

Euro-style cabinets surge in popularity

The European invasion of American kitchens seems sure to continue. Less than a decade ago, European-style cabinets, with sleek laminate finishes and "frameless" construction, accounted for a mere fraction of cabinet installations.

Today, European-style cabinets account for more than 40 percent of all cabinets purchased by homeowners. By 1990, industry experts predict that more than 50 percent of all cabinets sold will be European-style.

What makes European-style cabinets so popular among today's homeowners? According to Bart Stolp, executive vice president of ALNO Kitchen Cabinets, a U.S.-based subsidiary of the largest European cabinet manufacturer, there is a variety of reasons.

"Probably the most important factor is the visual appeal and flexibility of European styling," comments Stolp.

European-style cabinets are dominated by clean lines that are appealing in any surrounding. There are no visible hinges, and most cabinets come with a large selection of door knobs and pulls.

In addition, they are available in a spectrum of colors. Even patterned and textured finishes are available.

As a result, says Stolp, homeowners have complete flexibility in picking cabinets to meet their requirements in both

function and design. Brightly colored cabinets can serve as a focal point for an entire kitchen. Just as easily, white, almond, pale grey or other neutral colors can serve as a unifying background for a kitchen.



POPULAR EUROPEAN STYLING with natural wood trim is featured by ALNOTWIN cabinets from ALNO Kitchen Cabinets, Inc. A pull-out work surface serves as a handy cutting board or kitchen table for one or two persons.

— Fall Home Show —

While Toronto has seen a profusion of home related consumer shows few meet all the buying requirements of the visiting public, or for that matter the expectations of the exhibitors who display their goods and services. The National Home Show is a unique exception. Now, by popular demand, that success will be repeated every September, with a show that is destined to set a new industry standard.

From September 21 to 25, the Better Living Centre at Toronto's Exhibition Place will open its doors for the Fall National Home Show. The event is organized by Southex Exhibitions, a division of Southam Communications and Canada's largest show organizer, currently managing and running almost fifty shows across the country.

The Toronto Home Builders' Association, the voice of the residential construction industry in the Toronto area, is sponsoring the Fall National Home Show. This Association of more than 800 builders, developers, renovators, sub-

contractors and other professionals will offer guidance and stability to the show - the same leadership it has offered to the National Home Show for 36 years.

Planning for the Fall National Home Show is now well under way. This major event is designed to meet the needs and expectations of exhibitors and visitors alike. Three distinct sections will be set up in the Better Living Centre at Exhibition Place. Each can be looked upon as an exclusive department, with color-coded aisles, carpets, signs, etc., leading visitors straight to the section that most interests them. The Fall National Home Show will focus on Interior Design, Renovation Products and Services, and Garden Living. The Show will be unlike any other event; potential participants will be carefully prescreened and all exhibiting producers will fit comfortably into one of the three centres.

A vital ingredient will be the Show's special features - one of the reasons for the extraordinary success of the National Home Show.



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