



MRS. ROOSEVELT WITH PRESIDENT

This is one of the most recent public appearances of Mrs. Eleanor Roosevelt, who died Wednesday night at her

New York home. The 78-year-old widow of the late president Franklin D. Roosevelt was escorted by President

Kennedy during a visit to the White House. Mrs. Roosevelt's funeral is to be held today. (AP Wirephoto)

Support Is Average In Appeal Campaign

By THE CANADIAN PRESS
 Canadians gave the United Appeal fall campaigns about average support this year. A representative selection of

dustry "as a peanut to an elephant."

The Canadian housing problem was not one of supplying more "high-interest" money but of providing low-cost housing which Canadians could afford.

He described the National Housing Act as the "national housing act."

30 of the 106 community charity drives launched this fall reached slightly more than 37 per cent of their combined objective.

A Cross-Canada Survey by the Canadian Press showed the 30 cities — representing \$25,745,257 of the estimated national target of \$55,125,000 — had registered contributions of \$22,445,343.

Many of the campaigns, in centres from Halifax to Victoria, were extended past scheduled deadlines as canvassers put on a fresh burst of effort

to collect from reluctant or tardy donors.

Some cities, such as Windsor, Ont., had not yet totalled up large corporation donations, and some had not yet added in weekly pledges to be deducted from employee pay cheques.

The 115 community campaigns (seven of which are held in winter or spring) this year were shooting for about 107 per cent of the \$32,000,000 actually raised last year.

COVERS 1,918 AGENCIES
 Funds from the once-a-year collection are channelled to 1,918 welfare organizations across Canada in a system that United Appeal advocates say does away with some of the historical budgeting of many small agencies and spares the charity donor from a continuous round of canvassers.

The number of community appeals continues to increase. From 1950 to 1954 they grew in number by 30 per cent and total contributions by two-thirds. In the next five years, the growth

rate was about the same while canvassers turned in \$540 more than the \$1,110,000 objective, raised 8.6 per cent over last year's target.

Only Newfoundland now has no community fund drives, Prince Edward Island this year having launched a province-wide appeal for the first time with a \$277,486 objective. A late harvest slowed the canvassers, and only 37 per cent had been collected by Nov. 5, but officials were optimistic the goal would be reached.

Moncton, N.B., for the fourth consecutive year, was the first Canadian centre to go over the top, chalking up a target of \$149,380 by Oct. 15, after a 10-day campaign.

A few days later, Fredericton reached its \$105,971 goal and put in its claim to be the second over-the-top drive in the country.

DESPITE WAGE FREEZE
 Only Ottawa, among the seven cities with million-dollar-plus targets, reached its goal within the scheduled campaign period. Despite poor weather

and a civil service wage freeze, canvassers turned in \$540 more than the \$1,110,000 objective, raised 8.6 per cent over last year's target.

Montreal fell 6.1 per cent short of a hoped-for \$2,305,000 after raising its sight by about seven per cent from the 1961 objective. Last year, Montreal was the only one of the million-dollar-plus cities to reach its goal.

By its scheduled deadline, the Metropolitan Toronto appeal had brought in 99.5 per cent of the \$9,717,000 target, dropped by five per cent after the 1961 appeal closed short.

Winnipeg increased its objective by five per cent this year and by Nov. 5 — two-thirds of the way through its six-week drive — had collected \$913,903 of the projected \$1,397,000 total.

Edmonton aimed about three per cent higher this year — at \$1,085,000 — and had realized \$900,000 by the end of the scheduled month-long campaign. The deadline was ex-

tended to Nov. 18. Last year the city's goal was reached and reached in mid-December.

EXTENSIVE CAMPAIGN

Vancouver also extended its campaign to Nov. 14, and had collected \$1,855,964, or 64.4 per cent of the objective, after five days of overtime.

Hamilton realized \$996,327 of its \$1,310,000 target by the end of the scheduled period, or about 84 per cent, but campaign officials said there was still about \$200,000 in donations outstanding.

Some smaller centres polled reported extensions of the campaign deadline to allow "mop up" operations aimed at rounding out totals nearer their projected goals.

The extra effort by canvassers, together with the final tallying up of corporation and employee payroll deductions, may well push the total national contribution to United Appeal to a new high.

2,000 Loans Available To Home Builders

OTTAWA (CP)—Works Minister Fulton has announced that Central Mortgage and Housing Corporation will make up to 2,000 loans available to home builders on display houses.

Applications will be received for these loans by the corporation up to Jan. 1, 1963. The move is the same as one taken by the government in 1960 when 2,215 such loans were made.

Mr. Fulton said the special assistance would be particularly helpful to smaller builders outside metropolitan areas and would create more winter employment. The announcement received support from the Liberal and

Social Credit parties but was criticized by the New Democratic Party.

Reid Scott (NDP — Toronto Danforth) said the action would be as helpful to the housing in-



DRUG STORE OPEN THIS WEEKEND

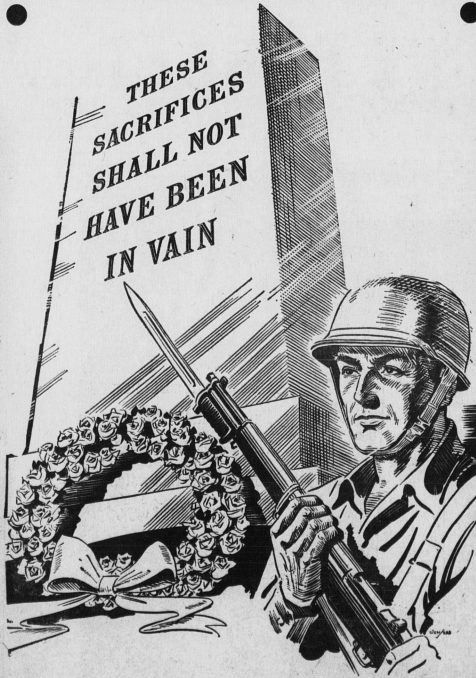
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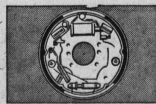


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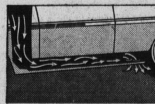
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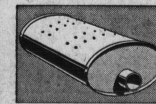
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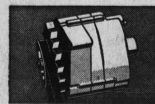
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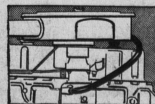
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