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From humble beginnings in his garage, John Wheatley has turned **L&W Bedding** into a Quad-City mattress icon.

His No. 1 goal since the business opened in 1989 has been to deliver top-quality, comfortable mattresses at "the guaranteed lowest prices" in the area.

L&W Bedding, with locations in Moline and Bettendorf, eliminates the "middle man" and makes each mattress to the customer's specifications in its downtown Moline factory.

"It's all about educating the consumer," John says. "We have no sales and no gimmicks."

In fact, he encourages customers to shop and compare.

"You'll be glad you did," he says.

John's no-frills approach is evident in his showrooms, and he's happy to show a customer exactly what goes in to making a mattress on the spot.

Knowing comfort starts on the inside, he takes pride in using the "best materials money can buy."

And making the most comfortable mattress possible is what it's all about.

"Each mattress is a masterpiece," he says.

Double the mattress for the same price

John Wheatley, owner of **L&W Bedding**, says no-flip mattresses are becoming the norm in the industry, with companies mass producing single-sided mattresses and telling customers they never have to flip it.

"The fact is, you cannot flip it," John says. "A single-sided mattress has only one sleeping surface and costs the same as our two-sided."

"At **L&W Bedding**, we build the best mattresses in the industry, and we handcraft them one at a time, just for you. We wouldn't dream of taking short-cuts. And we would never charge you twice the money for half the mattress. Don't be fooled by fancy marketing. Get the best mattress for your money at **L&W Bedding**."

L&W Bedding is open Monday through Friday 10 a.m. to 7 p.m., Saturday 10 a.m. to 5 p.m. and Sunday by appointment.