



**REFRIGERATORS
RADIOS
WASHERS
TELEVISION
RANGES**

When Buying Appliances Let Simpsons-Sears Exclusive Brands Be Your Guide To Better Values.

REFRIGERATORS

In Refrigeration—It's COLDSPOT—The last word in quality and design. See the new All Canadian 1955 COLDSPOTS today—The "Whisper quiet" refrigerator.

RADIOS and TV

In Radios and Television—It's SILVERTONE. The foremost in performance—lowest in cost. You will thrill with their quality and design.

WASHERS

In Washers—It's KENMORE—Truly the finest washer value in Canada. Be sure you see our complete line of all Canadian 1955 KENMORE Washers now on display.

RANGES

In Ranges—It's KENMORE—Whether it's coal, oil, gas or electric there is a KENMORE to suit your needs. Be sure you see the Kenmore line. Compare quality, compare features, compare prices. You'll agree KENMORE is the best dollar value available.

All Simpsons-Sears Appliances Are Available On Easy Terms... Only \$10.00 Down And Up To 24 Months To Pay.



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...for LEISURE and BETTER LIVING!



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Arrange Your Appliances Properly and Save Steps

When it comes to buying a major appliance, like a washer, freezer or range, there's scarcely a woman around who doesn't get mighty particular. Before she lays her money on the line, she'll spend hours scanning the advertisements, talking to the neighbors and shopping through the stores. For she's out to find the model that will save her the most time and effort in return for her investment. All this is fine. But what she often doesn't realize, according to leading home economists, is that few appliances made will save her maximum work unless she knows where to keep them.

Modern homemaking aids are automatic marvels. They are engineered to save you as much time and drudgery as present human knowledge can make a machine perform for you. But there's a right way and a wrong way of adding them to your home.

The wrong way is to place them anywhere there is room, without figuring out ahead of time if that's the particular spot that will save you the most steps. The right way is to work out an efficient work area plan before you do your buying, and then be sure to stick to it.

You don't have to be an efficiency expert, either. You just have to master a few simple rules.

Care and Feeding of Appliances

PLACE FOR EFFICIENCY

First, the major appliances that you'll want the most care to placing are those that do two major jobs:

1. Washing, drying and ironing your clothes.
2. Preparing your meals.

These are the targets you won't be moving around. You'll install them once and there they'll stay.

It's important to know that a right-handed person works best from right to left; a left-handed person from left to right.

In your kitchen, most of your work will flow from refrigerator and or freezer to sink to range. If you're a "righty" then, the refrigerator should go on the right, the range on the left and the sink in between them.

In the laundry, the work flow is from washer to dryer to ironing center. So the best right-to-left arrangement is washer, dryer, ironer.

To save yourself the most possible steps, your kitchen appliances should be placed in a triangle. Counter space between them depends upon the kitchen, but the maximum distance between sink and range should be four feet, and

the minimum three feet. That between sink and refrigerator should be five to five-and-one-half feet.

If possible, have your laundry on the first or second floor instead of the basement. A first-floor site near the kitchen will center your homemaking work in one spot, and maybe save plumbing and wiring costs. A second-floor site will be nearest the spots where you gather and store the clothes.

Whatever you do, keep everything together. Don't have the washer in one room, the dryer in another and your ironing equipment still elsewhere. You'll run yourself ragged.

Pay special attention to keeping the drain pipe clean in a non-mechanical refrigerator chilled by "real" ice. Remove the pipe and drain trap often, wash them in hot soapuds, and scald with boiling water to kill bacteria.

Use a cloth soaked in turpentine to remove paint splashes from enamel-surface equipment such as refrigerators and washing machines. Once the paint is off, wash away the turpentine with soapy water; otherwise, it will dry to a sticky film.

Thirsty appliances can't perform their task efficiently. Keep a small oil can filled with light oil in the kitchen utility cabinet, for first-aid to hard-working motors.

Reserve one drawer or compartment for the silver and line it with silver cloth. This is a soft, beaver-brown flannel that contains millions of silver particles that act as a barrier against tarnish-causing sulphur gases in the air.

Don't overload your washing machine, because free circulation of soapuds and rinse water is essential for maximum soil removal. It pays to run an extra load, if necessary, to avoid crowding the washer.

An electric blender is a quick way to make the thick soap jelly recommended for washing surfaces and fabrics that should not be saturated with water.

Just place 1 cup of warm or cool water and 1.5 cup soap in the

glass contained of the blender, put on the cover, and run about one minute until the contents are thoroughly blended.

An electric toaster should never be immersed in water. Instead, brush away crumbs and wipe the outside with a well-wrung-out soapy cloth. Rinse with a clean damp cloth, and then rub the surface dry.

Never allow egg mixtures to dry on mixer beaters. Soak in cold water, never hot water, immediately after use. Makes washing-up easier.

Delicious coffee can't be poured from a pot tainted with oxidized coffee oils. Mix baking soda with cold water, fill pot (except aluminum), and boil. Rinse with clear water.

When a freezer is completely defrosted is the time to wash the inner walls with warm soapy water. Take out baskets and dividers and suds them carefully, too. Rinse and dry all surfaces and equipment.

