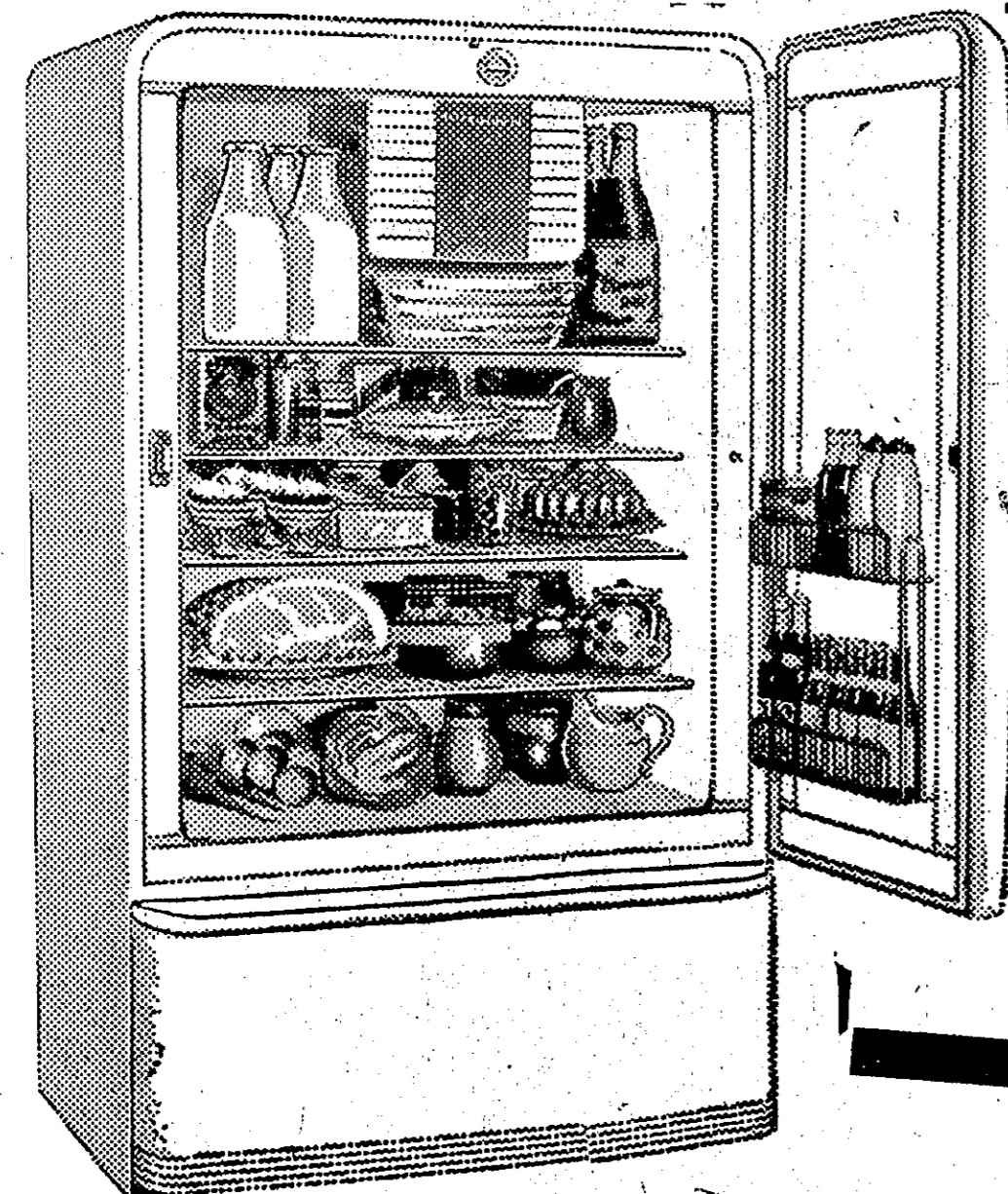


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WESTINGHOUSE
COLDER COLD
REFRIGERATOR

for only . . . **\$319**
\$106.50 DOWN Balance less than \$5.00 per. wk.

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You've been asking for a real value in a refrigerator . . . and we're giving you one here that beats anything you'll find anywhere! The famous Westinghouse "Colder Cold" Refrigerator . . . the big, family size 8 cubic foot model. Your old refrigerator or ice-box can be applied against the down payment and we'll arrange terms that actually amount to less than \$5.00 a week.

