



THE CITY OF CHARLOTTETOWN

wishes to assure citizens of its complete cooperation with

The Home Improvement Plan

It is "Good business for you and good for business"

In Charlottetown there is no increase in assessment for:

1. PAINTING, PAPERING AND DECORATING—Beautify and brighten your home. Painting pays.
2. PLASTERING—Repair walls and ceilings.
3. CARPENTRY—Repair creaking stairways, doors and windows that stick, window screens, sagging verandahs, etc.
4. HARDWARE—Replace or repair locks, hinges, window fasteners, etc.
5. WEATHERSTRIP keeps cold out in winter, dust out in summer.
6. INSULATION keeps house warmer in winter, cooler in summer.
7. CEMENT AND BRICKWORK—Repair brickwork, sidewalks, etc. Have cellars and chimneys cleaned and repaired.
8. TINSMITHING—Have eavetroughs, gutters, rain pipes, etc., furnace and pipes cleaned and repaired.
9. PLUMBING—Repair or replace leaky taps, save water bills. Replace worn out and obsolete bathroom fixtures.
10. ROOFING—Repair leaky roofs and replace old ones.
11. ELECTRICAL—Take no chances with fixtures or wiring that are not correct. Have extra outlets installed at convenient places.
12. GENERAL REPAIRS—Lay new linoleum, repair and paint furniture, etc. Beautify your home with shrubs and flowers. Clean up back yards as well as the front.

All or any of these items will pay dividends in health, comfort and convenience and retain the value of your property and give work to your fellow citizens, tradesmen, laborers and stimulate business.

Every dollar you spend will change hands many times. Keep dollars in circulation, benefit yourself and create employment. Labor is plentiful. Material is cheap right now.

No increase in assessment for anything in above list. Items mentioned are just ordinary upkeep.

The Mayor and Councillors of the City of Charlottetown desire to encourage and request ratepayers to undertake work of this nature to give employment. Save on your tax bill for relief by creating employment. Do it now.

P. W. TURNER

Mayor.



HOME IMPROVEMENT PLAN

A NATION-WIDE CO-OPERATIVE EFFORT

to

Improve Canadian Homes

and

Employ Canadian Workmen

THE SITUATION TODAY: Every community contains homes that have needed repair or improvement for the last six years. Every community has skilled workmen who are unemployed.

MEETING THIS SITUATION: The National Employment Commission, with the Home Improvement Plan, invites each home owner to make repairs, improvements and additions to urban and rural dwellings and barns, in concerted action with all other Canadian home owners.

It plans to mobilize across Canada a vast co-operative effort of home owners, banks, contractors, supply firms and business and service organizations generally, to restore, improve and brighten the homes of Canada, and at the same time provide legitimate work for the unemployed.

SIMPLIFIED FINANCING, THE KEYNOTE

For those who have not the ready cash on hand, it provides a simple plan of financing these improvements. You decide what improvement your home needs; get an estimate on the cost of the job and arrange for a loan with any chartered bank or approved lending institution, by satisfying them that you can repay the loan in instalments, out of income. No security or endorsement is needed and there are no service or investigation charges; no red tape of any kind. Maximum loan on any one property \$2000. Terms of repayment up to three years. Discount rate 3 1/2% — said by experts to be the lowest instalment repair plan rate that has ever been known at any time in any country. The aggregate limit of loans under this Plan is \$50,000,000 and the limit of the Government risk in protecting the banks up to 15%, is \$7,500,000.

DON'T LET WINTER STOP YOU

There is no need to wait for the Spring for the Plan permits a wide range of jobs that can be executed anytime, regardless of weather — thus putting men to work at once. Any reputable contractor, builder or supply house, working in conjunction with your banker, will gladly help you draw up a programme.

YOUR CO-OPERATION IS VITAL

The value of the Home Improvement Plan lies in its wide acceptance — it is what YOU do with it that counts. It is an immediate way of taking men off relief rolls and putting them on pay rolls. Your hearty co-operation is looked for. It is a great opportunity for you, and for Canada.

The "Home Improvement Plan" official booklet can be obtained from the National Employment Commission, Ottawa, Ontario, or from your bank.

National Employment Commission

UNDER THE AUTHORITY OF THE DOMINION GOVERNMENT

(The cost of this series of advertisements sponsored by the National Employment Commission, has been defrayed entirely by public-spirited concerns and individuals as a contribution towards that "Nation-wide co-operative effort" envisaged by the Parliament of Canada in the National Employment Commission Act.)

PUBLIC INTEREST IN HOME IMPROVEMENT NECESSARY

Advised to take a "Guest Eye" Inventory of their Homes.

Walk slowly around the outside of your house and then from room to room on the inside. As you go, observe. Not in the usual way but as a critical guest would look.

The place you live in—the things you love. How different they look when stripped of the film of romance with which you and yours have lovingly entwined them!

Inventory your home needs—seeing with a "guest-eye" and noting down what a guest could tell you. What have you found? Paint lacking here. Bricks loose there. Worn upholstery on that covered

chair. Junior's markings on the bedroom wall. Creaky boards in the hall. Bathroom fixtures that need repair.

But why continue? Really now—there's more that needs to be done than you have realized. Taking care of those needs in your home will put citizens of London gainfully to work.

The painter, the mason, the plumber, the clothier clasp hands with you in friendship when you get that needed work under way. The money you spend in materials, furnishings and labor spreads its power for good through our community. You bring your home or factory up to par and gain in pride of ownership. At the same time you are putting idle dollars into circulation—their proper work and use.