What if you don't have help around when you need to shove your refrigerator aside to wash its case and the floor underneath? It will be an easy pushover if you first wet the floor and rub it with soap. Wherever you have washable flooring, use the same soapy-slide system for shifting big rollerless pieces of equipment that otherwise would demand more strength than one woman should exert.

Keep all small appliances covered with plastic or cloth protectors when not in use. Keeps dust and dirt out, and retards tarnishing. Saves you hours of polishing.

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TV Program Enjoyed Here

The favorite programs of millions of television viewers can now be beamed into most of the homes in this Province.

Prince Edward Island, in Television terms is in a "Fringe Area", this is an area without a television station of its own but one which is serviced by a station from a nearby centre.

Good reception from the Moncton station is being enjoyed here by television owners. The better the quality of the television set the better the reception.

Many of the most highly rated TV programs including Ed Sullivan's "Toast of the Town" and Bishop Fulton J. Sheen's "Life Is Worth Living" are weekly features. Re-plays of hockey games in the N.H.L. and Mari-

Care and Feeding of Appliances

Electric sheets and blankets can be washed successfully in warm soapuds if you don't twist or wring them. To avoid damage to delicate wires, just squeeze out excess water by hand.

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Games are also seen here as well as prize fights, wrestling matches and other athletic entertainments. In addition the time is not too far distant when P.E.I. may have its own TV station. Application for a local station has been made again and if it is approved there will likely be a television station here in October.

Keep Broiler Clean
Wash the broiler of your cooking range after each use, so grease won't collect and cause the pan to smoke. Pour off the grease while warm. When cool, soak pan and broiler grills in rich, hot soapuds. Scrub with a stiff brush, rinse and dry.

Suds Away Batter
To clean the glass container of an electric blender after mixing a sticky batter, fill it about two thirds full of soapy water. Cover, turn on and let run a few seconds until no batter is visible on the inside surface.

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17 inch Television complete with antenna installed and with free service guaranteed for 90 days—Ready for your entertainment as low as \$250.00.

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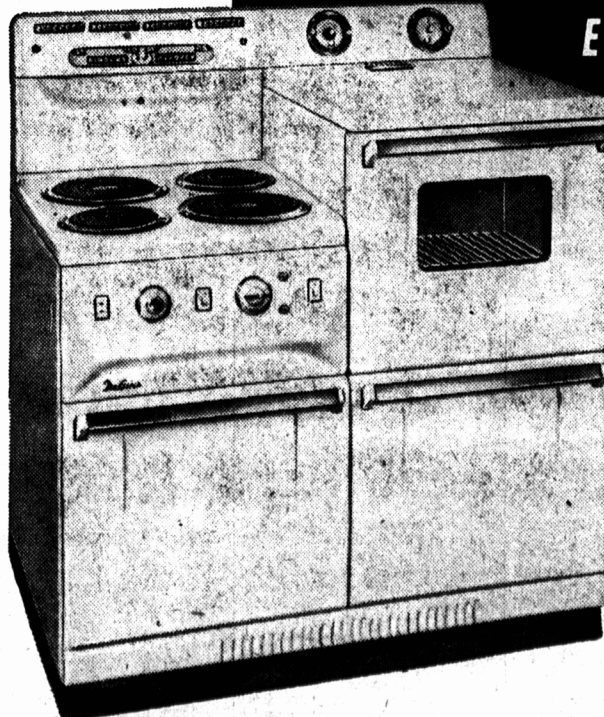
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ISLAND RADIO CENTRE

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WITH THE NEW Findlay HY-OVEN ELECTRIC RANGE



THOUSANDS OF CANADIAN WOMEN HELPED DESIGN IT

At last an electric range that eliminates tedious, tiresome stooping and bending — its design was chosen by thousands of Canadian housewives at the Findlay Housewives Opinion Poll. In addition to the convenient high oven, look at these wonderful extra features:—

- 7-heat Push-Button switches at easy-to-read level, offer correct heat for every cooking operation.
- Fast Speedmaster Microtube elements with removable enamelled pans for easy cleaning.
- Signal lights indicate when any surface element is on.
- Attractive built-in lamp illuminates cooking surface.
- Selector switch offers timed control of oven, surface element or appliance outlet.
- Handy Precision Minute Minder.
- "Clear-View" window and oven light make it possible to examine baking without opening oven door.
- Aluminum Broiler that is easy-to-clean and heats quickly and evenly.
- New Tubular oven elements may be removed in a jiffy for oven cleaning.
- Giant warming drawer with separate heating element and large utility drawer.

Only Findlay offers you Hy-Oven convenience.

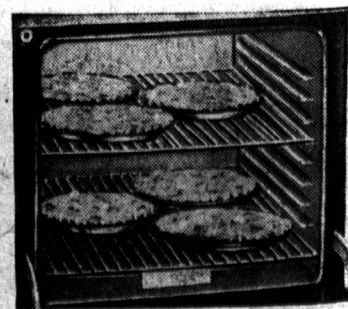
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