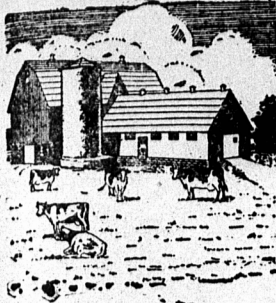




# FIX-UP HOME



## TAKE ADVANTAGE OF THE HOME IMPROVEMENT PLAN



### Forced Flow Aids Heating

Among the many improvements which have greatly increased the efficiency of hot water heating systems is the installation of a mechanically operated water circulating device, according to the Canadian Institute of Plumbing and Heating.

Instead of relying on gravity to circulate the water through the pipes and radiators, circulation is speeded up by an electric pump. Too often with the old system too little variation is obtainable be-

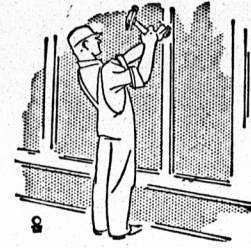


tween over-heatedness and insufficiency of heat. In the new heating systems water can be delivered at low or high temperature, according to mild or cold weather. Equipped with thermostatic controls, a more even temperature can be maintained throughout the heating season. More heating comfort is provided and at the same time, fuel consumption is lowered.

By equipping the system with an

### Wiring New Home

When a new home is being wired provision should be made for the expansion of the system, if additions to the home are planned for later years. Short circuits are a common cause of fire, and particular care should be given to the wire used for branch circuits serving kitchen, basement, or utility room.



Electric pump, radiators respond almost immediately, while under the gravity system, there is an interval of 20 to 50 minutes before radiators are warmed up after the heating plant is started. With circulation forced by means of the electric pump there is practically no time lag and water reaches the radiators at once.

Since the water is circulated more quickly and at a higher temperature, smaller radiators and pipes may be used. These and many other improvements in heating equipment are made easily available to Canadian householders under the easy terms of the Home Improvement Plan.

### ANYTHING YOU NEED ?

Renovations in your home, under the Government-sponsored Home Improvement Plan, not only will make it more attractive to live in, but will greatly increase its value in case of sale.

Perhaps you are having trouble deciding just what should be done immediately in the way of repairs,

and how much it will cost. For your convenience, the following list of suggested improvements for the home has been prepared by The Globe and Mail. Prices at this time of year are unusually low. Check this list, then consult a reliable builder or supply dealer, and you will obtain an estimate of the total cost.

### Here Are The Suggestions:

#### FOR THE ATTIC.

- Dormer windows.
- Fire protection around chimney.
- Skylights.
- Insulation for roof, walls, floor.
- An extra bedroom, workshop, playroom or den.
- New flooring.

#### FOR THE BATHROOM.

- Modern plumbing.
- Tiled floor and walls.
- Built-in medicine and other cabinets.
- Extra shelves.
- New bathtub and toilet.

#### IN THE BASEMENT.

- Cement walls or floors.
- Better drainage.
- Coal chutes.
- Waterproofing of walls.
- Separate laundry room.
- Outside entrance to basement.
- New stairs.
- Workshop, playroom or den.
- New joists, sills, posts or beams.
- An extra window.

#### HEATING

- Automatic stoker.
- Hot air or water system or heating.
- Concealed radiators.
- Chimney from ground to roof.
- Complete insulation of home.
- New fireplace or chimney.
- Heating garage.

#### OUTSIDE THE HOUSE.

- Foundation for porch.
- New shutters.
- Driveway or walk.
- Insulated walls and ceiling in garage.
- New roofing.
- New clapboards.
- Metal roof.
- Repairs to chimney.
- Walls or masonry repainted.
- Sleeping porch, conservatory, sun parlor or summer kitchen.
- New flooring in porch.
- Cement flooring, porch or garage.
- New garage or fence.
- Eaves spouts and gutters, weather stripping, new or repaired flashing.