Was there ever such an opportunity to do yourself a good turn as by taking care of those needs which otherwise might be deferred?

Your dollar is saying, "Workless, I Wait—Employed, I Can Employ". Pledge your dollars to circulation that citizens may be gainfully put to work—and business stimulated that all may benefit.

Check over this list, decide what you want done, and arrange for the work immediately.

ATTIC

Apply finishing material to walls and ceiling.

Apply fire-stopping between studs at floor line.

Finish off room for playroom. Walls can be covered with wall-board or insulating board with wood battens to cover the joints.

Lay finished flooring.

Partition off rooms.

Provide disappearing stairway.

Provide insulating materials under roof, on side walls or floor structure.

Provide ventilating louvers or windows, dormers or skylights, to give more light and air.

BASEMENT

Apply bridging between floor joists.

Apply fire-stopping around sills.

Apply special floor treatments.

Apply waterproofing to walls.

Build basement garage.

Build foundation footings and walls.

Build game room for children's playroom.

Cover basement ceiling.

Excavate cellar.

Increase inside stairway.

Install fruit closet, shelves, etc.

Install partitions for storage bins, etc.

Install wash tubs, toilet, etc.

Install work bench and equipment.

Lay basement floor.

Make storage space for garden furniture, screens, garden tools, etc.

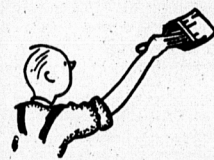
Paint walls to brighten basement.

Plaster ceiling for cleanliness and fire protection.

Provide drain tile around outside of walls.

Provide drainage facilities.

Provide outside entrance and stairs.



We Specialize in INTERIOR DECORATING, TINTING— PAPER HANGING

NOW is the time to have that room, or hall attended to.

J. A. DOYLE

General Painting and Decorating Contractor Phone Connection

LET US QUOTE YOU PRICES

On any Plumbing or Heating Repairs

New Work or Material

We carry a large stock of Enamel Ware, Hot Water Radiators, Piping-fittings, Valves and all Brass plumbing and heating materials.

BEVAN BROS. EXPERT WORKMANSHIP

Satisfactory service guaranteed 92 Weymouth St. Phone 661L



Your Home is Your Castle

Take advantage of the home improvement plan but don't neglect the electrical wiring.

We have a staff of licensed electricians at your service.

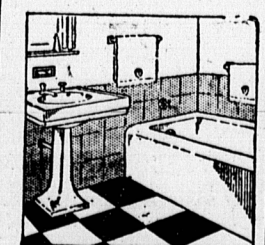
Base plugs can be installed at any point. Brackets wired in, and switches installed anywhere.

Make your home comfortable. Save your eyes, install good lighting.

Everything Electrical

CHAPPELL & CO.

Electrical Contractors 173 Grafton St., City Phone 1440



COMFORT HEALTH

A modern, up-to-date bathroom is a worthwhile investment in comfort and health. Let us show you how inexpensive it is to have new, convenient bathroom fixtures.

3 piece outfit, Tub, Toilet and Washbowl. Call in. We will quote you an attractive price.

F. H. TRAINOR

Plumber Phone 393-J. Grafton Street, Opposite Prince Edward Theatre

101 PRACTICAL SUGGESTIONS for HOME IMPROVEMENTS

You may now realize your ambition to modernize and improve your home;

- These New Floors
- These New Partitions
- These New Floor and Bathroom Tiles
- That Attic you wanted to finish for so long

In fact we have a book prepared containing

"101 PRACTICAL SUGGESTIONS FOR HOME IMPROVEMENTS"

which we would be glad to mail to you.

Of course, there is no obligation but we would be glad to be of service to you.

We can give you valuable assistance in planning your improvements.

L. M. POOLE & CO.

Box 392

Lumber and Building Supplies

Phone 172

BATHROOM

Build and equip bathroom where none exists. Install built-in wardrobe. Install shower stall. Install wall and floor tile. Lay floor coverings such as linoleum, rubber tile, etc. Provide improved toilet seat. Provide medicine cabinet, mirrors, etc.

Provide towel racks, shelving, built-in conveniences, etc. Replace tub, laboratory, and water-closet with modern types.

BEDROOMS Build cedar closets or boxes.

Install clothes hangers, shoe-racks, etc., in closets. Install small wall safes or moth-proof steel vaults. Install space-saving roller or folding beds. Line closets with cedar. Provide additional windows for cross ventilation.

DOORS AND WINDOWS

Apply weather-stripping. Caulk around outside of frames. Install door checks and guards. Install new openings between rooms.

Install safety catches on doors and windows.

Install shutters or replace old shutters with newer type. Install window adjusters. Install window seats. Make new screens or install special type such as roll screens, etc. Provide additional window space. Provide awnings. Provide storm windows and doors. Provide window and porch boxes. Provide window ventilators. Replace hardware. Replace narrow doorways with plastered arches or similar large openings. Replace ordinary doors with French doors, mirror doors, etc. Replace wood panels with glass in doors.

Replace worn-out window pulps and cords with newer types.

EXTERIOR AND GROUNDS

Apply snow guards to pitched roof surfaces. Build additional porches. Build new driveway and curbs. Build new porch foundation. Build pergola, trellises, etc. Build pit for servicing car. Build or remodel garage. Build sun parlor or sleep porch. Connect down spouts to drainage system.

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