

Needs of Canadian Homes Shown in Recent Survey

The kitchen is the centre of family activity in Canadian medium and low-cost homes, although 96% of them have living rooms. Canadian families not only cook in the kitchen but most of them eat there and many wash, launder and take baths in the kitchen. Some of them even sleep there.

"If the Canadian housewife is to have her work load eased, kitchens need overhauling," said C. A. Massey, president of Lever Brothers Limited, by his firm. Industry has arranged to announce results of the second section of a housing survey conducted by its layout to save needless work. If the same technique were applied to the kitchen, the workshop of the home, many extra steps and much carrying and lifting could be eliminated.

Researchers visited several thousand homes throughout Canada and interviewed housewives in one of the most intensive studies of household working conditions ever undertaken.

The difficulties of doing housework hampered at every turn by lack of proper equipment, especially in the farm homes, are pictured vividly in the following findings. About one farmhouse in every six (16%) had no sink. The shortage is half that total in small towns and villages. And one-tenth of farm sinks are in some room other than the kitchen. Almost one-third of them have no drains, and 38% have no taps that means water has to be lifted into the sink by bucket or teakettle and dirty water ladled or siphoned out. The village drain shortage is 16%, while 15% lack taps. Three per cent of the farm sinks are too high for women who use them, while 17% of farm women say their sinks are too low and would like them raised to ease back fatigue. In village and small town homes there are even more "too low" sinks.

Only 10% of farm women have electric refrigerators and in small towns the total is only 19%. Yet electric power is available in 91% of the villages and in 51% of the farms. In the survey, National average of rural electrification is only 29.2% when all farms, including the bigger ones and those remotely located, are counted. Almost one farm in four and two-fifths of village homes, have no ice boxes. On farms the cold storage field is led by box-shelves in basements, on window ledges or in porches or sheds. Forty-eight per cent of farm women depend on these home-made devices for food storage. So do 20% of village and 10% of people in cities and larger towns. These are summer figures.

One-tenth of farm women want running water more than any other kitchen improvement. A pump would meet this problem for many of them. One in 50 wants her kitchen modernized and another one in 50 asks that the stove, sink and other working units be rearranged to cut down work. Six per cent call for sinks in kitchens and four per cent want modern sinks.

Five per cent on farms ask for water heaters as their number one kitchen improvement. Numbers are smaller in urban centres, already better supplied.

Pantries are an immediate postwar preference of 3% of farm women, one in 5 village women and one in 25 in bigger places.

Two farm women in 50 are weary of trying to keep kitchen floors clean that are worn, heaving, cracked and past their prime. They want new floors. So does a like percent of women in city, town and village.

Restocking is number one on the list of 3% of farm women 4% of those in villages and 5% in bigger centres.

One farm woman in 25 wants electric refrigeration more than any other kitchen improvement. In cities towns and villages nearly one kitchen in 14 has a corner reserved for post-war electric refrigerators.

There is a high demand for bigger kitchens in all areas. One reason is that so many meals are eaten there. Over three quarters of farm families and nearly as many in cities eat the year round in their kitchens; in villages the figure is 78%.

16-YEAR OLD IS EXPERT COIFFEUR

LONDON (CP) Fourteen-year-old Pat Abbott walked into an exclusive West End beauty parlor and requested a job.

That was two years ago and now Pat, a daughter of a plumber, has been acclaimed by the country's leading hairdressing experts as the best of the beginners. At a General Association of Ladies' Hairdressers competition she walked off with top honors, winning 100 points in the apprentices' class out of a possible 104. Her closest competitor got 32.

Her employer, president of the association, said: "To-day people come from the farthest points of England to have their hair done by her—tomorrow they will come from Paris and New York. One day I hope she will be the greatest figure in the hairdressing world."

Already Pat is creating her own styles and her employer predicts that in a few years it will cost real money just to consult her. As for Pat, she says: "I've never regretted coming into hairdressing—I love it."

The Week at OTTAWA

By H. L. JONES
Canadian Press Staff Writer

OTTAWA, July 24 (CP) A little more than two years ago July 13, 1943, to be exact, Canadian and Allied troops stormed ashore on the beaches of Sicily to begin the liberation of Europe, a liberation that brought with it all the problems that follow an invading army.

One of the problems and a major one, was the feeding of the liberated peoples. Canada, with her expanded wartime agricultural production, was called upon to furnish some of the food needed by the liberated peoples, and the Dominion was ready to meet the call.