Available On Easy Budget Terms

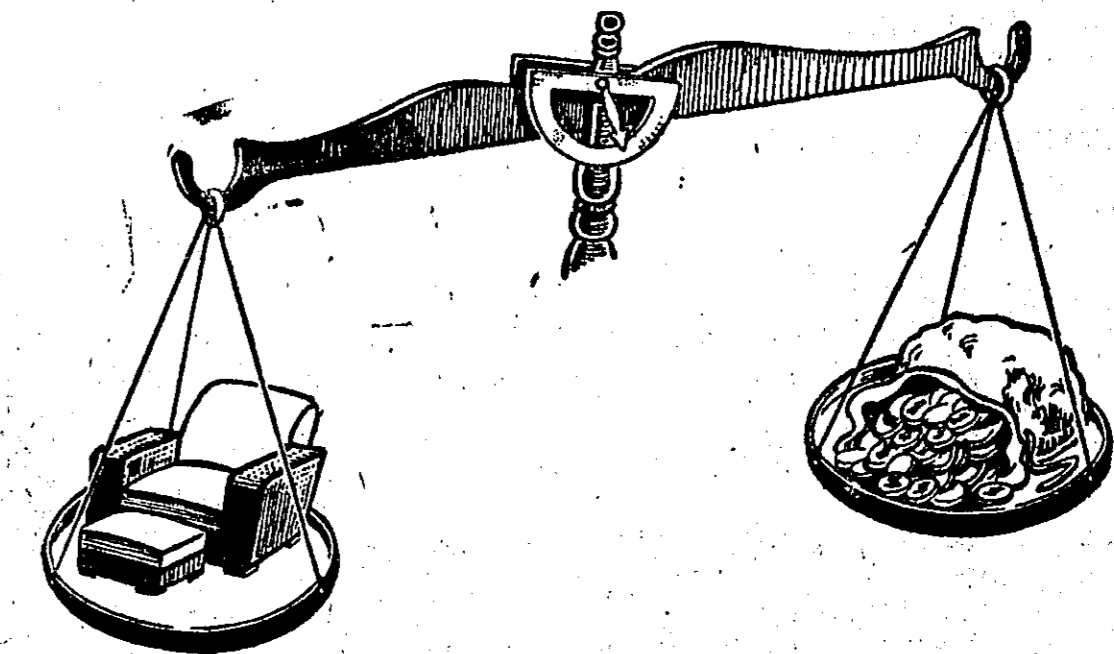
North-End Furniture

843 MAIN STREET

367 PORTAGE AVENUE

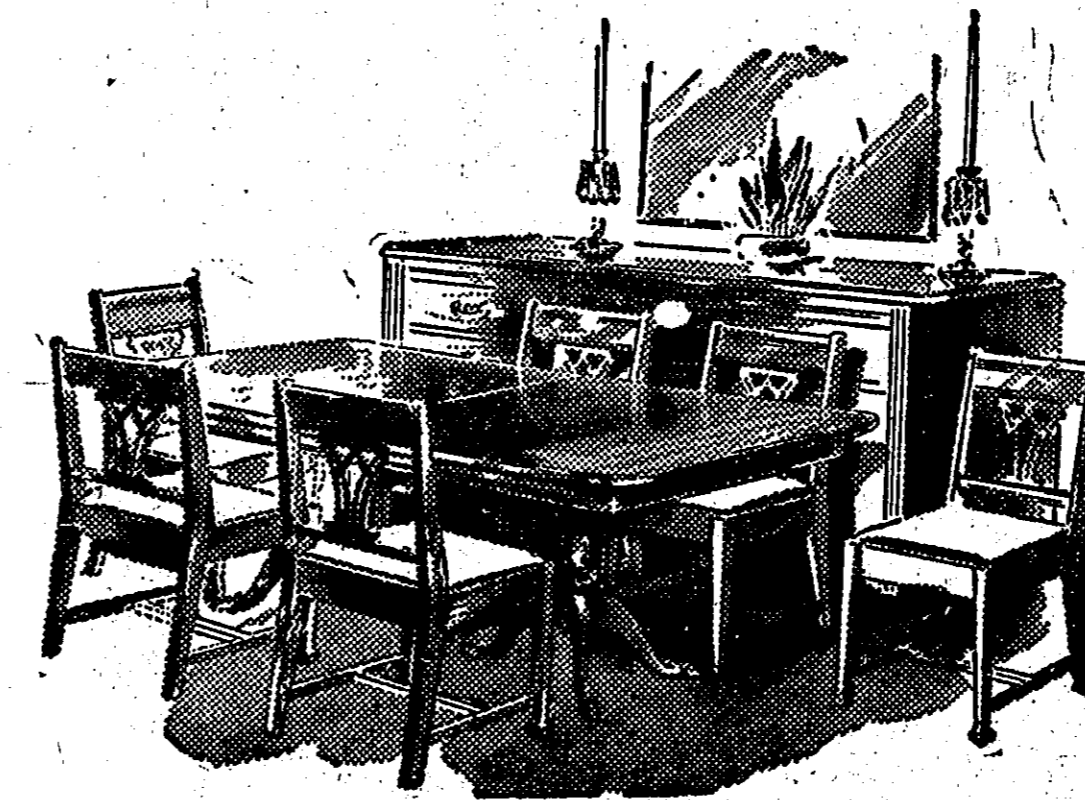
Choose Modern Furniture To Express Family Personality Don't Be A Slave To "Periods" Consider Your Tastes, Activities

