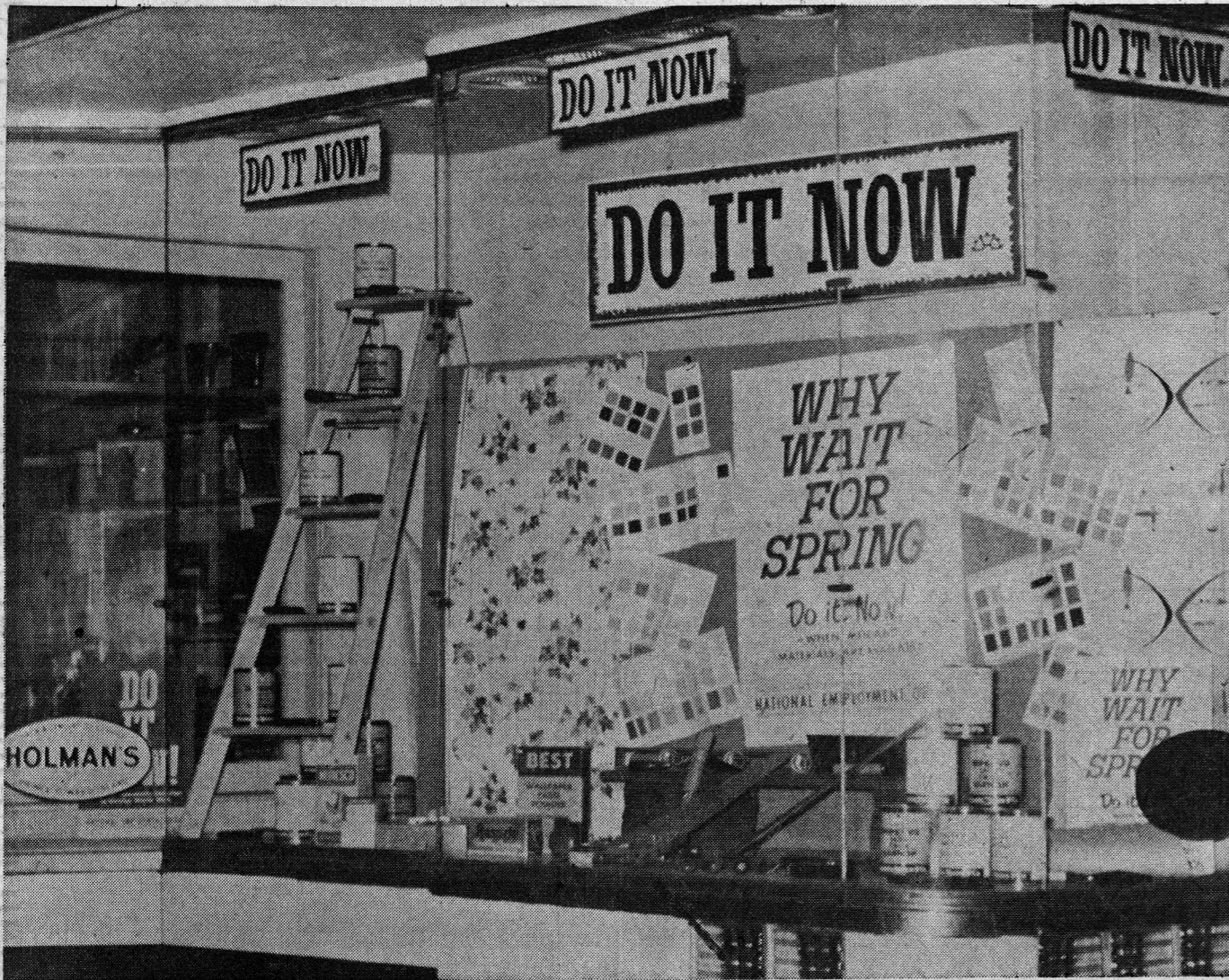


JOIN YOUR COMMUNITY CAMPAIGN AGAINST SEASONAL UNEMPLOYMENT — DO THAT JOB NOW!



NO SHORTAGE THESE DAYS

A colorful display in support of the "Do It Now" campaign fills one of the show windows at R. T. Holman's Charlottetown store. Its suggestiveness give the viewer an ample opportunity to see what materials are available at short notice to get those inside repairs or remodelling projects done during the period that there are many available tradesmen. This firm is one of the many throughout the province that have thrown their full support behind this worth-while campaign, and the display is a continual reminder to the property owners to get things done when men and material are at peak availability.

Provincial Buildings Are Getting Off-Season Attention

The Provincial Building and other Government buildings during the past week have been undergoing, where necessary, a face lifting including renovation of several offices — painting and carpentry etc. This is the Government's contribution to the "Do It Now" campaign which was started in the City some weeks ago.

It is hoped that all our citizens who plan renovation work will make an attempt to "Do It Now." In this way you will be doing your part to relieve the present unemployment situation which exists here.

A. W. Matheson
Premier.

It Is Good Business And Good Sense To Do It Now

The weatherman seems to have his seasons a bit mixed this year and it is really not a bad idea. It is all too easy to get in a rut. Monday's wash day, and so on. Prince Edward Islanders have long got into the habit of doing things in due season. After all in a farming and fishing community it is quite impossible to ignore the seasons.

