

See and Hear the BIG Difference in the New Imperial Series

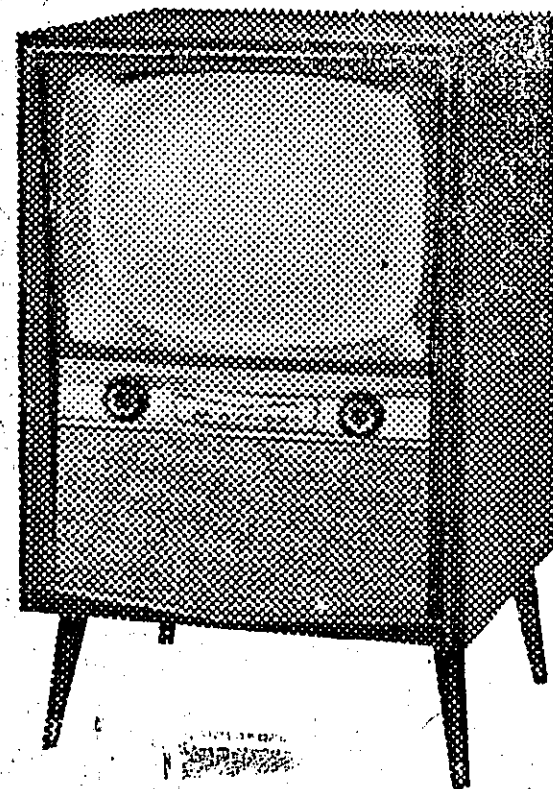
cae DU MONT

WITH



THREE DIMENSIONAL SOUND

cae DU MONT
lets you see and hear
"the big difference"



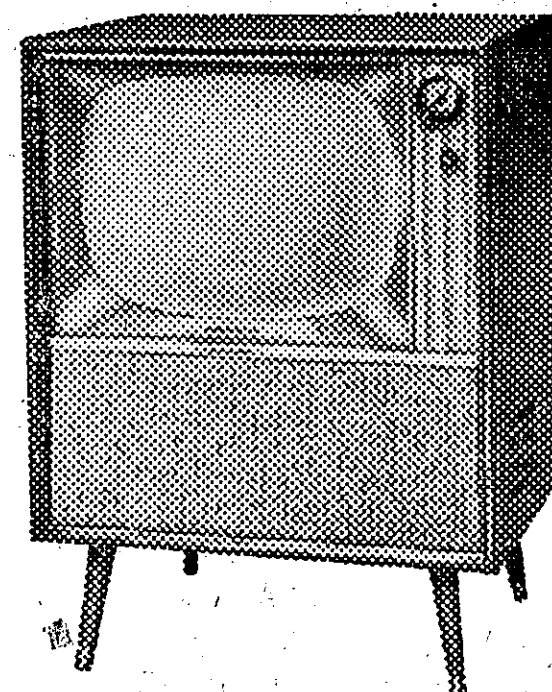
Imperial Pembroke
21" CONSOLETTTE
Dimensions:
Width 24 3/4" Depth 21 1/2"
Height 40 1/4"
Finishes: Mahogany, walnut
or limed oak
Price **\$309.00**

\$100

TRADE-IN ALLOWANCE

on your old radio

WHEN PURCHASING THE
IMPERIAL BUCKINGHAM
MODEL



Imperial Buckingham
21" CONSOLETTTE
With push button on-off control.
"Dial-o-matic" remote control op-
tional.
Dimensions:
Width 27" Depth 21 1/2"
Height 38"
Finishes: Mahogany, walnut
or limed oak
Price **\$419.95**

SEE THESE MODELS ON DISPLAY AT OUR SHOWROOMS

FREE HOME DEMONSTRATION

We will be pleased to demonstrate
TELEVISION IN YOUR HOME
WITHOUT OBLIGATION

BUY WITH CONFIDENCE

We are known for "satisfactory dealings" throughout
the many years that we have been privileged to
serve Greater Winnipeg

DROP IN ANYTIME FOR A DEMONSTRATION
A GOOD DEAL AWAITS YOU AT OUR STORE

SNOWDON'S

THE HOME OF SATISFIED DEALING
OUR PRICES ARE RIGHT

261 KELVIN STREET

EASY TERMS
PHONES 50-1164-5

Stretch Rug's Life at Home Carpet Cleaners

It doesn't take much imagination to see how dirt and grit, left in rugs wrack unimaginable harm on the structure and fibres. One sure way to prolong your rug's life is to have Home Carpet Cleaners give your rugs, runners and carpets a thorough scientific cleaning.

The latest methods and the most modern equipment are used, thus guaranteeing a thorough job, and a perfectly safe one. Leading rug

dealers recommend the Home Carpet cleaning method.

