

NEW WAY'S 5th STORE

GRAND OPENING

Sale!

NEW WAY--SAINT JOHN * FREDERICTON * CHARLOTTETOWN, P.E.I. * GOTTINGEN ST., HALIFAX...
NOW!! BARRINGTON STREET in HALIFAX--a 5th Store!

Ever Growing! Ever Expanding! Proof of Sound Merchandising! Finest Values and Terms!
A CLEAR CUT POLICY



EXTRA SPECIAL!

14 PC. deluxe ENSEMBLE

FOR A BEAUTIFUL BEDROOM . . .

INCLUDING—

- Full size (54") panel bed in rich walnut finish!
- Matching dresser (single) with large mirror and three drawers!
- Matching four-drawer chiffonier!
- Full size sleep-inviting spring-filled mattress!
- Buoyant all-steel "Hi-Riser" spring, famous for strength and comfort!
- Two extra large "Wabasso" quality sheets—pure white—81 x 100" each!
- Two fully bleached top quality "Texmade" pillow cases!
- Two plump pillows filled with specially selected feathers!
- Two beautiful satin bound "Esmond" blankets—66" x 80". Color choice!
- Chenille bedspread—closely tufted in attractive multi-colour design!

ONLY —
198.50

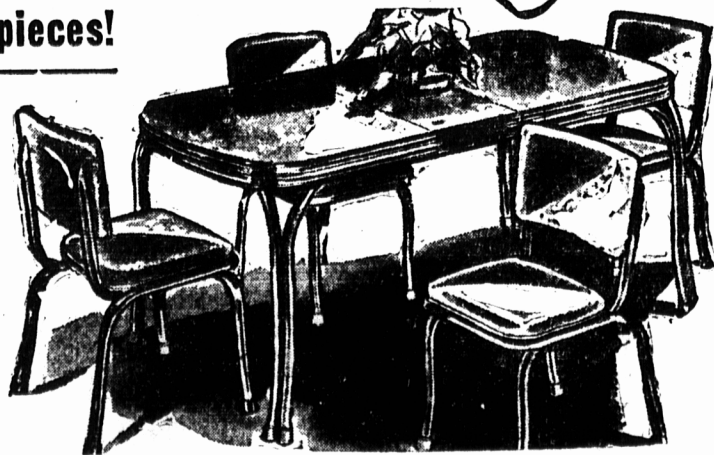
— OR —
1.25

weekly

All pieces finest quality! A truly remarkable value feature!

CHROME DINETTE **BUY!**

61 pieces!



Super 61 pc. Kitchen Ensemble

CONSISTING OF:—

- Gleaming chrome centre leaf extension type table!
- Four chrome chairs to match! Plastic upholstered! Well made!
- Fifty-two piece "GOLD LACE" English dinnerware service for eight! (Each piece beautifully decorated in 22 kt. gold) including:

- 8 plates
- 8 saucers
- 8 desserts
- 1 creamer
- 1 platter
- 8 cups
- 8 soups
- 8 bread and but-ters
- 1 sugar
- 1 veg. bowl

PLUS:

- yes — PLUS TEA SERVICE:— tea pot, sugar and creamer — all hand-somely silverplated!

BUY NOW at this SALE PRICE:

\$134.50

OR

85c

weekly

NO DEPOSIT OR DOWN PAYMENT REQUIRED

YOU choose the time to pay—
 Take from ONE MONTH up to

200 WEEKS TO PAY!

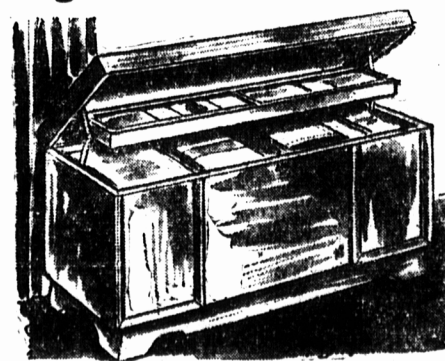
USE THESE FAMOUS TERMS:

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.

LOWEST CARRYING CHARGE—
 ONLY 1/2% PER MONTH!!!!

SPECIAL!

