

GRAND OPENING

NEW STORE HOURS
41-43 MAIN ST., W.
OPEN EVERY NITE
TILL 9 p.m. INCLUDING
MON. - SAT. 6 p.m.

- SUPER OPENING SPECIALS -

100 ONLY POLE LAMPS
IN MODERN STYLES AND Decorator Colours
Several Designs To Choose From
REG. PRICE \$15.95
OPENING SALE SUPER SPECIAL 9.95
CASH and CARRY ONLY

FREE ROSES OR PERFUME TO THE LADIES THURS. FRI. SAT. WHILE THEY LAST

100 only BOUDOIR LAMPS
MODERN STYLES and DESIGNS
SEVERAL MODELS TO CHOOSE FROM
Reg. Price \$4.95
OPENING SALE SUPER PRICE 2.95



Like a posture-type mattress?

Never could afford it?

YOU CAN! CHOOSE THE ONE THAT SUITS YOUR BUDGET DURING THE ANNUAL NATIONWIDE SERTA-POSTURE MATTRESS SALE!

Quilt-top SERTA-POSTURE MATTRESS
39.75

- each mattress or matching box spring
- Exclusive "Smooth-loc" quilt top construction... no hidden buttons or lumps
- Sturdy heavy-duty rayon damask cover
- Twin-tapered coils for firm support
- Full or twin width

For those sleepy people for whom nothing but the very finest will do...

PERFECT SLEEPER MATTRESS

79.50
each mattress or matching box spring

- Patented Sertaliner construction... coils are connected with ribbons of steel so they support each other... support you better
- Regular or extra length
- Firm or extra firm
- Innerspring or foam latex
- Full or twin width
- *Foam latex mattress sold only with matching Sertaliner

Be a perfect sleeper on a SERTA PERFECT SLEEPER. You sleep on it, not in it!

SERTA-POSTURE SUPREME MATTRESS
49.75

- each mattress or matching box spring
- Lovely quilted rayon damask cover
- Resilient layer of foam gives luxurious, gentle comfort
- Hundreds of "flex-firm" coils
- Exclusive "Smooth-loc" construction for supreme futless comfort
- Heavy-duty full support edge
- Regular or extra length YOUR CHOICE AT LENGTH
- Full or twin width NO EXTRA COST

Introducing the new **SERTA-POSTURE CAPRI MATTRESS**
59.75

- each mattress or matching box spring
- Damask cover foam-quilted for luxurious sleeping comfort
- 25% more twin-tapered "flex-firm" coils
- Exclusive "Smooth-loc" construction... no buttons, no lumps, no lumps
- Heavy-duty full support edge
- Coordinated box spring for years of extra wear and comfort
- Regular or extra length YOUR CHOICE AT LENGTH
- Full or twin width NO EXTRA COST

FIRST TIME EVER! SERTA-POSTURE SUPREME SUPER-SIZE SETS
Extra long, extra wide, extra comfortable... with comfortable prices, too!

SERTA-POSTURE SUPREME KING SIZE 3-PIECE SET
199.00

- King size mattress with two matching box springs
- Lovely quilted rayon damask cover
- Resilient layer of foam gives luxurious, gentle comfort
- Hundreds of twin-tapered "flex-firm" coils for long-lasting healthful support
- Exclusive "Smooth-loc" construction... no buttons, no lumps, no lumps
- Heavy-duty full support edge stays strong and firm through years of extra wear and comfort
- Regular or extra length
- Enjoy the luxurious sleeping room

SERTA-POSTURE SUPREME QUEEN SIZE 2-PIECE SET
139.00

- Queen size mattress with matching Queen size box spring
- All the fine features of the SERTA-POSTURE SUPREME mattress, with the bonus of added sleeping room... added comfort!
- 60" x 80" size

SERTA SUPER OPENING SPECIAL
QUILTED SMOOTHTOP REG. PRICE \$59.95
312 coil with good quality ticking ALL SIZES
MATTRESS OR BOX SPRING
\$39.95
LIMITED QUANTITY SO SHOP EARLY



39" SMOOTHTOP GOOD GRADE CONTINENTAL BEDS
\$49.95
COMPLETE WITH HEAD BOARD

NEW COLORS in NEW CARPETING

Color and Quality Keynote these Special Values.