Honest Values In Furniture



In home furnishing and home planning, as in baby care, there are fads and fashions. What was taboo last year is de rigueur this year. And what seemed so precious in grand-ma's day, and was since exploded by modern science, is once again found to have much merit. Most recently, the trend towards functionalism, at least insofar as it affects the home's exterior styling, has been subjected to a barrage of criticism. For example, one leading British architect has stated quite categorically, that while Gothic was divinely suited to churches, Victorian architects went astray when they built railroad stations all Gothic. Similarly, he says, while stiff functionalism is divinely suited to railroad stations, modern architects go astray when they build churches . . . and private residences . . . all functional.

Elegance In Dining



What this means for Mr. and Mrs. Middle Income home-owner simply is this . . . be an eclectic. Choose from many styles and many periods. But don't be the slave of any one of them.

Let your family; your family's hobbies and activities; your family's entertainment patterns; your family's size and probable expansion determine whether the living room, den, dining room or basement recreation room will be the 'centre' of things.

And . . . families do differ. The man with a stamp collection whose wife loves knitting, and who prefers the company of three close friends at an intimate record musicale needs a den much more than does the communal leader who regularly entertains two dozen couples at cocktail parties and dinners.

Space . . . and how you utilize

it is the key to home planning. And it can also be the key to home furnishing too.

When selecting furniture, think of such incidental factors as ease of cleaning and destructibility by youngsters.

Some interior decorators have gone overboard on the subject of built-in units. If you plan to remain in your home a lifetime, and can do the built-ins while the home is a-building, there is much to be said for the idea.

From the point of view of extra storage, double-purpose use of space, and the avoidance of the plethora of dust-catchers hidden on every lovely turned leg and decorative trim on a piece of period furniture, built-in furniture and hide-away tables are most useful.

And here, Winnipeg cabinet mak-

ers are skilled and experienced in all aspects of this craft.

But, for those who want to reconstruct a certain period in their home decor, built-ins are definitely 'modern' and 'functional'.

What is perfect for junior's bedroom or the combined recreation-music room, might not be suitable then, for the living room.

And once we have emancipated ourselves from the slavery to period-consistency, there is nothing wrong with such inconsistency.

Building Specialties Best Bet For Fine Tile Walls, Floors

Specialists in asphalt tile, rubber tile, cork tile, and linoleum acoustical installations for noise reduction purposes, Building Specialties Ltd., at 285 Vaughan street, has offered

