYS NOW!

OUR Good as Gold** PROMISES:

NO. 1 Affordable FASHIONS!

NO. 2 Lowest Price GUARANTEED!

NO. 3 You'll Like Your Purchase or You Can RESELECT!



EXTRA **25% Off** Wall Décor, Accessories & Rugs

Thank you for 78 Years!



12 LOCATIONS

Now in our fourth generation as a family owned and operated business, we take pride in helping Mid-Michigan furnish their homes with quality, comfortable, and brand name Furniture & Mattresses at affordable prices since 1948.

Fashion, Price and **Your Happiness** Guaranteed!

GODWIN'S mattress 1st Superstore

Pre-BLACK FRIDAY Sale!

Mattress 1st products are designed to enhance the quality of your sleep and your life. Our innovative mattress components allow you to get your best possible rest for a lot less than other brands.

Your health and well-being are directly tied to your quality of sleep and with Mattress 1st, quality doesn't mean costly.

HEADS UP POWER BASES STARTING AT $299!



mattress 1st by Serta
Norwood QUEEN MATTRESS
Why Pay $699.95?
$369
AFTER ALL DISCOUNTS
7" Foam Mattress

Cleona Firm QUEEN MATTRESS
Why Pay $1199.95?
$599
AFTER ALL DISCOUNTS
11.5" Profile
Over 800 Coils (queen size)
EvenCool™ Fabric



Donegal Firm QUEEN MATTRESS
Why Pay $1599.95?
$799
AFTER ALL DISCOUNTS
12" Profile



Serta iSERIESNXG™
For the sleep I want

Introducing the next generation of comfort—delivering **immediate cooling, instant pressure relief,** and **ideal hybrid support.**

1 **Cooling comfort**
A cool-to-the-touch CoolFeel™ Cover provides immediate cooling, and Carbon Fiber Memory Foam channels heat away from the body

2 **NGX™ Memory Foam**
A high-density, premium memory foam for deep, contouring pressure relief

3 **5-Zone Coil Support System**
A 5-zoned coil system offers targeted support for your back and body with BestEdge Support for lasting, edge-to-edge mattress stability

1500 Hybrid
FIRM12"

60 NIGHT Comfort GUARANTEE**
We're committed to finding you the best night's sleep possible!



10-YEAR WARRANTY | MADE IN U.S.A. WITH GLOBAL COMPONENTS | ADJUSTABLE BASE COMPATIBLE | CERTIPUR-US® CERTIFIED

TWIN MATTRESSES from $179 | QUEEN MATTRESSES from $299

110% Guaranteed Best Price!

FREE DELIVERY *with $697 mattress purchase!*

LIMITED TIME ONLY!

Serta BLACK FRIDAY MATTRESS SALE
Deals too good to baaah-lieve.



Serta iCOMFORT SAVE UP TO $600 on select Serta® mattress + baselogic® adjustable sets*

*Purchase select Serta® iComfort® mattresses between November 3, 2026 – December 1, 2026, and receive up to $300 in mattress savings. Plus save up to $300 on a qualified baselogic® adjustable base. Savings offers on the mattresses will vary by model. The maximum $600 savings applies to any size eligible mattresses with any size baselogic® Platinum adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2026 Serta, Inc. All rights reserved. See serta.com for full details.

LIMITED TIME ONLY!

Serta BLACK FRIDAY MATTRESS SALE
Deals too good to baaah-lieve.



Serta perfectsleeperX SAVE UP TO $800 on select Serta® mattress + baselogic® adjustable sets*

*Purchase select Serta® Perfect Sleeper X™ mattresses between November 3, 2026 – December 1, 2026, and receive up to $500 in mattress savings. Plus save up to $300 on a qualified baselogic® adjustable base. Savings offers on the mattresses will vary by model and size. The maximum $800 savings applies to a King size eligible mattress with any size baselogic® Platinum adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2026 Serta, Inc. All rights reserved. See serta.com for full details.

LIMITED TIME ONLY!

Serta BLACK FRIDAY MATTRESS SALE
Deals too good to baaah-lieve.



Serta iCOMFORTPRO SAVE UP TO $900 on select Serta® mattress + baselogic® adjustable sets*

*Purchase select Serta® iComfortPro™ mattresses between November 3, 2026 – December 1, 2026, and receive up to $600 in mattress savings. Plus save up to $300 on a qualified baselogic® adjustable base. Savings offers on the mattresses will vary by model. The maximum $900 savings applies to any size eligible mattresses with any size baselogic® Platinum adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2026 Serta, Inc. All rights reserved. See serta.com for full details.

Fashion, Price and **Your Happiness** Guaranteed!

