

FIX-UP FOR SPRING

A Campaign for the General Improvement of Homes and Properties and the Beautification of our Rural and Urban Scenery



FIX UP YOUR HOME for Now and Later!

We stock a complete line of ASPHALT SHINGLES, TEN TEST, INSUL BRICK SIDING, made by BUILDING PRODUCTS, LTD.

QUALITY SUPPLIES for EVERY PURPOSE!

LUMBER
We have a complete selection of quality woods — for construction for flooring, for trimmings. All are thoroughly seasoned, durable.

MILLWORK
Our prices on doors, window frames, screens, and screen doors are lower than you'd ever expect to pay. All expertly crafted!

ROOFING
We have all types of Vulcanite roofing materials — tarpaper, etc. and tile.

SHINGLES
Our modern, fireproof shingles are made of asbestos composition. Every item is thoroughly guaranteed to last!

Macdonald-Rowe
WOODWORKING COMPANY, LIMITED
Charlottetown, P. E. Island, Telephone 341

To The Citizens of

As Chairman of the Committee appointed by the City Council for the Clean-up Campaign I would ask, on behalf of the Committee that citizens do all in their power to assist the City Council in making Charlottetown the most presentable and most beautiful city in Canada during the coming season.

This is to be the most eventful year in the history of Charlottetown since its incorporation. Not only are we to be honored with a visit of the King and Queen but there is in addition a Rotary Convention which will bring visitors from all over the Maritimes and points further away. The Confederation Celebration will also bring many distinguished visitors from all over Canada and abroad. Our annual Provincial Exhibition will as usual attract visitors from many distant points. These outstanding events will all tend to put our City on display as never before. Let us all, therefore, give our whole-hearted support to this Campaign and start as early as possible to make Charlottetown the most beautiful City in Canada.

B. ROY HOLMAN
Deputy Mayor

Newsy Notes on the Clean-Up Campaign

Well, it doesn't look very much like Spring yet, does it? You may think that these ads are a little early but they are going to run once a week until National Clean-Up Week and by that time all the summer activities will have begun.

Hold fast that which is good! But do not let good enough alone.

Tourists have always expressed their pleasure at the beauty of our scenery in the summer time. Let us, therefore keep the exterior of our homes as neat and tidy looking as possible.

Never before has a reigning sovereign and his Queen visited Charlottetown, so let us get started early to decorate and clean up our premises.

The business men have all kinds of constructive suggestions to offer and are willing to co-operate in any way.

How Does Your Home Look To A Stranger?

Walk slowly around the outside of your house and 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.

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. It will also make our city and province a greater attraction to the many visitors who will be here in a short time.

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 spread its power for good throughout our community. You bring your home or store 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.

You are also causing more tourists to come here and spend extra money with us. This in turn helps every citizen of our province eventually.

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 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 two past years 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

No matter what city one might visit on special occasions such as will take place here this year, you would go quite a distance before you could find a more attractive city than Charlottetown, yet there are a number of things we can do around our homes to make our general scenery even more attractive.

We would ask those who do not own property to assist those who do by using the sidewalks and not to walk or drive on the section of ground between sidewalk and curbing, and to keep off the sections where householders are trying to preserve a lawn. In this connection a word might be given to our vehicle owners. When parking or driving do not grow over the curb as grass cannot grow under wheels or horses' hooves.

We do not want to suggest anything that will cost too much but we can get out in the evenings and clean up our lawns and yards, whitewash our fences, nail on any missing slats, and decorate our houses with lights, bunting, flags, etc.

During the Christmas holidays local householders have the nicest displays of lights you could see anywhere. Perhaps we are not out of place if suggesting that we put our lights up in different ways to suit our own tastes of decoration. For instance, people who have lights to decorate a tree on the lawn for Christmas could just as well decorate their trellises with them this summer. It would certainly create a favourable impression on visitors arriving by boat or by other ways.