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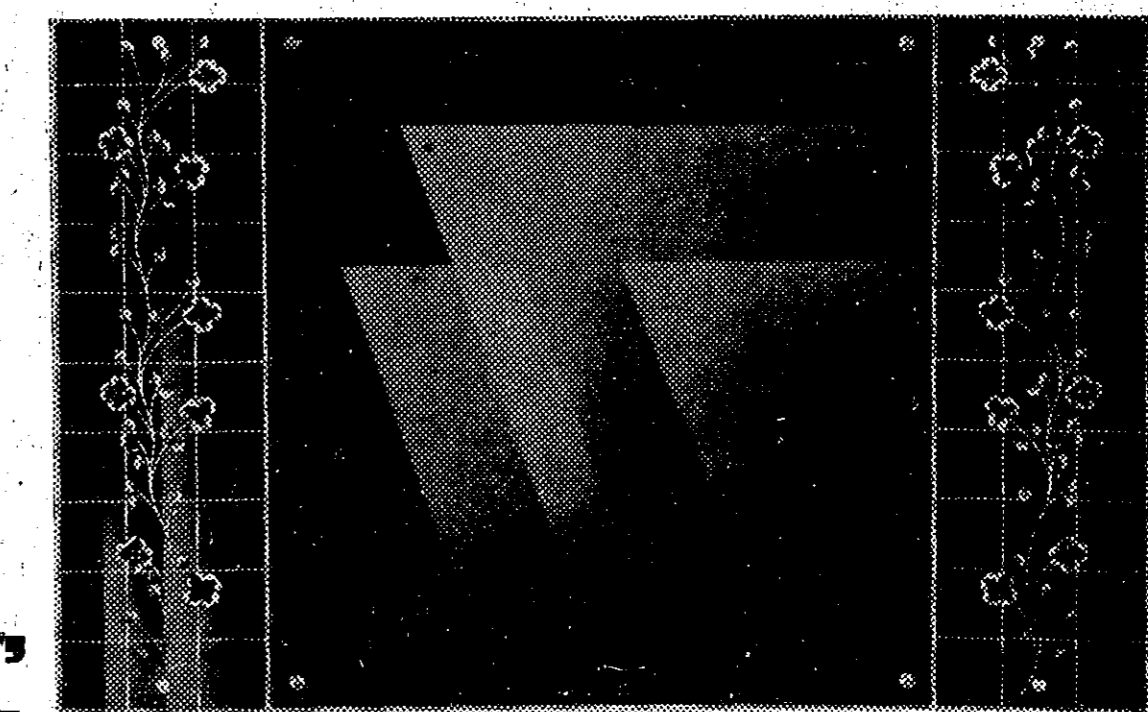
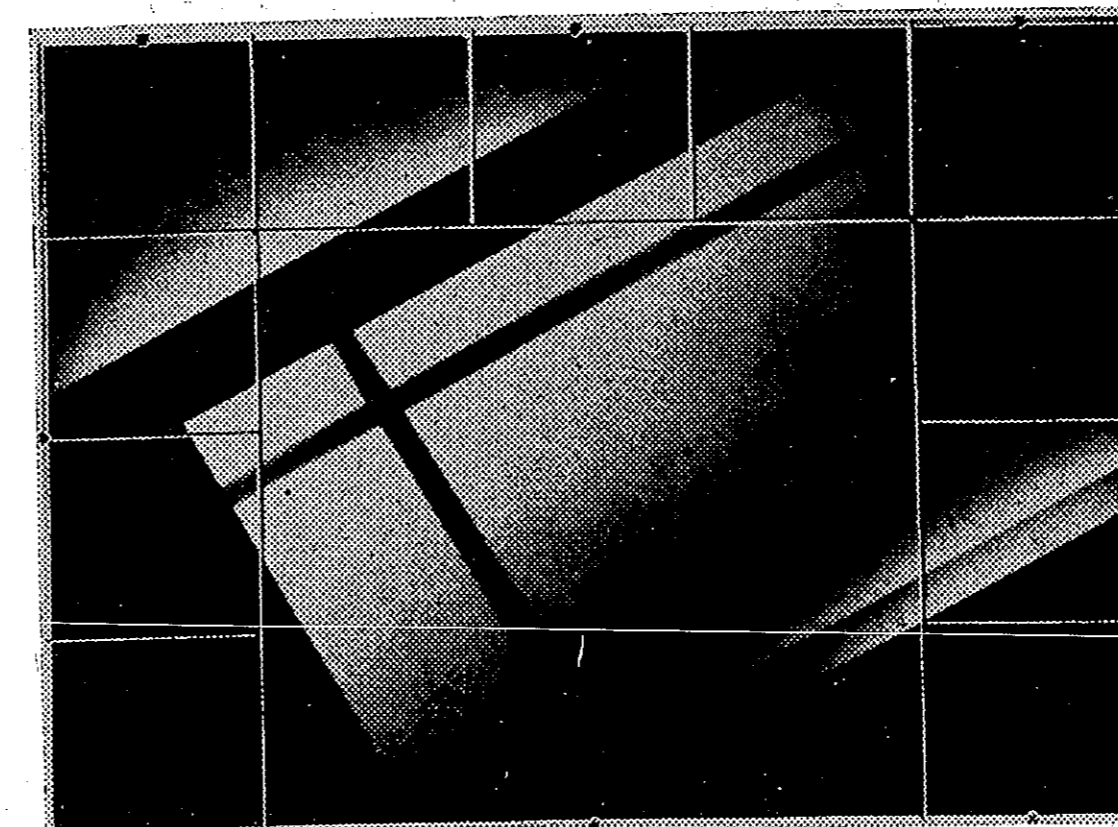


Plate Glass Mirror, polished and bevelled edges, smart floral design, 40" x 62"



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