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Michigan's Largest La-Z-boy Dealer COMFORT STUDIO

GODWIN'S mattress 1st Superstore

GODWIN'S OUTLET

BAD AXE | 996 N. Van Dyke
Bad Axe, MI 48413 • **(989) 269-6495**
MON - FRI: 10 am - 6 pm • SAT: 9 am - 5 pm • SUN: 12 pm - 5 pm

NOW OPEN FENTON | 1030 W Silver Lake Rd.
Fenton, MI 48430 • **(810) 629-5081**
MON - SAT: 10 am - 6 pm • SUN: 12 pm - 5 pm

FLINT | 2199 S. Linden Rd.
Flint, MI 48532 • **(810) 733-7331**

LAPEER | 2040 N. Lapeer Rd.
Lapeer, MI 48446 • **(810) 660-8507**

LINWOOD | 925 S. Huron Rd.
Linwood, MI 48634 • **(989) 697-7008**
MON - FRI: 10 am - 5 pm • SAT: 10 am - 6 pm • SUN: 12 pm - 5 pm

MIDLAND | 4906 N. Saginaw Rd.
Midland, MI 48640 • **(989) 835-4881**

MT. PLEASANT | 4858 E. Pickard St.
Mt. Pleasant, MI 48858 • **(989) 773-2145**

OWOSSO | 2085 E. M-21
Owosso, MI 48867 • **(989) 729-0044**

FORT GRATIOT (PORT HURON)
4235 24th Avenue *(Former Toys R Us)*
Ft. Gratiot, MI 48059 • **(810) 363-6300**

SAGINAW - North | 6410 Bay Road
Saginaw, MI 48604 • **(989) 793-3390**

SAGINAW - West | 6225 State St.
Saginaw, MI 48603 • **(989) 799-7030**

SANDUSKY | 125 S. Elk St.
Sandusky, MI 48471 • **(810) 648-9703**
MON - SAT: 10 am - 5 pm • SUN: 12 pm - 5 pm

STORE HOURS: MON - SAT: 10 am - 6 pm • SUN: 12 pm - 5 pm

GodwinsFurniture.com

*Minimum payments are required for each Credit Plan. Valid for single transaction only.

Credit card offers are subject to credit approval.
Nest Credit Card Accounts are issued by Comenity Capital Bank.

The Nest Credit Card is valid at participating mynestcard.com locations.

**See website for details.

‡‡With purchase, receive a discount equal to the sales tax. Sales tax must be paid on all purchases after discount.

†Discounts are off "Why Pay" prices and exclude Serta® iComfort®, closeouts, and As-Is items. Current discounts have been taken off advertised items. We provide "Why Pay" prices in a sincere effort to demonstrate the relative value of products offered. Selling prices are calculated from the Why Pay price. We make no claims to having sold products at Why Pay prices. Although every precaution was taken in the price and image specification, errors may occur in print or digital formats. We reserve the right to correct any such errors. Sale ends 11/25/26. All photos are for illustrative purposes only. Please see store for details. © 2026 Knorr Marketing GOFU-9021-26111 11/26

Pre-BLACK FRIDAY Sale!

100s OF HOT BUYS STOREWIDE $699 OR LESS!

SAVINGS UP TO 65% Off STOREWIDE!†

PLUS

WE PAY THE Tax!‡

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OR

UP TO 5 Years SPECIAL FINANCING AVAILABLE!

On purchases of $4,999 made with your Nest Credit Card.*

La-Z-boy COMFORT STUDIO

Godwin's offers the **LARGEST** Selection of Quality La-Z-Boy Furniture in Mid-Michigan!

FEATURED AT ALL GODWIN'S LOCATIONS!

LONG LIVE THE LAZY®



La-Z-boy Reclining Sofa
Why Pay $3319.95?
SALE $1659
$1299 AFTER ALL DISCOUNTS

This sofa has huge comfort in a smaller frame. Its fluid design is clean and relaxed with a micro flange welt trim adorning lightly padded arms. Plush roll-over backs and waterfall chaise seats adjust on each end for soothing support. *Choice of select fabrics.*
Reclining Loveseat..... $1269
Reclining Console Loveseat..... $1449
Rocker Recliner $699



La-Z-boy Reclining Sofa
Why Pay $4039.95?
SALE $2019
$1599 AFTER ALL DISCOUNTS

This wall reclining sofa has an easygoing style that's just right for resting and relaxing. Sink in and enjoy its plushily pillowed tall back and padded rolled arms. The seats and leg rests cradle your body in a continuous zone of comfort. Simply use the convenient handles on the outside arms to raise the left and right leg rests for reading, relaxing, or watching TV. Best of all, you can place this sofa mere inches from a wall. *Choice of select fabrics.*



La-Z-boy Sofa
Why Pay $4029.95?
SALE $2019
$1599 AFTER ALL DISCOUNTS

For a look that feels perfectly at home in any home, this sofa is a classic. With simple lines and put-together tailoring, it's a style that looks good... and feels even better. Featuring semi-attached pillow backs, over-scaled roll arms, and box seat cushions with welted trim. *Choice of select fabrics.*



Sofa
Why Pay $1399.95?
SALE $699
$559 AFTER ALL DISCOUNTS
Available in Mocha or Granite.

Strike a balance between the indulgent comfort you crave and the contemporary aesthetic you long for. The fabulously soft, graphite-colored upholstery of this sofa takes neutrals to new heights. Plus there's plenty of room to spread out and relax solo or with your bestie. Geometric-patterned accent pillows perfect the richly on-trend aesthetic.



Sofas STARTING AT $499!