Manitoba TV Offers 'Best Deal In Town' On Electrohome

Highest trade in values in greater Winnipeg are offered at Manitoba Television Sales and Service, Dufferin and Derby, phones 56-5321 - 56-5879. The new realism and true high fidelity tone of Electrohome TV, and Hi-Fi is yours when you order your set at Manitoba TV

Sales and Service.

Located out of the high rent district, they can pass substantial savings on to the public. Visit them today and choose your set.

Winnipeg Paint's Spacemaster Doors Solves Door Problems

The modern, beautiful answer to the door problem in your home is the Modernfold Spacemaster, a strikingly handsome budget priced door closure. Available through Winnipeg Paint and Glass Co. Ltd., Building Supply Specialists, the Modernfold with its accoridian like action can be used to divide one large room into two, or to bring to life and active use dead corners hidden behind outdated swinging doors. Durable, easy to install and easy to keep clean, the Modernfold Spacemaster was recently installed in Children's Hospital, Nurses' Residence at General Hospital, School auditorium at Arnold Hayes school and in numerous housing developments and private homes in Winnipeg.

IN CALGARY — FURNITURE LOVERS GO TO MOUNT ROYAL FURNITURE AND DRAPERIES LTD.

FOR EXCEPTIONAL VALUES
Makers of "Masterbilt" Furniture and Matching Drapes
Chesterfield Suites Made to Order
If it's a "Masterbilt" — It's a Masterpiece
Distributors of Dunlopillo Foam Rubber Cushioning
Phone 26042

415 - 4th St. East Calgary, Alta.

THE MODERN HOME

is equipped with
AWNINGS

We specialize in all types of awnings for homes and places of business

Now is the time to order your Awnings to assure delivery

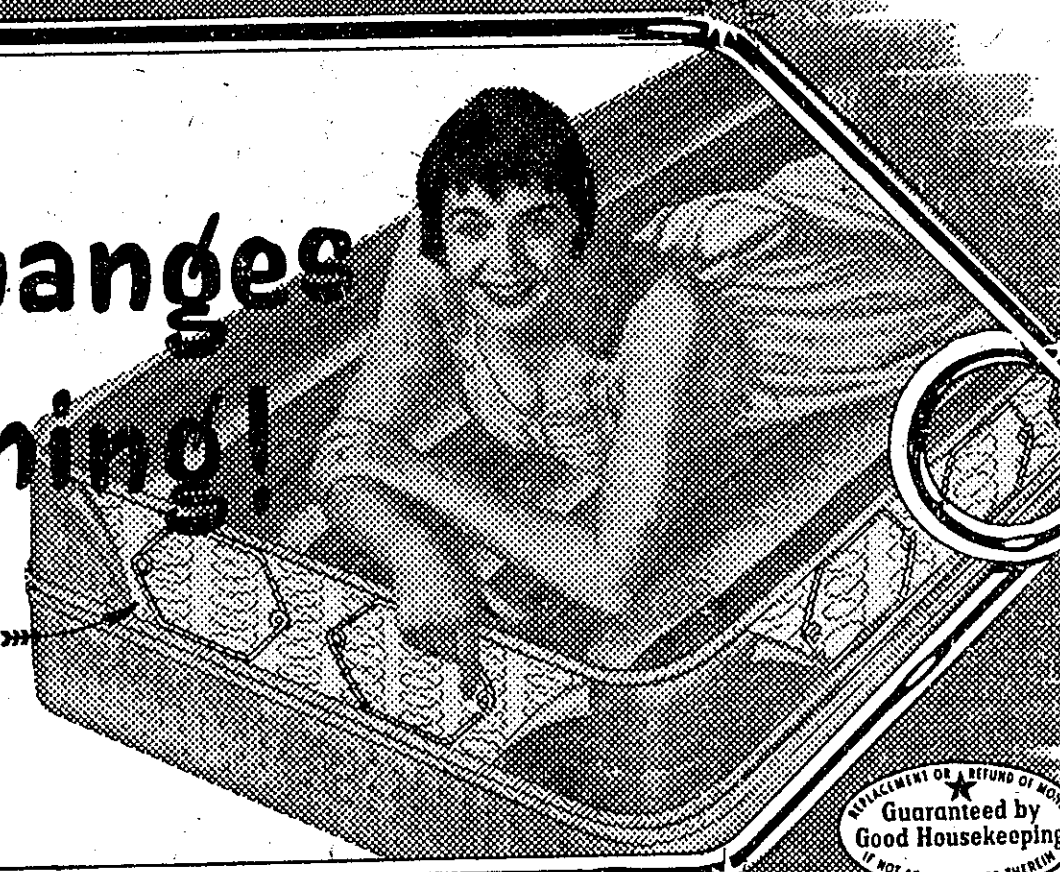


Pickles Tent & Awning Ltd.

