

1937 is

# HOME Improvement YEAR

## The Year For 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

### Straight-Line Method Makes New Kitchens Efficient

(Montreal Star)  
How many women know what the "straight-line principle" represents? It is safe to say very few do. It has invaded the culinary department of the home, a department becoming increasingly important as the festive season grows near.

The question used to be a teaser which baffled quite a few if not nearly all young aspirants for office positions with large companies on "intelligence" tests. The civil service used to ask this question. The answer is simple; straight rows of desks in line formation in offices is the "straight line principle."

The kitchen planners and culinary experts got together in an efficiency drive on the kitchen with the result that if one's kitchen has not got this principle incorporated, sometimes called "progressive functioning," one is practically taking backward steps, like the plumber who forgot his tools. Strange sounding technical terms are used freely these days as science takes in the cooking department of the home in its ever-embracing stride, facilities of household science turn out experts and even bureaus are established to wrestle with individual technical problems. Domestic life so far as the kitchen is concerned is fast approaching a stage where the button is pressed and the thing is done. Some day a machine may even be evolved to pour out ingredients, mix them and finish up by cooking.

**STEADY PROGRESS**  
The straight line principle, the fundamental of all kitchens, means that the food shall proceed through its various functions of treatment in as straight a line as the confines of the kitchen will permit. That is, the food storage centre with its refrigerator should be near the service entrance of the house. A working surface at this point on which deliveries can be temporarily placed before being distributed to their storage points is desirable. The storage centre should be part of or near the food preparation centre. Since water is needed both for food preparation and cooking, the sink may well be placed next to the preparing centre, with the stove beyond.

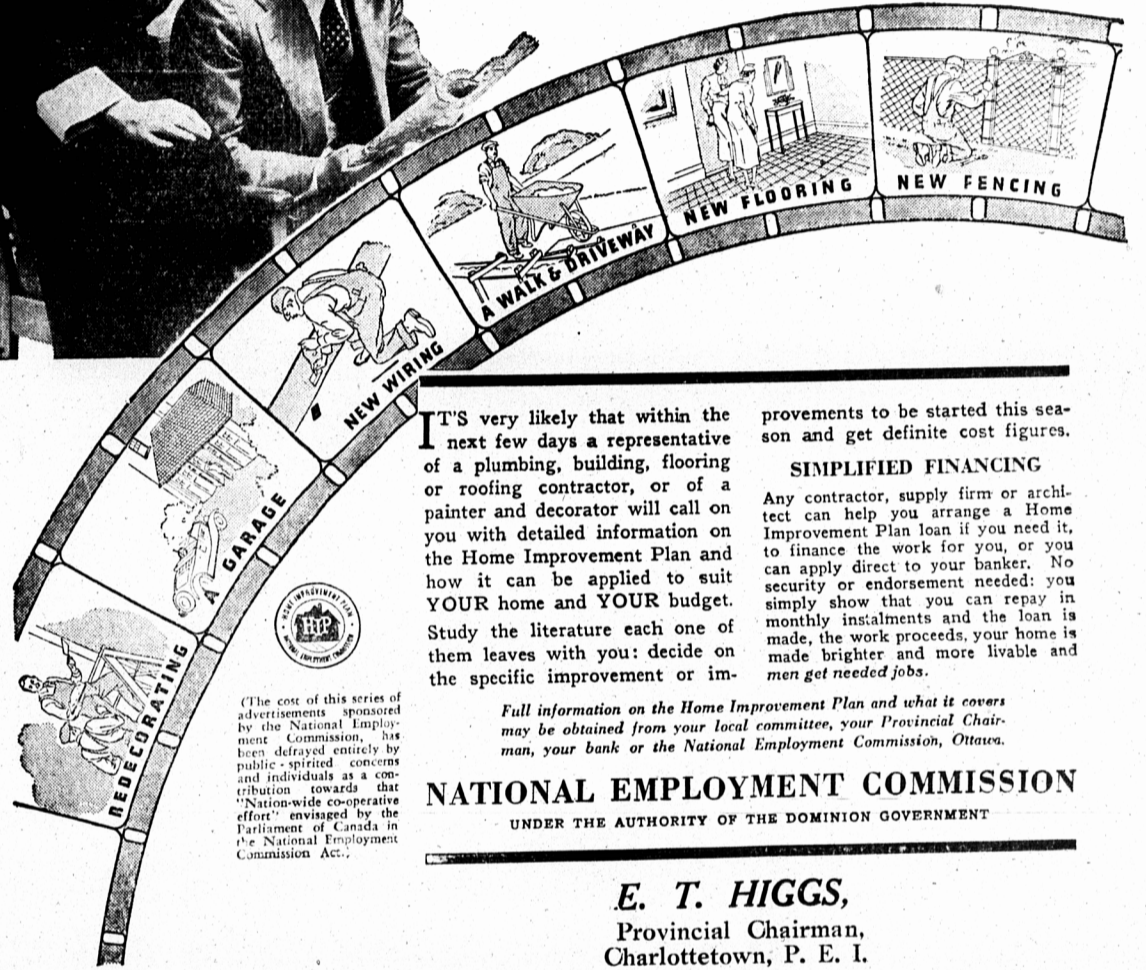
A working surface between the sink and stove is an advantage for the cook to allow for "secondary" cooking with appliances and provide clear space on which to place hot dishes from the range.

