

# FIX-UP FOR SPRING

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

### More And Better Work With Air-Conditioning

A survey carried on by two United States research organizations recently took the form of a nationwide poll of executive and employee opinion in companies which have installed air-conditioning equipment. Of the executives interviewed, 94.6 per cent said that air-conditioning increases the efficiency of workers; 77 per cent that it increases the amount of work done; 93 per cent that it reduces hot weather fatigue. Employees were in general agreement. Ninety per cent believed that air-conditioning allows

them to do more work on hot days; 94 per cent that air-conditioned work is less tiring; and 96.6 per cent that most of their fellow workers like air-conditioning. Effect on dispositions was much the same according to the survey. Fellow employees are easier to get along with in air-conditioned atmospheres, declared 83.6 per cent.

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

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



### To The Citizens of Charlottetown

TO THE CITIZENS OF CHARLOTTETOWN:

The "Clean Up and Beautification of Property Campaign" which has been carried on for the last six weeks concludes to-day, insofar as the advertising in the Charlottetown papers is concerned. Judging by the reports and the work being done it has been a decided success.

This committee extends its sincere appreciation for the splendid cooperation and assistance received from the members of the committee appointed by the City Council and other committees with whom we have come in contact and all the individuals who gave so freely of their time and energy to complete this Campaign, also the newspapers for their valuable space so freely given and to every citizen who has done his or her part in improving their properties for the coming season.

It is pleasing to note the splendid cooperation of the citizens in the improvements on so many properties within the city and throughout the province, and the large number of citizens who have additional work planned for the very near future.

Fen. Ritcey Gordon Hutcheson

### Growing Opportunities

Indications are that this year should see a steady increase in Home Improvement loans for modernization work. There is \$24,000,000 available to home owners for this purpose. Already a monthly total of loans have been increased every month since last September, over the same month a year ago. That increase is expected to continue.

While over \$25,000,000 has been borrowed under the Home Improvement plan since November, 1936, that does not, by any means, represent the full amount spent on modernization of properties in that period. It is estimated that as result of work being done by some people, under the Home Improvement Plan, considerable work has been done by others, who have not had to use the H.I.P. for financing, but paid cash. There is no way in which this can be estimated, but it, no doubt, has reached sizeable proportions.

"show our colors" to advantage.

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 light 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.

### Newsy Notes on the Clean-Up Campaign

When planting shrubs, dig the sides straight down. Not at an angle.

By the way, a trellis can be used to cover up any bad spot on your house or property.

We are certainly going to have a busy summer. Wonder if there are any more elections coming up.

There is no trouble to find sites for flower boxes. Along your verandah under windows, porches or below trellises.

It won't be long now. Their Majesties are in Canada and within three weeks will be here in Charlottetown with us.

The plans for decorating the City for the Royal Visit are already being put into effect and will produce real results.

We notice several people have flowers blooming already. Plant some more. They will be coming in bloom as these are fading away.

There are a number of places in the United States like Camden, Maine and Sheburne Falls, Massachusetts which hang neatly planted window boxes on street lamps and bridges. It's quite a big tourist attraction.

The best plants for window boxes are annuals. Get flowers with lots of color.

The new electric fountain should add a touch of color in front of the post-office.

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

There are no mines on our Island. But we can bring a real Bonanza of a gold mine here in the summer visitors.

Whitewashing is an inexpensive means of cleaning up that ugly back fence visible from the street, so why not invest a few cents and reap dollars of satisfaction.

The interest being shown in cleaning-up this year should certainly have the result of sending our visitors home with the impression that, as a beautiful city, Charlottetown is second to none in Canada.

They are easily made and very cheap. Get a couple upright 2 inches square and for cross-pieces use wood one half inch thick and 2 inches wide. Nail them on with non-rusting copper or galvanized brads and use your own design.

We think that every citizen will gladly welcome the people from different parts of the provinces, and co-operate with them, in helping to park their cars in front of our houses, this will mean that they will be parked on every street away from the centre of the city, and the more we do to clean up the better the impression.

Tourist traffic is the biggest source of revenue Canada has, even greater than our total yearly wheat exports. We in Charlottetown can't grow wheat but we can make the tourists love our city and province and we can get a good portion of the tourist business. Be courteous to the tourist.

The Royal visit will be June 14th. If our city is well painted and polished by that date a large number of visitors, here to see Royalty, will carry home with them an impression which may be talked of to many friends. This would be the finest publicity possible for Charlottetown. It would bring a considerable number of tourists here later this summer.

Tourists leave considerable money in this Province. This summer, in all probability, there will be more here than ever before. Therefore let us put forth an effort to make this Province and City as attractive as possible. If they are impressed they will tell others and in this way build up an increased tourist traffic.

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 declare ourselves to the full, and we should. Let us, this summer, display our flag nearly as much as

# 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<br>"English Paint"                             | Canada Paint<br>"Quality in Every Drop"                |
| "Protecto"<br>Preservative Paint For<br>Shingles and Rough Lumber | Victoria Paint<br>Government Standard<br>Medium Priced |

## Fennell & Chandler



### REMEMBER!

HUNDREDS OF GOOD WORKMEN ARE IN NEED OF EMPLOYMENT

Repairing and Beautifying your Property or Premises Helps them... As well as You... It Also Makes our City and Province more Attractive to Tourists. This of course Helps Everybody

QUALITY SUPPLIES for EVERY PURPOSE!

**LUMBER**

We have a complete selection of quality woods — for construction, for flooring, for trimming. 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!

**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.**

Millwork Roofing Paints

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



### 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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