



"New Way" Plays "Santa Claus"!

YESIREEE! WE'VE ACTUALLY DONNED THE OLD RED SUIT AND WHISKERS IN MAKING
 YOU THIS OFFER OF A WONDERFUL ***FREE CHRISTMAS GIFT***
 WITH EACH OF THESE THREE OUTSTANDING CHRISTMAS GIFT SPECIALS YOU WANT FOR YOUR HOME OR LOVED ONE . . .

Our GIFT TO YOU



Modern Brass and Tone TABLE LAMP

Imagine! With every cedar chest we're giving away one of these smart, modern lamps to add colour and glamour to your living room. (Exactly as illustrated above)

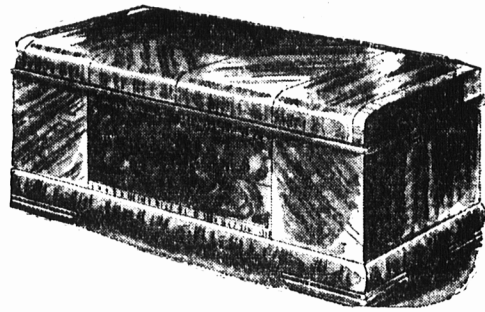
Absolutely FREE!

with a treasured Cedar Chest

Purchased on NEW WAY'S

Christmas Gift Terms!

from **40^c** weekly
 Priced from **\$59.50**



Choice of **THREE** leading Canadian Makes:

- * RED SEAL
- * HEIRLOOM
- * VICTORIAVILLE
- * NO DOWN PAYMENT!
- * IMMEDIATE DELIVERY!
- * 200 WEEKS TO PAY!

We've a wonderful selection of cedar chests—any one of which is bound to thrill her on Christmas morning . . . Choose from plain walnut or mahogany in popular waterfall and other smart designs, some with lid compartments, others with spacious bottom drawer. Cedar lined. Snap-seal lock. Guaranteed mothproof because they're completely airtight. Come in—make your selection now—buy on Canada's EASIEST terms.

Here are **YOUR** Christmas Shopping Terms:

NO DEPOSIT OR DOWN PAYMENT REQUIRED

200 WEEKS TO PAY!

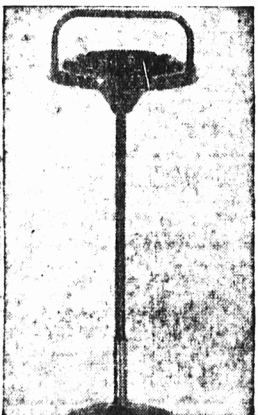
25c WEEKLY BUYS	\$	50.
50c WEEKLY BUYS	\$	100.
\$1.00 WEEKLY BUYS	\$	200.
\$2.00 WEEKLY BUYS	\$	400.
\$3.00 WEEKLY BUYS	\$	600.
\$4.00 WEEKLY BUYS	\$	800.
\$5.00 WEEKLY BUYS	\$	1000.

Time To Pay ???
the CHOICE is YOURS!

Take 6 Months — 12 Months — 18 Months — 2 Years — 3 Years
OR 200 WEEKS To Pay!

Our GIFT TO YOU . . .

with a big, comfortable "La-Z-Boy" Chair



SMOKER'S STAND

With heavy weighted base and large ash tray . . . OUR GIFT TO YOU when you buy a fine La-Z-Boy Chair.

absolutely FREE!

75^c weekly

Priced from **\$119.50**

Chair



NO MONEY DOWN!

- * High Quality VELOUR covering!
- * Chair Adjusts Automatically!
- * Famous Duo-Spring Construction!
- * Complete with Matching Ottoman!

What man wouldn't appreciate the comfortable relaxation only LA-Z-BOY can offer. . . It's an ideal gift for any home and you can buy NOW for Christmas giving from our wide selection with NO DEPOSIT or DOWN PAYMENT needed! Choice of many beautiful colours.

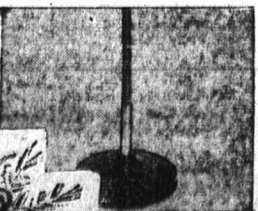
Our GIFT TO YOU

with a Nationally-Famous Console Radio



3-Way BRIDGE LAMP

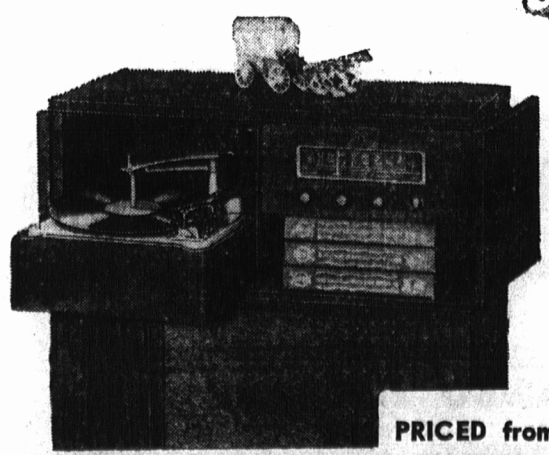
With convenient swing arm that can be moved to any desired position. Solid base. Opaque shade. Brass and tone finish. OUR GIFT TO YOU!