VISIT OUR NEW Carpet & Drapery

Department. We have a wide selection of materials and colours.

WALL TO WALL CARPETS

Let our Experts come in and measure your room and install your carpet professionally

WE GUARANTEE

BOTH the GOODS and the WORK TO BE SATISFACTORY.

HOME DRAPERY SERVICE

LET US ASSIST YOU IN YOUR HOME, MEASURED AND INSTALLED BY EXPERTS, AT NO COST TO YOU



WE CARRY A FULL LINE OF CELANESE, WOOL PROPYCEL [no stain] AND THE FABULOUS DUPONT 501 CARPETS

Free 5 PIECE CHROME SUITE
IN CHROME WITH LEATHERETTE COVERED CHAIRS
COURTESY OF PERFECT CHROME FURNITURE CO.

For Your Dining Area Choose Style and Practicability In The New DINETTE GROUPING

With Lovely Inlaid Pattern on Table
Four Deluxe Upholstered Chairs
Truly a DeLuxe Set **\$99.95**
5 PIECES COMPLETE

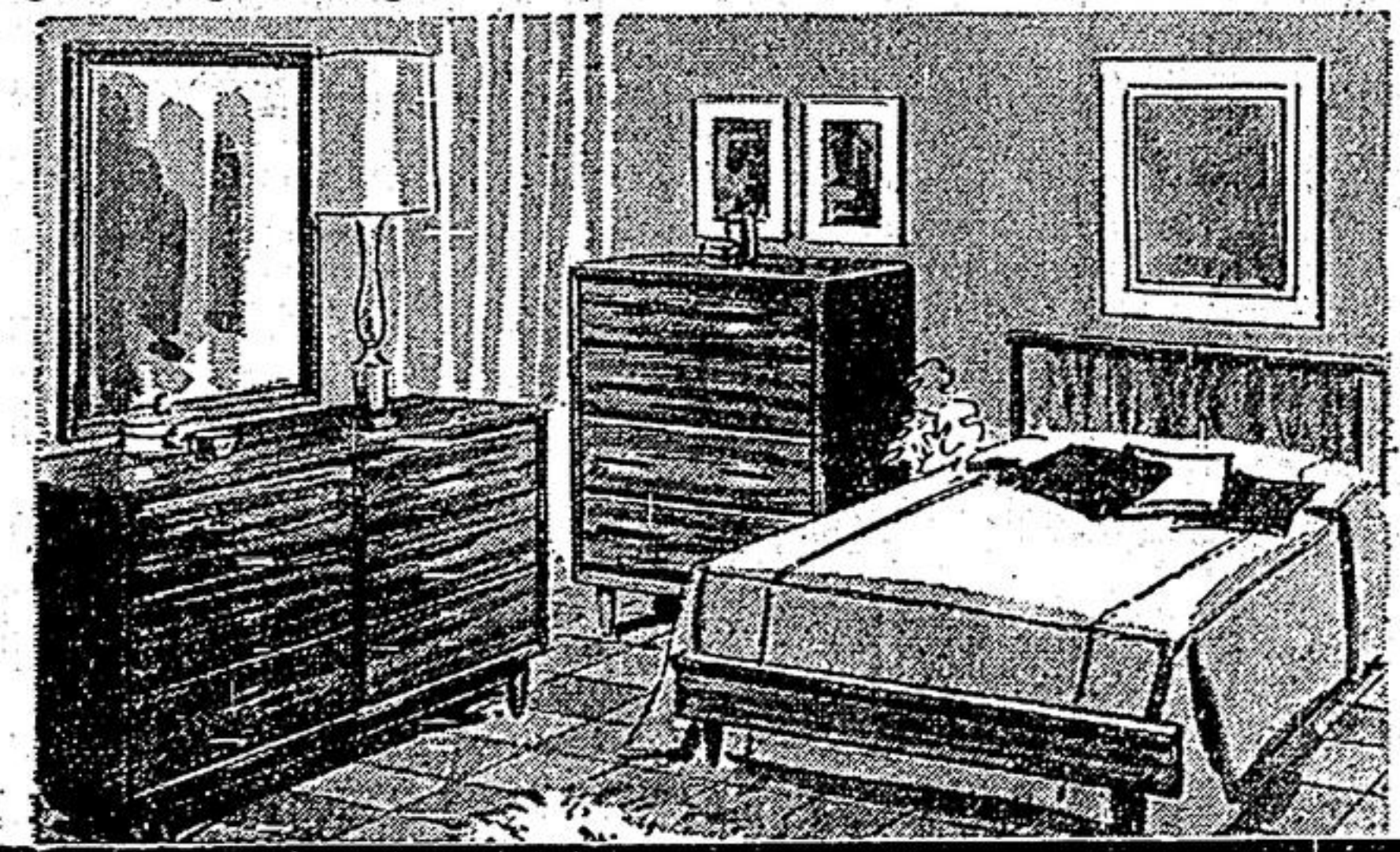