What works excellently, however, for farmers and fishermen is not nearly so good for the tradesman and labourer. To crowd all the building, repairing and decorating into a few short months because these are traditional months for outdoor projects is bad economy and worse neighbourliness.

The electrician, plumber, plasterer, carpenter, and other skilled tradesman has no choice but to live 12 months of the year. It is absurd to expect that he will sit around for months on end waiting for the season in which his skill and effort will be in demand.

NOT ENOUGH TIME

What it amounts to is that our skilled labour must be employed throughout the year or it will simply not be available during the brief period during which custom would have it that building operations are carried on.

We are faced with the hard fact that work must be spaced more or less evenly throughout year or there will just not be the workmen available to do what is required. This hard fact has been softened a bit by unemployment insurance but it remains a fact nevertheless. There will not be enough workers to do the many jobs facing us if they are not spread out more or less evenly throughout the year.

CAN BE DONE

Fortunately it has been clearly shown that work can be spread through the 12 months with advantage to all. There are few construction, repair or alteration jobs that cannot be carried on at any time of year. Not only that, but the fact that labour, material and supervision are much more readily available at the present time than in summer makes it decidedly attractive to "do it now."

It is good business to get a job done when there is a minimum of waiting for supplies and for labour. Anyone who has suffered while a job has hung fire waiting for one thing after another before it can be completed, many weeks after any reasonable estimate, will be only too anxious to junk tradition and get on with the job regardless of the calendar. The essential things are more ready to hand now than they will be in July.

It is good business to jump the gun a bit and secure the materials and good workmen you need before you find yourself bidding against a horde of others, all suddenly facing the necessity of completing what has become a rush job.

It is good business to maintain the purchasing power of the heads of families. The businessman who helps to level out the ups and downs of employment in his community is putting money into his own pocket as well as into that of the man employed on the job.

It is good business to DO IT NOW.

are many available tradesmen. This firm is one of the many throughout the province that have thrown their full support behind this worth-while campaign, and the display is a continual reminder to the property owners to get things done when men and material are at peak availability.

Hope For Record Home Building

OTTAWA (CP) — The government hopes that a record 140,000 housing units will start under construction in 1958, Works Minister Green said Saturday.

He also told the Commons that further federal funds are needed for mortgage lending the government will ask Parliament to vote on.

Mr. Green made the statements in an extended reply to Claude Ellis (CCF—Regina).

Mr. Ellis said a news report quoted Mr. Green as saying in a Toronto speech Thursday builders could expect little or no further help from the government in pushing ahead with housing.

Mr. Green said the report was "completely inaccurate."

The minister added what he said at Toronto was that no government could provide all the money needed for building homes. He said it would take mortgage funds totalling about \$1,400,000,000 to get 140,000 homes under way this year.

He said about \$90,000,000 remains available for direct mortgage lending by the Crown-owned Central Mortgage and Housing Corp. out of \$400,000,000. The conservatives had provided for \$300,000,000 of this under the direct-lending plan begun last fall.

Total housing starts for last year reached 122,000.

Shipping Goes On Longer Now

MONTREAL (CP) — The volume of wintertime shipping on the St. Lawrence River has more than tripled since the end of the Second World War. Lt.-Col. Stanley B. Clarke told the Canadian

Other Provinces Get Fed. Aid

OTTAWA (CP) — Resources Minister Hamilton said Tuesday there has been an "excellent response" from the provinces to the recent federal proposal to share costs of forest access roads and camp ground development as a program to provide more winter jobs.

He said in the Commons that eight provinces—all but Manitoba and Quebec—have indicated a direct interest in the program for forest access roads.

Six provinces—all but Manitoba, Quebec, Prince Edward Island and Nova Scotia—had indicated interest in the plan for developing camp grounds and picnic sites.

The federal government plans to earmark \$1,000,000 for each plan as a 50-per-cent share of provincial expenditures. One condition is that shareable outlays for forest roads must be made before June 30 and for camp grounds before May 31.

PIONEER CO-OPS

Agricultural co-operative societies were organized in Nova Scotia late in the 18th century.

City Carpenters Support The "Do It Now" Drive

The members of Local 1338 of the United Brotherhood of Carpenters and Joiners are one hundred per cent behind the "Do It Now" campaign, which is now in progress. This was announced Monday by Eugene McCabe, president of the Charlottetown Local.

He observed that since the start of the campaign a great deal of publicity and statements have been made in its favor by several government, civic and business leaders, but he was disappointed that very little had been heard from the heads of the various trade groups throughout the province and particularly within the Charlottetown area.

Taking the initiative for the labor groups, Mr. McCabe has submitted the following endorsement of the campaign:

"Once more we find ourselves in the midst of the winter season with its numerous perennial problems. One of the more serious problems which, if overcome, would solve many others, is the lack of employment especially by our tradesmen. Of this group, one of the hardest hit is the carpenters, the majority of whom in this area are members of Local 1338, United Brotherhood of Carpenters and Joiners. These craftsmen are kept busy during the summer and fall months on the larger construction projects and this time of year finds many of them idle and eager for work.