#### IN THE KITCHEN

- Extra shelves or cabinet.
- Better lighting.
- Modern sink and plumbing.
- Bathroom and kitchen fixtures.
- Shower fixture.
- Insulated pipes.
- Water-heating system.
- More electrical outlets.
- Lights for porch, garage, basement, stairs, closets and attic.

#### GENERAL COMFORT

- Complete insulation.
- Removal of partitions.
- Large windows.
- Built-in bookcases.
- New flooring.
- Walls repapered or painted.
- New banister.
- Panelled walls.
- Air-conditioning or humidifying system.

### Stability of Real Estate Cited As Its Principal Asset by Expert

Why is land with or without buildings called "real estate?" Land and improvements are called "real estate" because they constitute the most stable and real of all material possessions, according to a really expert. Buildings have a comparatively long life. A section of the earth's surface may continue in existence for millions of years—that is interesting purely as a geological fact.

From the real estate standpoint it changes in value comparatively slowly. From forest to farm, to village, to city, to whatever the next step may be, is a process of generations. Therefore, from the human standpoint, real estate is a good name for the land and improvements upon it.

That fact, however, does not license the misuse of it. The gambling instinct is strong in human nature. Mankind likes to take chances—to make easy money. Un-

doubtedly that trait has done much to aid the progress of Canada and, therefore, its virtues should be admitted.

Because real estate is the first essential of every person as the source of shelter, gambling with it should be curbed within reasonable limits. Because its fluctuations are over much longer periods of time than other commodities, it should not be represented as the most logical vehicle for quick profits. The gullible portion of the population should not be made to believe at one and the same time that real estate is the most stable product, and at the same time the most flexible.

These statements were not made from the standpoint of protecting the purchaser. That may be worthy. However, that part of the public needing protection, if protected from speculation in real estate, will perhaps, gamble in something else not nearly so good for it.

## HUGE SUCCESS REPORTED FOR REPAIR SCHEME

### Many Homes Brightened and Jobs Opened

Public-spirited home-owners will remember that every home improvement stated puts men to work immediately—not only on the job itself, but in manufacturing plants and dealers' stores throughout Canada.

Practically all repair work exterior or interior, can be done in the coldest weather, 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 as soon as an order is placed for home improvements. Transportation companies will have more freight to haul. The farms 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 more 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

The National Employment Commission has placed this plan before the people of Canada. The Dominion Government instead of waiting for the next session of the House to pass legislation for the guarantee of 15 per cent of the aggregate of loans made by the chartered banks recently authorized the banks to make loans at once. 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 dictates support of the Home Improvement Plan.

### You Can Use The Home Improvement Plan to

#### PAINT UP

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TO REPAIR or RE-ROOF with "BRANTFORD" Asphalt Shingles or Roll Roofing

TO REPAIR your FENCES with "STELCO" Woven Fencing or BARBED, or COIL SPRING WIRE.

To Finish That Extra Room with

#### BEAVER BOARD

To Repair That Cellar Wall With CANADA CEMENT

To Brighten up any Room with ALABASTINE, MURESCO or PERFECTO

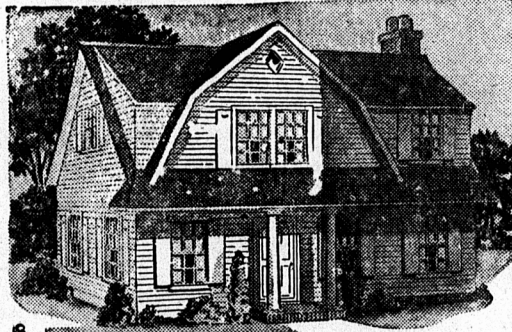


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## REWIRE NOW



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Eliminate the fire-risk of old faulty wiring and at the same time give your home plenty of baseboard and wall outlets, smart new wall switches and modern lighting fixtures. Let us look over your present wiring and give you an estimate on a new installation that will enable you to take the fullest advantage of the marvels of electricity. Wiring and fixtures, of course, come under the Home Improvement Plan for easy financing.

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