All utensils and supplies should be conveniently stored at the point of first use, experts point out. For example, a frying pan is first used at the range, for it is usually heated before food is placed in it for cooking. It should, therefore, be stored at or very near the range but a saucepan used for cooking vegetables, such as potatoes, is filled with the vegetables at the sink, hence it should be stored near this point.

Table china such as dinner plates, usually warmed before serving, should be stored near the warming oven or plate warmer, while silver and glassware may be located as near to the dining-room as possible because it is first used at that point. Serving dishes belong near the range or serving centre—similar considerations apply to all other utensils, dishes and supplies.



### "We can have them ALL under the HOME IMPROVEMENT PLAN"



IT'S very likely that within the next few days a representative of a plumbing, building, flooring or roofing contractor, or of a painter and decorator will call on you with detailed information on the Home Improvement Plan and how it can be applied to suit YOUR home and YOUR budget. Study the literature each one of them leaves with you; decide on the specific improvement or im-

provements to be started this season and get definite cost figures.

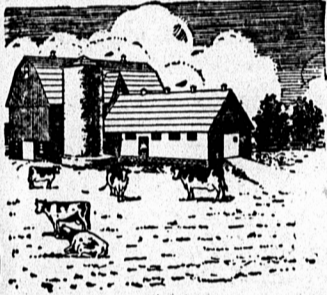
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**NATIONAL EMPLOYMENT COMMISSION**  
UNDER THE AUTHORITY OF THE DOMINION GOVERNMENT

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



USE THE HOME IMPROVEMENT PLAN! ON YOUR

### BARNs

- RE-ROOF THEM WITH BRANTFORD ROOFING
- PAINT THEM
- REPAIR YOUR FENCES
- BUILD THAT FROST PROOF CELLAR

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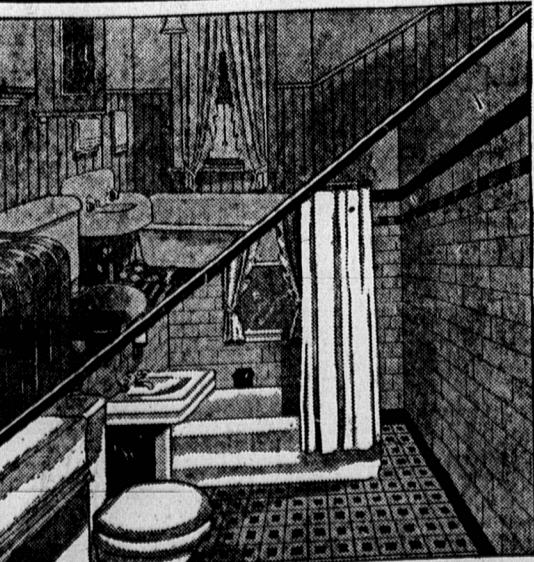


### PAINT - INSIDE OR OUTSIDE

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.

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#### BUILDING

Before building a new home, submit your plans to us for an estimate on complete installation of latest plumbing and heating equipment.

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#### REMODELLING

Have your Bathroom, Toilet, or Kitchen improved by installing modern fixtures.

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### 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.

### Old Fashioned Parlors

Old-fashioned "parlors" lend themselves admirably to modernization. Dull drab interiors with a wealth of unnecessary detail take on new and delightful appearances under the magic of modernization. In many projects the hearth and

### Lighting Effects For The Garden

Lighting effects can be installed in many private gardens so that they may be enjoyed after night-fall. Such effects should be well concealed with the source of light hidden. A beam thrown on a particularly lovely flowering bush, or group of

### Colors Increase Size

In painting the walls of a small room light colors should be considered because they tend to increase the apparent size of the room.

For a room with a southern exposure the light wall color should suggest coolness to offset the bright sunlight which enters. Some tint of blue or green might be used with advantageous effect.

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