

Framing is half-off till March

Have you ever wanted to hang your in-laws? Me too. For that matter, I've also had the urge to hang my own family — mother, father, brothers — even my grandmother/mentor.

For years now the idea has been nagging at me. Hardly a week goes by when I don't give it serious thought — but I never seem to find the means to actually do it.

First, they have to be framed. The hanging is the easy part. And ideally of course, to get the full effect, I would like to do them all in one fell swoop, but that would be impossible. Taking it one at a time seems to be the most sensible method.

When Mr. C and I were first married, it was supposed to be an ongoing project that we would work on together. Alas, after almost 10 years, we have not accomplished what we set out to do. Our rogues' gallery is in sad



BORN TO SHOP

Deb Bodine Champion

need of some attention. (Wipe away those visions of a mad bargain-hunter armed with a lariat and instead picture a disorganized and penniless wife and mother, loaded down with family photos dating back four generations — but with no picture frames to hang them in.)

Well Mr. C — my partner-in-crime — now is the time to get moving on this scheme. Until mid-March, G & K Picture Frame Warehouse, alias Pifra Picture Frame Industries, is having a

sale of 50 per cent off their already low prices — on materials, labor and framed artwork, posters and limited edition prints.

Located at the corner of Steelcase Rd. and Victoria Park Ave., G & K offers a huge selection of ready-made frames made on the premises in styles ranging from ultra-contemporary to ornate.

Staff will do the framing for you, or do-it-yourselfers can tackle the job at home. But unless you know what you're doing, and have the tools needed, it will probably

be worth your while to have the experts do the job.

The sales manager, Garo Arslanian, explained that his family has been in the framing business for 25 years and currently seven or eight cousins are involved in the trade.

Consider the savings. An 8 by 10-inch frame that normally sells for \$21.12 without glass, mat-board, hanger etc. is now \$10.56. To have the item professionally framed with a single mat is \$15.30 at the sale price.

A two-inch-wide 8 by 10-inch wooden frame with a two-inch liner (which is like a cloth frame within the outer frame, eliminating the need for matting), regularly retails for \$33.25. At 50 per cent off materials and labor, the finished ready-to-hang product costs \$26.28.

Not only are there thousands of ready-made frames to choose

from, but custom framing is also a specialty — and also 50 per cent off.

G & K offers a large selection of framed movie, contemporary and gallery posters, prints of famous paintings, limited edition prints and some original artwork. Smoky watercolors by Oakville artist John Van der Hart are half price — 8 by 10s are \$19.98.

Small framed prints by Garnet Hazard with double matting are \$17.50. Large limited editions by Toronto artist Basil Liaskas depicting scenes of the downtown core feature small pencil sketches superimposed on a corner of the print and are also 50 per cent off. A limited edition by Jack Reid, entitled New Snow is reduced from \$350 to \$175.

Actually, maybe I'll just trade in the relatives for a couple of these prints. On second thought, none could be half so colorful.



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