Chofa
Why Pay $2519.95?
SALE $1259
$999 AFTER ALL DISCOUNTS
Available in Navy or Gray.

This sofa chaise is not your average lounge setup. It's a full-on relaxation command center. With room to kick up your feet, flop sideways, or take over the whole chaise like you own the place, this chofa brings comfort, confidence, and a little bit of sass to your space.



Power Reclining Sofa
Why Pay $4649.95?
SALE $2329
$1879 AFTER ALL DISCOUNTS

A rare combination of style and comfort, this reclining sofa has plenty of both. Oversized stitching on French seams unites the components of the style as it is used throughout to emphasize bold character. Generously sized arms are the main focus with unique 3-D panels that ebb and flow like the plush yet supportive pad-over-chaise seating. Pleasantly softened wings flank double-bustle backs with pleating in just the right spot to optimize lower back support. *Choice of select fabrics.*
Power Reclining Console Loveseat..... $1919



Reclining Sectional
Why Pay $5159.95?
SALE $2579
$2049 AFTER ALL DISCOUNTS

With plush cushions and wraparound pillow top arms, this reclining sectional takes comfort to a whole new level. Its faux vintage leather requires minimal care, making this relaxation station ideal in homes with children and pets. The reclining feature engages with the pull of a tab, putting pleasure at your fingertips.

Recliners

Godwin's is sure to have the perfect recliner just for you! Shop our hundreds of styles, colors, and comforts. Choose from convenient features, such as power recline or power lift, to take your reclining comfort to the next level.

Recliners STARTING AT $299!



Rocker Recliner
Why Pay $1259.95? | **SALE $629**
$499 AFTER ALL DISCOUNTS



Rocker Recliner
Why Pay $1399.95? | **SALE $699**
$549 AFTER ALL DISCOUNTS
Available in Mocha or Navy.



Rocker Recliner
Why Pay $1739.95? | **SALE $869**
$699 AFTER ALL DISCOUNTS
Choice of fabrics.



Power Rocker Recliner
Why Pay $2099.95? | **SALE $1049**
$839 AFTER ALL DISCOUNTS
Choice of colors.



Heat & Massage Rocker Recliner
Why Pay $2259.95? | **SALE $1129**
$899 AFTER ALL DISCOUNTS
Choice of colors.



Leather Match Rocker Recliner
Why Pay $2559.95? | **SALE $1279**
$999 AFTER ALL DISCOUNTS



So Cozi Massage and Power Recliner
Why Pay $3039.95? | **SALE $1519**
$1199 AFTER ALL DISCOUNTS
Choice of fabrics.

The advanced system in this recliner utilizes the latest in air cell design, heat therapy, and lumbar support to relax the body and mind. The SoCozi™ Massage & Heat feature makes it possible to improve health and renew energy while creating a relaxing experience like no other.

OVER 4,000 RECLINERS In Stock for IMMEDIATE DELIVERY!



7 Pc. Dining Set
Your Choice: Regular or Counter Height!
Why Pay $1799.95?
SALE $899
$699 AFTER ALL DISCOUNTS
Set includes regular height or counter height dining table and 6 chairs or stools.



5 Pc. Counter Height Dining Set
Why Pay $3749.95?
SALE $1875
$1499 AFTER ALL DISCOUNTS

Bring distinctive rustic character and versatile functionality to your dining space with this dining set. Crafted from mindi and mahogany solids and veneers, this beautifully detailed table features a rustic oak finish and a natural slate tabletop accent for a warm, sophisticated look. *Set includes counter height table and 4 stools.*

5 Pc. Dining Sets STARTING AT $499!



5 Pc. Counter Height Dining Set
Why Pay $2679.95?
SALE $1339
$1049 AFTER ALL DISCOUNTS
Set includes counter height table and 4 stools.



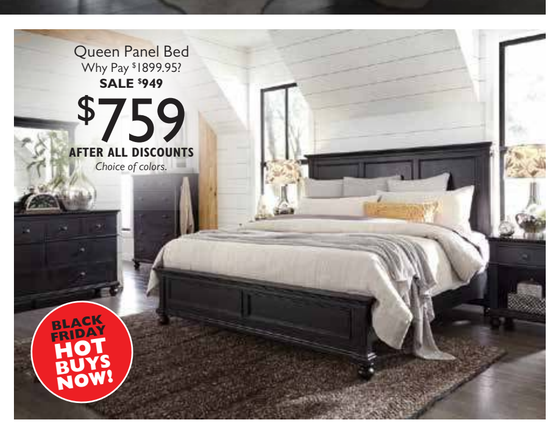
5 Pc. White Marble Dining Set
Why Pay $3999.95?
SALE $1999
$1599 AFTER ALL DISCOUNTS
Set includes table and 4 chairs.

Power Chairside Table
Why Pay $719.95?
SALE $359
$239 AFTER ALL DISCOUNTS





Queen Panel Bed
Why Pay $919.95?
SALE $459
$369 AFTER ALL DISCOUNTS
Mattress not included.



Queen Panel Bed
Why Pay $1899.95?
SALE $949
$759 AFTER ALL DISCOUNTS
Choice of colors.