

Here's how YOU CAN **REPAIR • REMODEL OR BUILD** at a SAVINGS

TAKE ADVANTAGE of the HOME IMPROVEMENT PLAN

Cheap Labor the Rule During Colonial Days

carpenters, bricklayers and other artisans worked cheaply in "the good old days," which may explain why early Colonial houses were so staunchly constructed and why some of them were so richly ornamented with hand-carving and cabinet-work.

Back in 1663, the General Court of the Massachusetts Bay Colony adopted a law designed to fix wages for carpenters, bricklayers, "clapboard-dryers," and other master workmen at two shillings a day when boarding themselves, or 14 pence a day with "dyett." And all were to work the entire day with time out for "foode and rest."

New Financing System Now Makes Possible General Improvement Of Homes And Farm Buildings

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.

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.

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!

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 Prince Edward Island 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 throughout 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. If necessary you may have all repairs and improvements done through the new Home Improvement Plan.

Get in touch with any of these advertisers at once. They will be pleased to serve you in any way and will explain the many advantages you may gain through this Plan.

During the past year, since the Home Improvement Plan came into effect, a large number of citizens of this city and province have availed themselves of the opportunity to enhance the appearance, comfort and convenience of their homes. It is expected that this year there will be an even larger number apply.

Removing Odors

Unpleasant kitchen odors may be dispelled by installing a ventilating fan in the exterior wall of a kitchen. This will also aid in keeping the room free from humid and hot air.

Sliding Doors

HOLLYWOOD FEATURES INNOVATION IN HOUSES

The next radical change in house planning will be a switch from hinged doors to those that slide into the wall. At least that's the prediction of Max Parker, art director for one of Hollywood's major motion picture studios.

Parker says sliding doors are more useful and decorative than those of the ordinary type, presenting no unnecessary projections to break up room lines, but producing a "wall effect" which can be put to good use decoratively.

In the course of his years as an art director, Parker has seen many of his innovations in sets and furnishings accepted into common home building practice.

In some European centres the use of the sliding door has been incorporated into home construction. Building authorities hold that awkward openings can be avoided by the door that slides into a wall and much space conserved. The extra expense involved in such a door is considered the reason why it has not been extensively used on this continent.

"Camouflaging"

"Camouflage" finishes of furniture and woodwork, which com-

GAMBLING!

You may gamble a thousand dollars on the stock market — think little about it — you gambled. You may drop a thousand dollars when you trade in the old bus for a new one — think nothing about it — you expected it. **SAVE MONEY!** You may save the thousands of dollars you threw away in rent during the years when you invest in a new home — easily purchased in the Smallwood location — doubly protected by Civic zoning and the Smallwood Special deeds. Investing in a new beautiful home in this strictly residential area makes for appreciation in value with the years. Why pay rent? Invest your rental payments in the best location—the Smallwood sub-division. Save Money!

Air-Conditioning Saves Fuel in Modern Home

Air-conditioning in the home saves fuel, because air at the proper degree of humidity is comfortable at several degrees lower temperature than dry air. Many cases of illness are directly due to dry, dusty germladen air in the home. Air-conditioning revitalizes the air and makes it pure, fresh, invigorating and stimulating thereby saving doctor's bills and preventing loss of time from work or school.

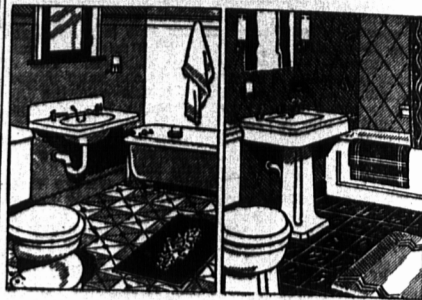
pletely obscure the natural beauty of the woods, are disappearing from use. The trend is toward use of light and even transparent finishes, which accept the natural color and graining of fine cabinet woods. The new finishes are especially popular and suitable for walnut, Philippine mahogany and maple.

INTERIOR AND EXTERIOR PAINTING and DECORATING



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Matching Doors

Doors may be found to suit the English, Colonial, Spanish, French, or modern homes. An all-over grille, made up of small square wood bars, could be used to gain a play of light and shade. Lowered

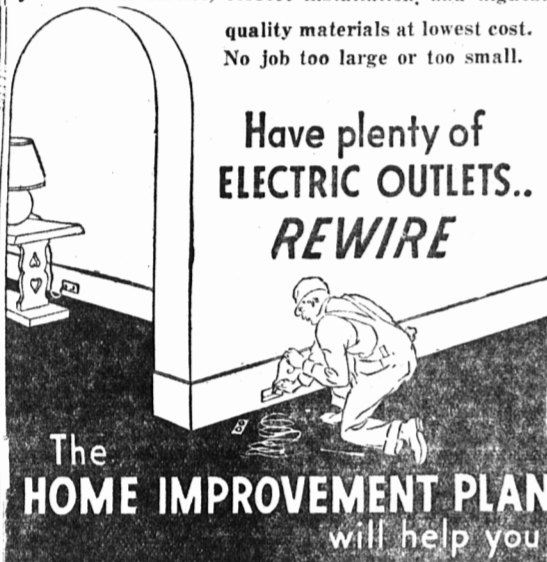
shutters, with screens on the inner side, give absolute privacy, but interfere little with the circulation of air.

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TWO SUGGESTIONS

FOR HOME IMPROVEMENT

"SAVE THE SURFACE AND YOU SAVE NEARLY ALL"



SAVE THE ROOF AND YOU SAVE THE REST

YOU CAN USE THE HOME IMPROVEMENT PLAN

TO PAINT

With BRANDRAM-HENDERSON "English" PAINT OR CANADA PAINT

OR TO RE-ROOF

WITH COLORFUL, LASTING, FIRE RESISTANT

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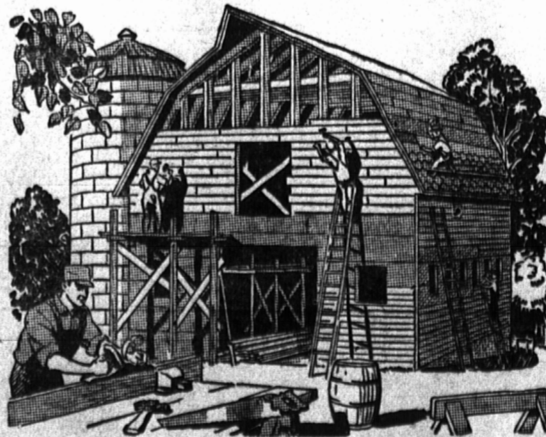
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18 ft. Painted Border ——— 12 1/2c ft.

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