661 ELLICE AVE. PHONE SPruce 2-2253

This changes everything!

Only **SPRINGWALL** has this non-sag edge! It keeps the top firm—lets you sleep all the way to the edge—gives 1/3 more usable sleeping area.



A revolutionary new Principle in Mattress Construction that changes all previous standards of Sleeping Comfort

When the edge of a mattress sags, the top sags with it! You lose firm support . . . lose valuable sleeping space. The 12 patented sidewall supports around each **SPRINGWALL** Mattress keep the edge upright and firm . . . the top can not sag! You get firm, correct body support, whatever you weigh . . . wherever you lie . . . and because you can sleep right to the very edge, you get one-third more "room for sleep."

SPRINGWALL Mattresses and matching box springs are guaranteed for ten years against structural defects. At leading furniture and department stores everywhere. . . . **\$49.50 \$79.50**

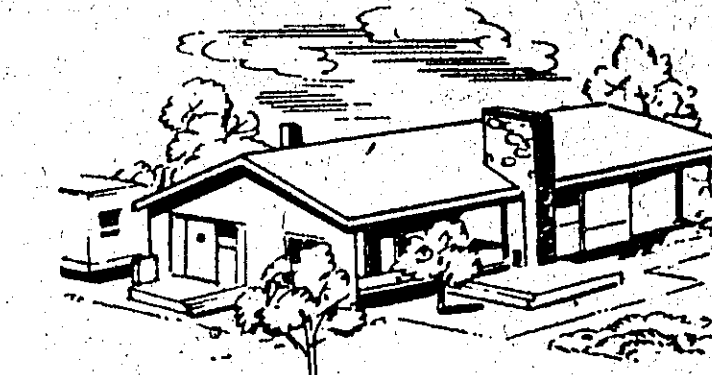
only the exclusive non-sag edge by

MANUFACTURED EXCLUSIVELY BY REGAL BEDDING CO. LTD., WINNIPEG, MANITOBA

Regal **SPRINGWALL**

guarantees you firm, correct support, comfort right to the very edge

EATON'S



At your Service . . .

Interior decorating from your viewpoint . . . with a treasure-house of furnishings at their command, Eaton's talented staff of Interior Decorators will produce a distinctive interior of equal artistry in a small home or a mansion. Eaton decorators will provide you with a complete scheme of furnishings and decoratings and can adjust their planning to include any furnishings that you have now and wish to retain.

INTERIOR DECORATING SERVICE
SIXTH FLOOR, Dial SUNset 3-2115

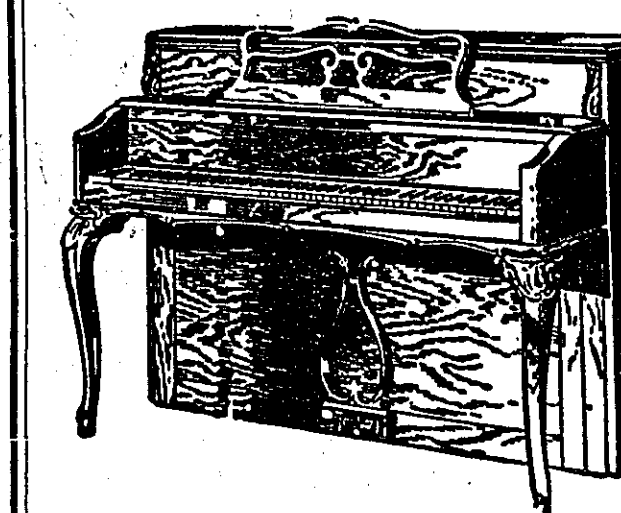
T. EATON CO.

J.J.H. McLEAN & CO. LTD.

Proudly Present

PIANO Style Parade

Western Canada's finest display of Canada's leading pianos in all the new styles. Here only will you see the following instruments in Blond Mahogany, Limed Oak, Toasted Mahogany, Light and Dark Stain finished Walnut and Mahogany.



HEINTZMAN SHERLOCK-MANNING NORDHEIMER

In Louis XV, French Provincial Colonial, Early American and other styles.

PRICES FROM

\$595.00

3 Years to Pay

NOTE All our new pianos carry a written 10 Year Factory Guarantee.

YOUR OLD PIANO GLADLY TAKEN IN EXCHANGE

Visit Our Spacious New Showroom

GRAHAM at EDMONTON

WINNIPEG'S MUSIC CORNER

Open Friday Evenings

J.J.H. McLEAN & CO. LTD.

Phone 92-4231