Meat rationing was introduced in May, 1943, and was aimed at building up supplies for the liberated peoples. However, sufficient shipping space was not available to carry the supplies Canada built up and rationing was terminated in March, 1944.

Now the picture is quite different and meat rationing is to be reintroduced. The individual will be allowed 1 1/2 pounds of meat per week, besides any amount of fish and fowl he may procure.

The reintroduction of rationing was made necessary by the fact that Canada's meat supplies no longer are what they were in 1943. Since that record year, many prairie farmers have decided there was more money and less trouble in growing feed grains than in growing hogs. Many beef raisers have cut down on their herds and the reductions have been reflected on Canada's livestock markets.

Beef and pork exports have dropped despite increased demands from Europe and increased shipping space made available since V-E Day, May, 1945.

It was the pressing demands from Europe that led the government to reintroduce meat rationing and it was the same demands that led Finance Minister Hsley to ask Canadian housewives not to serve meat on Tuesdays and Fridays.

The finance minister asked the housewives to follow the custom now enforced in Canadian restaurants of not serving meat two days a week. The request was made, he said, not because there was insufficient meat to fill Canada's needs, but because the peoples who had fought with Canada and the Allied nations were now in need of food.

The need for meat overseas was urgent, yet meat rationing in Canada could not be instituted immediately because of complex administration problems. That was why there was need of meat conservation in the homes and in restaurants.

He gave no hint as to when meat rationing might become effective, but most people in parliamentary circles felt it would be within the next two months.

"Parents and children in the countries which our armies have helped to liberate are in hunger and misery," said Mr. Hsley. "If they are left helpless and hopeless we shall have jeopardized the peace so hardily won. But if we make them feel that they have friends in their time of trouble, we shall have helped to promote the kind of co-operation upon which the future peace of the world depends."

And while farmers heard the call for more and more food for Europe, they also looked to Europe for help. It was in Europe that many of their sons and helpers now were stationed, and until they returned farmers could not see how they could increase their production.

Already more than 50,000 of the 100,000 army and air force personnel scheduled to reach Canada by the year end have arrived in the Dominion. But a good number of these men have volunteered to serve in the Pacific.

SATURDAY TIME OFF FIRST SINCE 1940

WHITWICK, Leicestershire, England (CP) For the first time since Dunkerque miners in this area are taking Saturday afternoons off.

In 1940 these men of Britain's "lucky coalfields" decided to work full shifts on Saturdays to show the country what they could do. They worked full shifts, Sundays, too, except for one day a year.

Production records were set all through the war and now that Saturday afternoons are not being worked the men have promised the management that production will still be at record peak.

OLD CHUM FOR PIPE OR ROLLING-YOUR OWN

Canteen Provides A Link with Home For Boys at Sea

Lower-Deck Tuck Shop has Chocolate Bars, Soft Drinks and Other Things just like the Corner Drug-Store

By FRANK LOWE

Canadian Press War Correspondent

Aboard H. M. C. S. Cowichan at Sea (CP) Closest link a sailor has with home while he is afloat is not the radio. It is the ship's canteen.

There, no matter how far he may be at sea, on any day he can get the cigarettes, candy or other little luxuries he misses most when away from Canada. Take a look at the typical canteen aboard this minesweeper.

We're a hundred miles off the tip of Land's End and nosing into a minefield, but the fellows are lounging around the deck eating the chocolate bars and drinking the soft drinks they would be eating and drinking were they spending the afternoon in their home towns.

Chief salesman is AB C. W. Cooper of Saint John N.B. He is a sailor with three years sea time and for the last 18 months has been store-keeper aboard Cowichan.

"I like the job okay," he said, "but after the war none of this over-the-counter stuff for me. I'm going to be a mechanic."

But his post-war ambitions don't interfere with his present job. Stocked into the canteen are cigarettes, chocolate bars, toothpaste, razor blades, lighter fluid, tooth brushes, fruit, salts, matches, soft drinks and ink, to name a few of the items.

Prices are the same as in Canada. The men can pay in cash or can take out \$1 credit cards, being allowed two of these monthly. Everything is done in a strictly business fashion. Hanging on the bulkhead is the latest statement showing a \$1,000 bank balance and this will be spent to buy equipment and other luxuries for the crew.

"This time we figure we'll get jackets with Cowichan crests for the fellows," Cooper said, "although this hasn't been decided by the committee yet."