\$1.20 Weekly

- * PHILLIPS!
- * WINDSOR!
- * ROGERS-MAJESTIC!
- * HALLICRAFTER!
- * FLEETWOOD!
- * MARCONI!

Your choice of these world-famous makes! Complete with three-speed fully automatic record players built in the handsome walnut or modern mahogany cabinets. A wonderful family gift! See our wide selection!



PRICED from **\$189.50**
NO DEPOSIT

SEE what 25c weekly BUYS:

- RADIOS:** Mantel, Table, Console combination models, Phillips, Rogers-Majestic, Fleetwood, Windsor, Hallicrafter, Marconi; also Battery, Portable models and Clock Radios.
- General Electric Wall Clocks \$0.95
 - General Electric Irons \$14.50
 - General Electric Kettles \$14.50
 - Morphy-Richards Pop-Up Toasters \$32.50
 - Turn-Over Toasters \$19.95
 - Automatic Coffee Percolator \$29.55
 - Hot Plates, from \$5.95
 - End Tables, from \$5.95
 - Coffee Tables, from \$9.95
 - Telephone Sets \$19.95
 - Sewing Cabinets, from \$13.95
 - Smokers, from \$7.75
 - Table Lamps, from \$5.95
 - Bridge Lamps, from \$14.95
 - Magazine End Tables, Lamp Tables, Drum Tables, Step Tables, Magazine Racks, Fern Stands, Occasional Chairs, Hostess Chairs, Card Tables, Boudoir Sets, Mirrors.
 - 117 Piece Renaissance Dinnerware, China, Glassware and Cutlery Set, for \$39.95
 - 15 Piece Chrome Casserole and Bakingware Ensemble \$9.95
 - 24 Piece Libby's Fleur-de-Lis Glassware Ensemble with English Serving Tray \$8.88
 - Hassocks, from \$4.75
 - Hampers, from \$9.95
 - Congoleum Rugs, from \$5.95
 - Cribs and Mattresses \$22.50
 - Baby Carriages \$39.95
 - Children's Record Players \$17.95
 - High Chairs, from \$12.95

- Electric Ranges and Rangettes, from \$59.50
- Royal Vacuum Cleaners, from \$79.95
- Single and 3-speed Portable Record Players, from \$34.95
- Studio Couches, Colonial Velour Platform Rockers, Gate-legged and Duncan Phyfe Tables, Matching Chairs, Book-Cases, China Cabinets, Corner Cabinets, Beds and Bedding, Bed Outfits, Roll-a-Way Cots, Bunk Beds, Inner Spring Mattresses by Simmons, Star, etc., Wardrobes.
- BICYCLES—Ladies' and Gents' Boys' and Girls'.**
- Fawcett Space Heaters
- Royal Floor Polishers

SEE what 75c weekly BUYS:

- Bedroom Suites in Walnut, Mahogany and Blonde Veneer and finishes, from \$99.50
- Chrome Kitchen Sets, Kitchen Cabinets, Wood Breakfast Sets (Natural or White), Fawcett Coal and Wood Stoves, Sea-Breeze Electric Ironers.

SEE what 1.00 weekly BUYS:

- 3-piece Chesterfield Suites in Repp, Velour, Frieze, etc., from \$159.50
- 2-piece Davenport Suites, 2-piece Space Saver Suites, Dinette Suites, Carpets.
- WASHERS—**from \$159.50
- Simplicity, Bendix, Inglis, Domestic; Also Gas Models.
- Whites and Pride Sewing Machines, from \$119.50

GIFTS OVER 1.00 WEEKLY

- (2) 3-piece Velour Davenport Suites, from \$175 weekly
- (1) Fawcett Torrid Oil Ranges, from \$150 weekly
- (3) 9-piece Dining Room Suites, Modern and Period. Also open stock, from \$175 weekly
- (4) Nationally known Refrigerators, 7 to 9.5 cu. ft., from \$225 weekly
- Electric Clothes Dryers—Simplicity and Bendix \$185 weekly

SEE what 50c weekly BUYS:

- CEDAR CHESTS** — By Red Seal, Heirloom and Victoriaville in Walnut, Mahogany, etc., from \$39.50
- DAVENPORTS** — Space-Saver Davenports in Repp, Velour, Frieze, etc., from \$99.50
- Cogswell Lounge Chairs \$49.95
- British Inlaid Linoleum, per sq. yd. \$3.00
- Westinghouse and Eskimo Food Mixers, from \$39.95

NEWWAY Furniture
 Co. Ltd.