



1937 is HOME Improvement YEAR

Putting Men Back to Work



Simplified Financing

Any contractor, supply firm or architect can help you arrange a Home Improvement Plan loan to finance the work for you, or you can apply direct to your banker. No security or endorsement needed: you simply show that you can repay in monthly instalments and the loan is made, the work proceeds, your home is made brighter and more livable and men get needed jobs.

Full information on the Home Improvement Plan and what it covers may be obtained from your local committee, your Provincial Chairman, your bank or the National Employment Commission, Ottawa.

E. T. HIGGS, Provincial Chairman

Charlottetown

Unattractive Dining Room Transformed

A house with a small dining room presents a problem to the housewife who wants to serve the family's meals in a formal room. One generally thinks of gay and cheerful breakfast sets of the less formal woods, or brightly painted, in such a room. But with a little care and planning, delightful effects may be obtained along classical lines. The Home Improvement Plan shows a way in which to obtain money for interior betterment.

One housewife wanted a change in the dining room, when she was redecorating the rest of the house. She planned a formal room that was suited to the small space. A white wainscoting ran around the room, and the walls above it were papered with a small white design on a light blue background. The ceiling was painted the exact shade of blue of the paper, and a narrow white moulding furnished contrast. A composition black and white floor, resembling marble, was laid.

Three windows were grouped along the side of the room and a casement bay window was at one end. Originally a gaily cushioned

Harmonizing Room And Chimney

A chimney that sticks out into the room is awkward and makes the room hard to furnish. In a narrow room it cuts the room in half making virtually two rooms out of it. A fireplace that is flush with the wall or has only 8 or 10 inches of projection makes a nicer room and one much easier to furnish.

If there is this slight projection, book shelves can be built against the wall on each side so that the front of the shelves is flush with the chimney breast, and neither the chimney nor the book shelves will seem to project into the room at all.

Window seat had been in this place, but in the modernization, the wide sill was covered with dark blue tile and formed a miniature conservatory for plants and flowers. A crystal chandelier, in keeping with the furniture, replaced the former electric fixture. The furniture consisted of a black dining table and six chairs. The chairs had gold line decorations, and white upholstery. Two white cabinets, with black and gold trim, were placed on either side of the bay window for glassware, linen and silver. Side draperies of a dark blue tulle matching the tile in the window ledge, were hung and were topped with a valance of light blue, to match the wallpaper.



Solve that problem with the HOME IMPROVEMENT PLAN

NOW you can actually have a modern home instead of day-dreaming about it. The obstacle that has balked you — lack of ready funds — is removed by the Home Improvement Plan.

So choose the improvements you want most — a modern kitchen or bathroom, an up-to-date heating system; new roofing; interior or exterior painting, decorating, landscaping, fencing, a playroom — get an estimate of their cost from the people who will do the work and see how many of them will fit into your budget.

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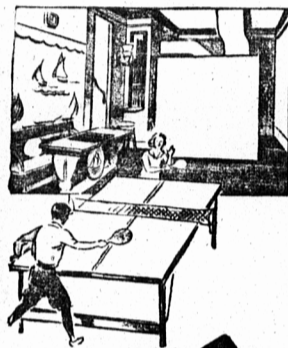


(The cost of this series of advertisements sponsored by the National Employment Commission, has been defrayed entirely by public spirited citizens and individuals as a contribution towards that "Nation-wide co-operative effort" envisaged by the Parliament of Canada in the National Employment Commission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

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NATIONAL EMPLOYMENT COMMISSION UNDER THE AUTHORITY OF THE DOMINION GOVERNMENT

E. T. HIGGS, Provincial Chairman, Charlottetown, P. E. I.



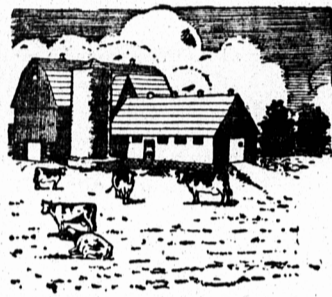
BUILD A GAME ROOM

Why let all that space in your basement go to waste? Let us show you how little it costs to turn it into a game room offering fun and relaxation for young and old. We'll do the job quickly and without disturbance to the household routine. And, best of all, it's another of those jobs you can finance, if necessary, under the Home Improvement Plan.