"There are many small jobs around the homes which are planned and waiting to be done. The carpenters as well as other tradesmen such as bricklayers, electricians and plumbers are available now and the local unions are pleased to co-operate with the National Employment Service in recommending competent tradesmen to build those cupboards, lay that new floor, install those extra wall plugs or whatever you have in mind.

"Materials are cheaper at this time of year also. So it is to the advantage of everyone to have that work done now.

"A co-operative community effort can be beneficial too in the Community. Won't you assist by having that job done now?"

Eugene McCabe, Pres.
Local 1338, Un. Bro. of Carp. and Joiners.

N. S. Labor Wants Greater Fight Against Unemployment

HALIFAX CP — The Nova Scotia federation of labor Thursday presented its annual brief to the provincial government calling for a greater fight against unemployment.

The federation, representing 40,000 members, asked the government to co-operate with the federal government in any program to combat the gloomy unemployment picture developing across the whole of Canada.

It also asked for action to stop the "liquidation" of the Canadian Merchant Marine, a stepped up shipbuilding program improved workmen's benefits, bigger royalties on gypsum, and establishment of a crown company to handle automobile insurance.

The brief was presented to the cabinet by an eight-member delegation headed by president Ben O'Neill of Sydney.

Gardening Is Fun, Even During The Winter Months

By DAL WARRINGTON

Gardening is more fun right now than at any other season. The more snow on the ground the better the gardening.

This is when seed companies start mailing their beautiful 1958 catalogues.

No matter how long you've been gardening, the first catalog, crammed with pictures of giant hybrid petunias and mouth-watering extra early tomatoes, is the first sign of spring. It's almost as good as Christmas.

ROSY PLANS

The gardener's enthusiasm rises. He pores over the pages

Moore & McLeod Ltd.

HEARTILY ENDORSE THE

NATIONAL EMPLOYMENT SERVICE JOBS CAMPAIGN

AND INVITE YOU TO SEE

THEIR WIDE SELECTIONS

OF PAINTS AND WALLPAPERS

"Why Wait For Spring — Do It Now"

the *Swing* is to wallpaper!



The gay new Wallpaper Look is here!

The gay new look is everywhere . . . in today's trend to brighter automobiles . . . to colourful stoves and appliances! Elsewhere in the home, too, people are adding gayness, patterned colour—with wallpaper! For they're tired of dull plain walls!

P.S. Today's new Sunworthy wallpapers are really washable . . . and inexpensive, as little as 59¢ a roll. Come in and see our exciting new patterns.

MOORE & McLEOD Limited

ians and plumbers are available now and the local unions are pleased to co-operate with the National Employment Service in recommending competent tradesmen to build those cupboards, lay that new floor, install those extra wall plugs or whatever you have in mind.

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Eugene McCabe, Pres.
Local 1338, Un. Bro. of Carp. and Joiners.

of pictures and plans the biggest and best garden ever. Backaches, mosquito bites blisters, sunburn, dull hoes, weeds, floods, drought, cutworms, blight, manure and stones are farthest from his mind.

As one of Canada's largest seed houses says of its 1958 edition, "this book tells you all about the loveliest and finest things to make your 1958 garden the most pleasurable ever.

"The best and newest in flowers, vegetables, fruits, strawberry plants, roses, houseplants, bulbs, nursery stock. Marvellous new chemical garden aids. Many other accomplishments of the scientist's skill and plant breeder's art . . ."

And in most of Canada this sort of thing will go on for another three months or so before melting snow and thawing soil brings the gardener face to face with reality.

POINTED REMINDER

The Nova Scotia agriculture department says pointedly, "a pretty girl on a seed catalogue cover may make seed selection more interesting, but actually such seeds will not necessarily grow any better than those purchased from a local dealer who handles a good line of fresh seeds.

REDECORATING?

MODERNIZE YOUR WIRING FIRST

Octopus wiring and ugly extension cords can spoil the looks of attractive rooms. Modernize your wiring before you redecorate. It costs less to get rid of octopus wiring when you don't have to worry about marring wall finishes.

Call us today for a complete wiring check-up and estimate.

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Support The National Employment Campaign

Don't Wait Until Spring! DO IT NOW!

Charlottetown Branch CANADIAN LEGION

B. E. S. L.

THE WORKERS ARE AVAILABLE!

Skilled, semi-skilled and unskilled workers, who will be busy in the warm months, are available for work today. Let's do that interior work now and put those men back on the job.

CHARLOTTETOWN AND DISTRICT LABOR COUNCIL

NOW...

IS THE BEST TIME TO START INTERIOR HOME PROJECTS

The traditional time for home repairs and improvements is the Spring and Summer months. Interior work that could be more economically done now, is delayed until the rush season begins. Delay in starting can result in costly inconvenience and extra time in completing your projects.

We can supply the necessary Building Materials and Invite you to come in and consult us on your requirements.

- These include—
- Beaver Board
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 - Plywoods
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 - Barker Tile
 - Chrome Mouldings
 - Weather-strip
 - Cabinet Hardware
 - Excel-Board
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