Reg. 64.50 Cedar Chests

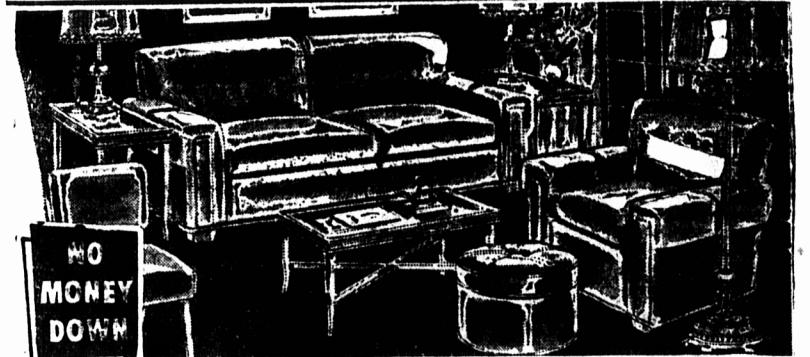


NOW — SAVE \$15.00!!
49.50 OR 50c WEEKLY

Just in time for Christmas! A top make! Wonderful selection! Plain walnut or rich mahogany in popular waterfall and other smart designs. Some with lid compartments (shown), others with bottom drawer! All cedar lined. Snap-seal lid and lock! GUARANTEED moth proof! BUY YOUR CEDAR CHEST NOW AND SAVE — on CANADA'S EASIEST TERMS!

PHONE or WRITE!

. . . **LOWEST PRICES! TOP MAKES!**



13 pc. LIVING ROOM GROUP

INCLUDING LUXURIOUS 3-Pc. CHESTERFIELD SUITE

To celebrate the opening of our FIFTH New Way store we're offering this deluxe modern living-room ensemble at a price that makes it SECOND TO NONE IN VALUE!!! Come in! Choose from our wide selection of suites! EASIEST TERMS! NO DOWN PAYMENT! Up to 200 WEEKS TO PAY!

Here's what you get:—

- One rich-looking, luxurious silk velour chesterfield!
- One big, comfortable arm chair in matching shade!
- One big arm chair in contrasting shade of silk velour!
- Two modern brass and tile table lamps—tastefully designed—complete with shades—maroon, green, grey or red!
- Two walnut finish end tables!
- One walnut finish coffee table!
- One smart swing arm bridge lamp with shade!
- One handsome bronze smoking stand!

SALE PRICE:

267.50

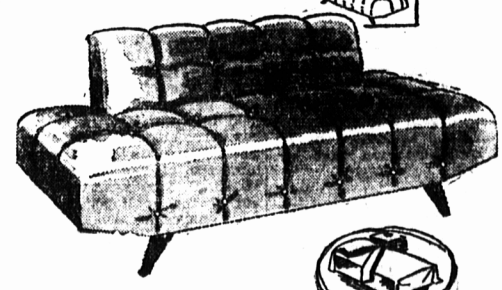
OR

1.65

weekly

TAKE ADVANTAGE OF THIS SPECIAL LOW EXPANSION SALE PRICE NOW!

Ultra Modern!



Sale Priced! DIVANS

Double Comfort at a Low, Low Price!

59.95

OR ONLY

50c

Weekly

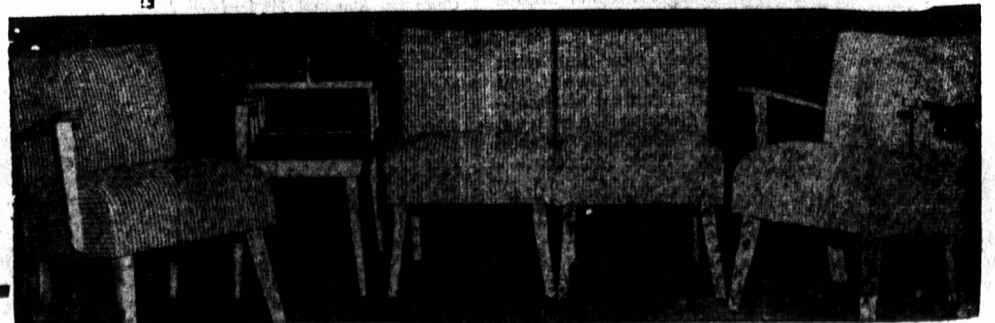
Truly a magnificent piece of double-purpose furniture upholstered in red, green or grey decorative repp, long wearing and attractive! Simply remove the back in one easy operation (see inset top) and behold!—you have a comfortable bed (see inset below divan). Limited quantity at this amazing price! NO MONEY DOWN!

NO DOWN PAYMENT!

SECTIONAL SOFA OUTFIT Complete

4-PC. **99.50**

EXCEPTIONAL VALUE! IMMEDIATE DELIVERY!



Styled for young moderns, this versatile 4-piece sectional suite is made to exacting standards of comfort and durability by a leading Canadian manufacturer. Note the smart lines, the casual cleverness of each distinctive piece. Available in attractive basket weave repp. Famous "NO SAG" construction. Choose from wine, copper or green to blend with or match your colour scheme.

99.50 OR

75c

weekly

NEW WAY'S SPECIAL EXPANSION SALE FEATURE PRICE—ONLY

NEW WAY FURNITURE CO. LTD.

161 Great George St., CHARLOTTETOWN, P. E. I. PHONE 6211