

BEAUTIFY
PROPERTY
REDECORATE
PREMISES

PREPARE FOR A BUSY SUMMER

RENOVATE
REMODEL
CLEAN UP
PAINT UP

Sponsored by the Provincial Government and the City Council
as Advocated by the Charlottetown Junior Board of Trade

Can Obtain Funds For Beautifying Home

Did you ever look at your house as you approach it and think it looked dispirited and dejected? Remember how a facial or a wave will raise your own morale and let the house profit accordingly.

You may obtain modernization funds from any Canadian bank under the Home Improvement Plan for the necessary beauty treatment for your house. Credit may be obtained in any amount up to \$2,000 for the repair, improvement, alteration or addition to private homes.

often change the entire character of the building. A sheltered entrance is a convenience in bad weather for the guest who is waiting for the door to be opened and it also prevents the rain from beating in.

Home Improvement

(Continued from page 8)

as any contractor or supply dealer will tell you. In fact, at this time of year, the usually slack period brings about better service and slightly better prices for the homeowner.

Retail stores and the plants that supply them will directly benefit



HON. THANE A. CAMPBELL
PREMIER

To The Citizens of Prince Edward Island:

The Government of Prince Edward Island joins in sponsoring this campaign the object of which is to encourage a general cleaning up and beautifying of our rural and urban scenery.

The coming summer promises to be one of unusual importance in historic records, and to the tourist industry of this province.

It is expected that a very large number of tourists and visitors will be here when this province is being honored with the visit of their Majesties King George VI and Queen Elizabeth.

An equal or perhaps greater number are expected to visit us during the period commemorating the birth of the Confederation of our fair Dominion of Canada.

In addition to the above outstanding events, several conventions are expected to be held here.

Since Prince Edward Island will be on display during the whole summer, we would strongly urge all citizens throughout the province to cooperate in this campaign by rendering their homes and properties as inviting and attractive as possible.

We would also recommend that such work as tidying up, painting and beautifying of dwellings, barns, etc., be commenced immediately in order that any resultant demand for tradesmen and artisans may be distributed among those of our citizens who are awaiting employment.

THANE A. CAMPBELL
Premier

as soon as an order is placed for home improvements. Transportation companies will have more freight to haul. The farm, the mine and the forest will all react to the stimulated demand for the raw materials they supply.

The appeal of the Home Improvement Plan, therefore, is manifold. It appeals both to self-interest and to the community spirit.

Common-Sense Plan

It appeals as a common-sense method of getting things done. It appeals as an economically sound stimulant to industry. It appeals as an immediate way of taking men off relief rolls and putting them on pay rolls.

So far, the Plan, wherever tried, has met with notable success.

Many homes in Toronto and other Ontario cities have been brightened and made livable.

Hundreds of unemployed have been put to legitimate work and the community concerned has found itself lifted out of depression to a saner atmosphere of activity and contentment.

Cash for Labor

Over a longer period in the City of Philadelphia, for instance, where \$21,000,000 was spent on a somewhat similar plan, over \$14,000,000 went to labor.

Co-operation in a determined effort to improve homes throughout the Dominion and to provide work for those who are in urgent need of employment is urged by every one interested.

The interest of every Canadian citizen, as well as the national interest indicates support of the Home Improvement Plan.



REMEMBER!
HUNDREDS OF GOOD
WORKMEN ARE IN NEED
OF EMPLOYMENT

Repairing and Beautifying your Property or Premises Helps them... As well as You... It Also Makes our City and Province more Attractive to Tourists. This of course Helps Everybody.

PAINT UP WITH

OUR GENUINE

BURRELL'S

ENGLISH WHITE LEAD

Also High Grade

"INTERNATIONAL"

White Lead and Ready Mixed Paint
Oils and Turpentine

BRUCE STEWART & CO. Ltd

KENNEDY BRANCH—18-20 Queen St.

Notice to the Citizens of The City of Charlottetown

Never before in the history of our fair City, have we had reason to anticipate so great a number of visitors as are expected to be with us at some time or other during the approaching summer.