OTHER DINETTE SUITES FROM \$39.95

There's Elegance and GOOD VALUE

IN EVERY ONE OF THESE BEDROOM GROUPS
Here's just one contemporary grouping. There are many more. Choose French and Italian Provincial, Early American... "Country" styles. Each one an excellent value and each one a "gem" of good design.

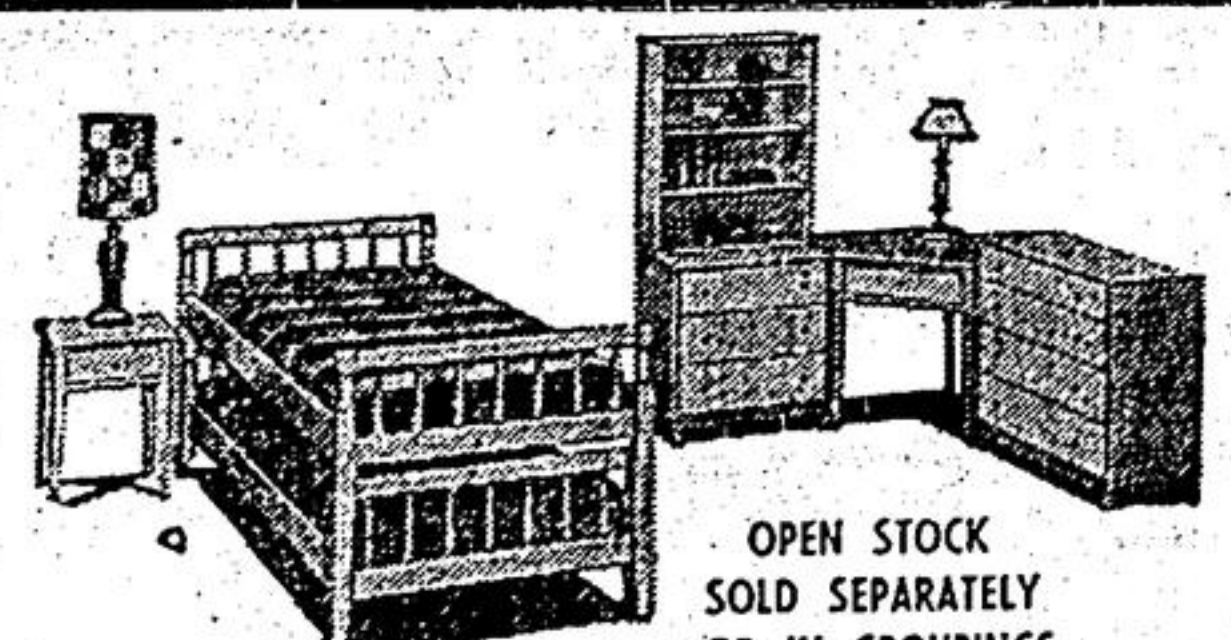
\$169.95
Three Major Pieces at This Modest Price



VISIT YE OLDE COLONIAL ROOM GROUPINGS BY KRUG, KILGOUR, BOGDEN & GROSS AND OTHERS

SEE OUR HUGE DISPLAY OF LAMPS DOZENS TO CHOOSE FROM

SEE OUR CORRELATED GROUPINGS in COLONIAL and MODERN "FOR THE YOUNG FOLKS"



39" SMOOTHTOP GOOD GRADE CONTINENTAL BEDS
\$49.95
COMPLETE WITH HEAD BOARD

MAKE THIS STORE YOUR HEADQUARTERS FOR ALL YOUR HOME FURNISHINGS
FREE LAYAWAY till needed
FREE DELIVERY, LONG EASY TERMS