

Only 50 Out Of 450 Homes In Pulp Town Owner-Occupied

By FRASER MacDOUGALL
Canadian Press Staff Writer
MARATHON, Ont. (CP)—News of its autos and its rock-bottom real estate prices leave an indelible impression on a visitor to Marathon, 10-year-old pulp town on the north shore of Lake Superior, 130 miles east of Port Arthur.

Around the town's eight miles of streets and on the pulp mill parking lot, there isn't a pre-1935 car in sight. Most are 1954 or later.

The real estate bargains are offered by Marathon Corporation of Canada which built the town at a cost of \$5,000,000 to house its mill workers. An employee can buy a two-bedroom bungalow for \$6,324 with \$638.40 down. The company takes a 15-year three-per-cent mortgage for the balance. Monthly payments are \$53.31 including taxes. With the deal goes a life life insurance policy covering outstanding mortgage payments.

A prefabricated house sells for \$3,168 and a four-bedroom two-story for \$6,916.

NO GIMMICKS
Lloyd Irwin, a former Toronto resident who is townsite manager for the corporation, says there are no gimmicks on hidden reasons for the easy deals.

It's simply a generous attitude on the company's part, he says. "It takes a man is better off if he owns his own home."

He says the aim isn't to meet a labor shortage since that doesn't exist. About 75 per cent of workers who came to town since its inception settled down here. Labor turnover is mainly among single persons who now make up 300 of the town's 2,400 population.

There has hardly been a stampede to buy houses since the company launched an active sales campaign about a year ago. Of the 450 houses on the townsite, only 50 are privately owned. A few of these were built for their owners.

NEW CARS FACTOR
Mr. Irwin thinks the new cars are a factor in slow sales. "Too many fellows are tied up with car payments and either haven't the funds for down payments or hesitate to assume a new obligation while they are still in debt."

The house prices are based on 100 times the monthly rental in 1950 less depreciation of three per cent a year since they were built. The company undertakes to repurchase the house within five years if the buyer wishes.

The deal for new houses is just as attractive as for older ones. The company sells a man a lot for \$50. It excavates his basement and runs water and sewer lines to the house free. It gives him a three-per-cent mortgage. If the new house is built under contract, the down payment is 20 per cent. The man who builds his own puts down 10 per cent.

Since 1948, the town has been classed as an improvement district under Ontario law. The district covers an area of nine square miles with the townsite proper nestled beside the lake on a stretch about a mile long and a half mile wide.

A three-man board runs municipal affairs. Mr. Irwin, who represents the company, is chairman. A mill worker and former union official, Robert Marston, is vice-chairman. J. T. Sitt, Canadian Pacific Railway agent, is the third member.

MANY FACILITIES
Mr. Irwin, a strong supporter of company-owned towns as exemplified by Marathon, says that although the company is the major

taxpayer it has never objected to any expenditures proposed by the board.

The town, which has more than 700 children, has a five-room high school and a 14-room public school.

Another five-room public school is in the planning stages.

The nine-hole municipal golf course was designed by the late Stanley Thompson, noted golf course architect. There is a regulation-size outdoor swimming pool built by residents with materials supplied by the company—along with other recreational facilities common to communities of its size.

How is life in the town? "It's good," said a young university graduate. "There are plenty of interesting activities."



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1 package orange Jell-O
1/4 cup sugar
1 cup hot orange juice
1 cup undiluted CARNATION EVAPORATED MILK
2 tablespoons lemon juice
9-inch CHRISTIE'S HOWEY GRAHAM wafer shell

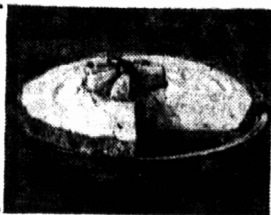
Dissolve orange Jell-O and sugar in hot orange juice. Cool until thick.

ened and syrupy (20-25 minutes). Chill Carnation in refrigerator tray until soft crystals form through milk (15-20 minutes).

Whip until stiff (about 1 minute); add lemon juice. Continue whipping until very stiff (2 minutes longer). Fold the whipped Carnation into chilled orange Jell-O. Spoon into shell. Chill pie 2 hrs., or until firm.

"NO-BAKE" PINEAPPLE PIE

Use lemon Jell-O instead of orange Jell-O, and 1 cup hot water (or canned pineapple syrup and water) instead of orange juice. Fold 1 cup well-drained crushed pineapple into jelly and whipped Carnation filling. Turn into shell.



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