This committee, the canteen's board of directors, meets monthly. They take stock, decide what to buy for the canteen or for the crew and tote up the take which averages about \$11 daily. A strictly lower-deck affair, the committee is made up of Lloyd Dunlop, Edmonton, and Tommy Hedges and Joe Newton, Calgary. Canteen secretary is Bruce White of Regina while report must be okayed by Sub-Lt. Val Stock, of Toronto, canteen officer.

This canteen doesn't only sell goods. It also sells goodwill and fun. Because when a sailor is broke and wants to go ashore it is the canteen which will float him a loan.

Electric Fences Control Live Stock

Live stock as a rule need little training to keep away from electric fences. Observations at the Dominion Experimental Station at Swift Current, Sask., show that the animals learn very quickly and do not approach a fence even when it is not charged. At Swift Current, a 13-plate wet battery was used on an electric fence that was used throughout the summer months last year for pasturing cattle. The cattle were well controlled, no harm was done to the cattle or the attendant, and the battery was still charged at the end of the season.

The use of electric fences is gradually becoming more widely adopted for pastures. These fences have many advantages but care is necessary in establishing the equipment. Among the advantages are reduction of cost in erecting temporary fences, reduction of expenditure for wire, posts, and gates, reduction of injury to live stock; the adaptation in the west to winding coulees or temporary pasture areas otherwise impractical to fence, and the enclosure in the fields of unutilized lands that might otherwise be wasted. As a rule, one or two wires are sufficient to carry the electric current. One wire is sufficient for horses and cattle. Two wires are considered preferable for pigs and sheep. The wire can be supported by porcelain insulators on 2 1/2 by 3/4 stakes set in the ground 30 to 40 feet apart.

LEARN SWIMMER'S CODE FOLLOW IT

Do you think it can happen to you? Don't take a chance. Recently Dr. Carl N. Neupert, Health Officer for the State of Wisconsin, prepared a "swimmer's code". It would be advisable to study this code and follow it. It is very simple and may save your life. Here is the code:

- I will learn to float.
- I will wait for an hour after meal-time before swimming.
- I will not enter the water while I am tired and overheated.
- I will not swim alone.
- I will not dive into water of unknown depth.
- I will not take swimming lessons in deep or running water.
- I will not stay in the water after becoming chilled.
- I will not swim far times accompanied by a boat.
- I will not dive from a boat unless my companion stays aboard.
- I will not tax my strength in the water.
- I will not endanger or scare others by dares or pranks.

MESSAGE FROM KING GEORGE

In reply to birthday greetings sent from the annual meeting of the Boy Scouts Association at Ottawa on his birthday, June 14, His Majesty the King has sent this reply: "Please convey to all Scouters, Scouts and Cubs of the Boy Scouts Association in Canada my sincere thanks for the kind and loyal message you have sent on the celebration of my birthday, George VI." The message was received by the Governor General, Chief Scout for Canada who dispatched the greetings to the King.



Your bank is a link between the man in Canada who has goods and services to buy or sell, and his customers abroad.

The business of your bank is not all done in dollars and cents. It renders valuable service to Canadian business in the far-off, market places of the world, overcoming the obstacles of strange currencies, be they pesos or piasters, escudos or rupees.

Through its commercial correspondents and business connections all over the globe, your bank often has the specialized information necessary to bring buyer and seller together, no matter how far apart they live.

Your bank is able to gather information on the reliability of foreign firms, to handle letters of credit, to arrange the complicated exchange of funds, performing an individual, intricate and inexpensive service to importers and exporters alike.

This feature of Canadian banking has a direct bearing on your welfare. It has, through many years, developed the sale of Canadian goods abroad, resulting in more jobs for Canadian men and women.



This Advertisement is Sponsored by your Bank

Advertisers Meet the Most People

The Adventures of Peerless Pete... by THE BRITISH AMERICAN OIL COMPANY LIMITED

No. 3 HI-VAC

PETE NEEDS TO REDUCE

PETE SWEATS IT OUT

PETE WINS HIS GRADE

Our artist gives his version of how the finest crude oil—symbolized by Pete—is selected and refined to make B-A Peerless. For longer life, lower repair costs ask for Peerless Motor Oil tomorrow! "It's Allied!"

After "topping", the famous 5-point Clariflow process begins with High Vacuum distilling.

High vacuum keeps the temperature low enough to protect the lubricating quality of Peerless.

The B.A.E. grades are separated—each will be made to do a better job in the engine of your car.

It's Allied!

FORD and MERCURY Sales and Service

NORTON MOTORS Acton Ford Trucks and Tractors Ferguson System Implements