

Now Open in Mississauga

Year-end Clearances...???

50% Off? January Sales? etc., etc., etc. they are everywhere!

SHOP THEM ALL

and then...

CALL NO FRILLS

Our Lower Price Guarantee beats them all by

\$10. to \$200.

We guarantee it!

Guarantee

No Frills Appliances & TV Ltd. guarantee to mark their prices from \$10.00 to \$200.00 lower than competitive prices on major appliances and color TV. Comparative pricing must be on identical models in factory sealed cartons that they have in stock or are readily available from their suppliers.

THE ONLY STORES THAT ACTUALLY GUARANTEE LOWER PRICES

NO FRILLS

COLOR TV & STEREO

All with at least 1 year guarantee. Some color sets with 3 Year Guarantee. NO FRILLS PRICE

ELECTROHOME 14" Auto color button, walnut grain cabinet Comp \$449	\$385.21
ZENITH 26" DELUXE CONSOLE Chromacolor 2, beautiful wood cabinet Comp \$995	\$744.87
SHARP 20" DELUXE 2 Year parts & labour guarantee, Walnut Grain Cabinet Comp \$689	\$446.34
ELECTROHOME 20" Auto color button, walnut grain cabinet Comp \$649	\$497.81
RCA 26" CONSOLE XL 100 chassis, Beautiful Walnut Finish Cabinet Comp \$899	\$687.62
ELECTROHOME 26" Electrocolor controls, Walnut finish cabinet 3 Year Guarantee Comp \$799	\$687.31
ZENITH CONSOLE STEREO Stereo AM/FM, 8 track, walnut grain cabinet Comp \$549	\$326.18
ELECTROHOME STEREO Console Stereo, AM/FM, 8-track, walnut grain cabinet Comp \$599	\$492.71
ZENITH DELUXE STEREO Console stereo, one of the best with everything Comp \$1,289	\$862.17

REFRIGERATORS & FREEZERS

All with 8-Year Guarantee on Freezing Unit. NO FRILLS PRICE

KELVINATOR FROST FREE 13 cu. ft. frost free, 2-door, 2 crisper Comp \$499	\$398.55
G.E. FROST FREE REFRIGERATOR 13 cu. ft., cantilever shelves, meat drawer and butter & cheese keeper Comp \$549	\$426.13
McCLARY 2-DOOR FROST FREE 16 cu. ft. butter keeper, 2 crispers, adjustable shelves Comp \$629	\$498.72
G.E. CUSTOM REFRIGERATOR 15 cu. ft. frost free, cantilever shelves, butter conditioner Comp \$699	\$548.41
WESTINGHOUSE REFRIGERATOR Deluxe 16 cu. ft., split cantilever shelves, etc. Comp \$929	\$597.84
INGLIS FROST FREE 17 cu. ft. adjustable shelves, frost free, butter and meat keeper Comp \$649	\$498.16
KELVINATOR REFRIGERATOR 3-door, side-by-side, cantilever shelves, deluxe trim. Comp \$1,049	\$797.41
MOFFAT FREEZER 8 cu. ft. freezer, 280 lb., lock, food spoilage insurance. Comp \$299	\$229.12
McCLARY FREEZER 12 cu. ft. freezer, 424 lbs. capacity, lock, temperature warning light. Comp \$389	\$248.76

AUTO WASHERS, DRYERS, DISHWASHERS

All with 1 Year Guarantee, 8 Years on Washer Transmission. NO FRILLS PRICE

INGLIS WASHER Fantastic price! Full load capacity, 9 rinses Comp \$489	\$348.61
McCLARY AUTO WASHER 2 speed, 5 cycle softener dispenser Comp \$499	\$398.64
WESTINGHOUSE AUTO WASHER Deluxe 5 cycle, 18 lb. load, 2 agitators, water saver Comp \$499	\$433.58
INGLIS "SUPERB PLUS" 2 speed, 6 cycle self clean filter, 2 dispensers Comp \$599	\$428.21
MAYTAG AUTO WASHER Load selection, Perm press cycle filter and softener dispenser Comp \$639	\$487.13
HEAVY DUTY DRYERS Models available to match most washers. From	\$216.63
McCLARY DISHWASHER Deluxe dishwasher, 4 push buttons, 3 wash level. Similar to G.E. Comp \$479	\$343.21
G.E. CONVERTIBLE Dishwasher, 7-cycle, 3 level wash action. Comp \$529	\$428.32
MAYTAG DISHWASHER Reg. & heavy loads, double arm action Comp \$629	\$497.15

RANGES & MICROWAVES

All with 1 Year Guarantee. Ranges with 3 Year element Guarantee. NO FRILLS PRICE

KELVINATOR 30" RANGE Auto clock, glass door, big storage drawer Comp \$389	\$295.63
INGLIS 30" RANGE Auto clock, 2 large, 2 regular elements storage drawer Comp \$449	\$332.67
McCLARY 30" RANGE Auto clock, plug-out elements, glass door Comp \$459	\$328.57
G.E. 30" CUSTOM RANGE Glass door and back panel, deluxe hardware and elements Comp \$469	\$378.24
WESTINGHOUSE 30" SELF-CLEAN Self clean, black glass door, 2 large high-speed elements, 2 regular Comp \$629	\$497.26
KELVINATOR 30" SELF-CLEAN Black glass door, 2 large high-speed elements, 2 regular Comp \$649	\$512.46
McCLARY SELF-CLEAN RANGE 30", 2 large, 2 regular elements, lighted back panel Comp \$819	\$487.63
LITTON DELUXE MICROWAVE 12 cu. ft., meat probe, 99 minutes timer, electronic push button controls. Comp \$749	\$558.41
HOTPOINT MICROWAVE Dual power, defrost cycle. Comp \$679	\$493.63