Since it is the desire of all worthy citizens that Charlottetown may be seen at its best, the Mayor and City Councillors join in expressing the necessity for a concerted effort on the part of every one to cooperate in this Campaign.

The work of cleaning up properties, renovating and redecorating dwellings and business premises, preparing and planning of gardens, etc., if begun as early as possible will be a boon to many who are now seeking employment.

A committee has been appointed to assist and cooperate with the citizenry, and persons wishing to secure the services of tradesmen, artisans, or general handy-men are invited to enquire by phone or otherwise at the City Hall. TELEPHONE 1178

The tax assessor has intimated that he will adhere strictly to his usual practice of refusing to regard improvement of appearance as cause for increase of valuation.

E. A. FOSTER,
Mayor

B. ROY HOLMAN
J. T. MCKEE
A. A. HENNESSEY

"Clean Up"
Campaign
Committee



FIX-UP PAINT-UP for Spring!

USE CROWN DIAMOND PAINT PRODUCTS

to redecorate your walls and woodwork. They are backed by a reputation of our eighty year's standing, and are GUARANTEED in every respect, if used according to directions. When you buy Paint, Enamel, or Varnish be sure to ask for CROWN DIAMOND. The name is your Guarantee of Satisfaction. Sold only in Charlottetown by Prowse Bros., Ltd.



CROWN
DIAMOND
PAINT

We guarantee this paint to be

FIRST CLASS in every respect. It is durable permanent, smooth and covers well.

GALLONS — — — — \$4.75
QUARTS — — — — \$1.30

CROWN DIAMOND
RED LION PAINT

Here is a good quality reliable Paint for Interior or Exterior use. Brushes well and presents a rich finish 30 shades to choose from



GALLONS — \$3.50
1-2 GAL. NS 1.95
QUARTS — 1.00
PINTS — .60c
1-2 PINTS — 30c

BRUSHES

We carry a complete line of

PAINT BRUSHES VARNISH BRUSHES, ALABASTINE BRUSHES

All sizes from one inch to six inches. See our display and compare our prices

CROWN DIAMOND
REX PAINT

A dependable quality for every day use. Compare it with other brands at the same price, and you will use REX every time.

GALLONS — — — — \$2.49
QUARTS — — — — 69c

DURADIO
ENAMEL

Another Crown Diamond product that stands the test every time. Use it on Exterior Woodwork and Furniture. It flows out freely brush marks and dries in four hours

QUARTS — — — — \$1.60
PINTS — — — — 80c
1-2 PINTS — — — — 45c
1-4 PINTS — — — — 30c

Royal Enamel

Compares favorably with much higher priced products. Fast drying, and does a good job at little expense

You'll find real economy in using this brand

QUARTS
\$1.10

CROWN DIAMOND
Floor Varnish

Here is a varnish you can depend on to give a hard lasting surface on floors and Linoleums. Floors are ready to walk on five hours after you apply this varnish

GALLONS — — — — \$5.50
1-2 GALLONS — — — — \$3.00
QUARTS — — — — \$1.65
PINTS — — — — 85c
1-2 PINTS — — — — 50c

ROCKFAST
FOUR HOUR
VARNISH

This is a clear quick-drying Varnish that will not discolor. Suitable for all classes of woodwork

GALLONS — — — — \$5.00
1-2 GAL. \$2.75 — PINTS 85c
QUARTS \$1.50 — 1-2 PTS 45c



DUROLAVE

The most popular washable Water Paint on the market. Comes in ten beautiful pastel shades and white

EASY TO APPLY and REALLY WASHABLE
5 lb. Can
90c

WHITE LEAD
TURPENTINE
AND
PAINT OIL

We can supply you with any quantity.
BE SURE TO GET OUR PRICES

WALLPAPER
CLEANER

SPECIAL
15c PER CAN
2 CANS for 25c

MURALO

Muralo Wall Coatings are recognized as the ideal decorative material as well as the most economical to use

5 Lb.
PACKAGE
75c

PROWSE BROS., LTD.