Borden T. Myers

Building Contractor

Phone 1538—St. Avards.



USE THE HOME IMPROVEMENT PLAN! ON YOUR BARNs RE-ROOF THEM WITH BRANTFORD ROOFING PAINT THEM REPAIR YOUR FENCES BUILD THAT FROST PROOF CELLAR

FENNELL & CHANDLER

HARDWARE MERCHANTS

Co-operating with the

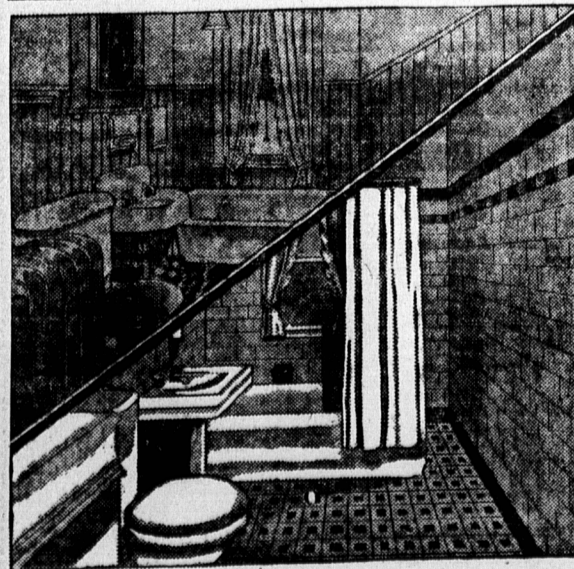


PAINT - INSIDE OR OUTSIDE

The Home Improvement Plan provides funds to paint your property, "Save the Surface, and you Save All". If your home has been unavoidably neglected these last few years, now's the time to renovate it.

PAINT PRICES ARE GOING UP!

ENJOY MODERN CONVENIENCES IN YOUR HOME



UP-TO-DATE PLUMBING

Our staff is composed of thoroughly experienced workmen. Personal attention given to all jobs, large and small, anywhere in Prince Edward Island.

APPROVED HEATING SYSTEMS

HOT WATER, WARM AIR, STEAM, AUTOMATIC FURNACE STOKERS, OIL BURNERS FOR RANGES AND HEATERS. ELECTRIC, OIL, COAL AND WOOD RANGES.

BUILDING REMODELLING

Before building a new home, submit your plans to us for an estimate on complete installation of latest plumbing and heating equipment. Have your Bathroom, Toilet, or Kitchen improved by installing modern fixtures. OUR CHARGES WILL PLEASE YOU

We Invite You To Call and See the New

1937 Fixtures and Fittings

PROMPT COURTEOUS EFFICIENT SERVICE

FRED H. TRAINOR

REASONABLE CHARGES. SATISFACTION GUARANTEED

80 GRAFTON STRE

OPPOSITE PRINCE EDWARD THEATRE

TELEPHONE 393-J

HOME SWEET ... HOME ...

It's sung so Little It means so Much— The sweet old— Song our Hearts— Should Touch— In the early days When we were young We sure had parties We sure had fun Home was the place To which we'd run— There Mother makes Home dear to one — Today it's the— Talkies — an Auto Ride — Jazz — and The Radio — No — Place to Abide — In this jazz-mad — Age we rush around Getting — Nowhere — No Home is Found— It's worth the — Effort — it means So Much to Build a Home like no other Such — Home must be Built with Loving— Care — It can't be Had by Moving There There is Magic in— The little Word— Home when you Build Your New Home in a Properly Protected Building Location— See the Smallwood — Home Site Agent re Special Financing for Building Your New Home in the Most Attractive Location.

We Can Supply VULCANITE ROOFING INSUL BRICK SIDING LUMBER --- and FINISH of all kinds



Macdonald - Rowe

Woodworking Co. Ltd.

Phone 341.

LUMBER DEALERS

Charlottetown