NO FRILLS

but not "NO NAME"

WE HAVE MORE BIG NAME BRANDS THAN ANY DEALER IN CANADA

- General Electric • Zenith • Maytag • RCA • White • Westinghouse • Inglis • Kelvinator • McClary • Frigidaire • Whirlpool • Electrohome • Hitachi • Hoover • Sharp • Danby • Beverley • King Koil • Sklar • Meridian • House of Braemore • Del Mar • Liberty and others, all at "NO FRILLS" prices.
- * Danforth ** Weston

WHY WE SELL FOR LESS

- 1. NO SALESMEN** No Commissions No High Pressure. Serve yourself and save money. Most commission sales people make 5%. So on a \$700.00 Purchase, that's \$35.00 you could save.
- 2. NO BIG SALARIES** Our owners have other business interests and do not depend on "NO FRILLS" for income. Our staff work on a profit sharing arrangement.
- 3. LOW RENTS** We do not have the high expense of a Plaza Mall or Shopping Centre. Our rent is less than 1/4 of what some dealers are paying and we do not pay a percentage of our sales.
- 4. LOW OVERHEAD** We have eliminated most high expenses other stores must carry. No displays. Most of our items are in factory cartons. Minimal Bookkeeping. We have NO BANK LOANS. Imagine how other dealers must increase their prices when they are paying over 14% on their bank loans.
- 5. ADVERTISING** Word of mouth recommendations will be our major advertising. Once our lowest prices become general knowledge.
- 6. NO SALES** We do not plan on ever holding a sale, nor will we ever make wild, unsupported claims. Day in and day out, we will have the lowest possible prices because our overhead is lower and we take a much smaller mark up. For example, we believe it is better to make only \$10.00 profit on 100 items rather than make \$100.00 profit on 10 items. It's the same profit but we will have 10 times more customers who will spread the word how they saved at "NO FRILLS". It's simple for you to save because we undersell all competition and back it with a guarantee. Everybody likes a bargain.

FURNITURE, SLEEP PRODUCTS, ETC.

PALACE 54" SET Mattress & box spring, quilted top, 2 pieces Comp \$158	\$98.33
BACK REST 54" SET This is a very popular multi quilt Mattress and Box Spring. Both Matching pieces included. Comp \$198	\$127.13
BEVERLEY SPRINGWALL SET Spinal Supporter, 54" Mattress and box spring Comp \$269	\$157.14
KING KOIL SPINE AID 54" Deluxe Mattress, Posture Foundation, 10 Year Warranty, 2 Pieces Comp \$298	\$168.62
KING KOIL DELUXE Continental Bed, choice of headboard. Comp \$199	\$118.62
QUEEN SIZE UNITS Available in deluxe quality. From	\$176.37
KING KOIL 39" BED ENSEMBLES Heavy 4" Cannonball bed with deluxe quilted mattress. Comp \$249	\$188.08
DEL MAR BUNK BEDS Deluxe 39" hardwood, 2 quilted mattresses and posture boards, ladder. Comp \$389	\$247.64
MARQUIS SOFA & CHAIR SET Deluxe sofa & chair, durable fabrics. Comp \$389	\$246.38
BEDFORD DELUXE SOFA & CHAIR High back sofa & chair, beautiful nylon covers. Comp \$649	\$494.72
KING KOIL BED CHESTERFIELD Full double bed size mattress. Comp \$379	\$234.87
BEDROOM SUITES WITH DRESSER, MIRROR, CHEST, HEADBOARD. From	\$219.62 to \$788.26
DINETTES IN VARIOUS STYLES 5 pc. and 7 pc. sets. From	\$63.46 to \$547.62

DOLLARS & SENSE

Our prices are much lower, as much as \$200.00 less, some items on which we did comparison shopping. But, the vast number of stores in Metro Toronto, it is almost impossible to shop every one, every week. One for example, could be having a Clearance Sale on one of the hundreds of items on our floor. So, if you find a lower price that we don't know about, don't be shy — don't be afraid to tell us. That is why we have the "NO FRILLS" guarantee and we want you to hold us to it. Where we really shine is when we make an extra large purchase for cash and get a much better price. Then we pass on even larger savings. But, regardless of purchase price, our lower prices guarantee applies and it is your invitation to save money. So don't be shy. We'll give you our price right on the phone. CALL 668-2513 — seven days a week.



NO FRILLS

- APPLIANCES • TV • FURNITURE
- NO FRILLS • NO HASSLES • NO HIGH PRICES

1310 DUNDAS ST.

Just West of Dixie Rd.

Phone 275-9500

Open Weekdays 9 A.M. to 9 P.M. Saturdays 9 A.M. to 5 P.M.

- CHARGE X
- MASTERCHARGE
- BUDGET TERMS

2 OTHER STORES

2800 Danforth Ave.
at Dawes Road 698-2513

1111 Weston Rd.
Just South of Eglinton 766-6421