Don't forget to buy your flags now! You can get a good sized flag for a small outlay which will be of service to you at future dates, such as the Confederation Celebration, Exhibition Week, etc. It is generally felt that we do not we should. Let us, this summer, declare ourselves to the full, and display our flag nearly as much as "show our colors" to advantage.

of their homes. It is expected that this year there will be an even larger number apply.

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.

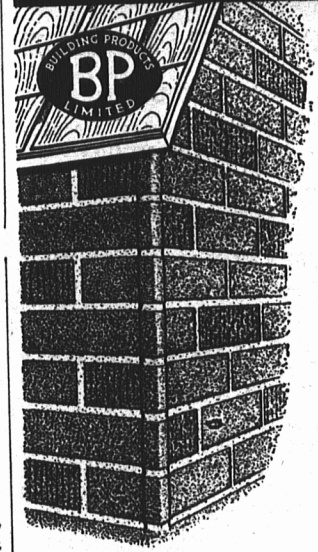
Full information on the Home Improvement Plan and what it covers may be obtained from your local committee, your Provincial Chairman, your bank or the National Employment Commission, Ottawa.

E. T. HIGGS, Provincial Chairman
Charlottetown

CHARLOTTETOWN ROTARY CLUB DISTRICT CONFERENCE—JUNE 7th-8th Their Majesties Royal Visit June 14th.



MODERNIZE YOUR HOME WITH B.P. INSUL-ATED SIDINGS
Brick, Shingle, Stucco or Stone Block Types
5/8" THICK



Continuous Uniform Protection Rich Appearance (Insul-Bric Type illustrated) Moisture-Proof Insulation—Fuel Economy

NO UPKEEP COST!

Your home's whole exterior can be made new so magically, so quickly, so economically—with B.P. Insul-Ated sidings. Available in a wide choice of types and colours, they not only beautify and protect the exterior, but also insulate the interior—for back of their colourful weather and fire resisting surface is Insul-Board, the moisture-proof insulation. Decide to-day to banish upkeep costs forever—to modernize, beautify, and insulate your home with B.P. Insul-Ated Sidings. See your Hardware, Lumber or Building Supply dealer or write for full particulars.

IDEAL FOR NEW HOME CONSTRUCTION

Send for Free Booklet on Government Loans

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MONTREAL TORONTO HAMILTON
WINNIPEG SAINT JOHN HALIFAX

ASPHALT SHINGLES—INSUL-BOARD (Vapor Seal)—RESILIENT TILE FLOORINGS

We handle the complete line in the above Building Product Advertisement
MACDONALD-ROWE
WOOD WORKING CO., LTD.

ASK FOR BUILDING PRODUCTS PRICES
THE ROGERS HARDWARE COMPANY LIMITED

AGENTS FOR BUILDING PRODUCTS
Stanley, Shaw and Pearden Ltd.

CLEAN-UP PAINT-UP!

The visit of Their Majesties, and the celebration in honor of the Fathers of Confederation provide added incentive to Charlottetown to look its best

NOTHING CAN IMPROVE YOUR PROPERTY'S APPEARANCE MORE THAN PAINT!

We invite you to make your selection from our completely restocked paint department

Brandram-Henderson
"English Paint"

Canada Paint
"Quality in Every Drop"

"Protecto"
Preservative Paint For Shingles and Rough Lumber

Victoria Paint
Government Standard Medium Priced

Fennell & Chandler



PROPERTY OWNERS:

Beautify your home with a covering of **JAP-A-LAC PAINT**

There are many beautiful colors in the Jap-A-Lac line.

PAINT BEAUTIFIES and PROTECTS YOUR HOME

Citizens are being requested to clean up and redecorate properties and premises before the Royal Visit.

Get your JAP-A-LAC Paints NOW!

If your roof needs repairing, use the famous

BARRET ASPHALT ROOFING SHINGLES

These may be had in many colors and designs. Call or write us for suggestions and prices on roofing.

A new lawn fence is a great improvement to the appearance of your properties. We carry a full stock of Fencing and Gates on hand.

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