

1937 is Home Improvement Year

Notices of Births, Marriages and Deaths are inserted in this column without charge. In Memoriam Notices, 50c and 10c per line additional for poetry.

IN MEMORIAM

MASON—In memory of my dear mother, Mrs. Wm. Mason, who passed away May 19th, 1937.

Nothing can ever take away
The love a heart holds dear;
Pond memories linger every day,
Remembrance keeps her dear.
LOTTIE

LOCALS

—Victoria Day—next Monday.

—Baseball opens in Acton on Saturday.

—Soon be time to plan summer vacations.

—The best way to shop—Consult the advs. first.

—The lawn mowers had to get into operation again.

—Wild flowers are now in bloom in the neighboring groves.

—Guelph's cheque from the Liquor Control Board was for \$1,413.10 this year.

—Home improvements are made easy. Inquire about the Home Improvement Plan.

—Oakville's tax rate has been set at 40 mills this year. The rate is the same as last year.

—Mr. R. J. Kerr attended a meeting of Directors of Full Pairs, held in Toronto last week.

—A few warm dry days are badly needed now to allow seedling and working on the land.

—An increase of \$1,500,000 is shown in income tax collection in Canada this year over April of 1936.

—Dog freedom was supposed to stop in Acton on Saturday last. They may run loose again in September.

—Mr. Frank J. Jackson, a former Registrar for Peel County, died on Saturday at his home in Brampton.

—Galt Arena last winter showed an operating profit of \$5,148, an increase of \$2,964 over the previous season.

—These deferred home improvements can be made now. Ask for the Home Improvement literature and find out how.

—A meeting of the Directors of Acton Full Pair was held last evening, when many features of the 1937 Pair were planned.

—High Schools are to receive increased grants this year, according to an announcement by Dr. George Rogers, Chief Inspector.

—The exterior changes are now being made at the Johnstone & Rumley funeral home on Mill Street. The interior is almost completed.

—A group of three deer were seen the other day on the farm of Mr. Peter McEneaney. They had come quite close to the buildings before being disturbed.

—Mother's Day services were held in the Baptist and Knox Church on Sunday morning, when in each case combined services of church and Sunday school were held.

—The following are corrections in the Women's Institute election of officers, published last week: Assistant Planist, Mrs. Earl Lambert; Layette Committee, Mrs. Collier and Mrs. Foster; Booth Committee, Mrs. Francis Wilds.

—Dr. A. J. Buchanan attended the annual Dental Convention in Toronto last week. During the Convention Dr. Buchanan purchased a new X-ray machine of the latest type, which will be installed in his office next week.

—Miss Jessie Young, of Acton, graduates to-day as a nurse from Toronto General Hospital. Miss Young won one of the special awards of the class which will be presented to her at the graduation. Acton friends tender congratulations.

THE SAME TO YOU

A man was standing in the roadway holding a ram by the horns, and the passer-by was interested.
"Will you hold on to this beast while I climb the fence and open the gate?" asked the man, politely.
"Certainly," replied the stranger.
"Thanks," said the man from other side of the fence. "The brute attacked me an hour ago, and we've been struggling ever since. I wish you the same luck in getting away as I've had."

IMPROVING AN OLD HOME

Rejuvenating the home may be much more a woman's job than a man's. Of peculiar interest to the Canadian, in view of the success of the Home Improvement Plan, is the story of a unique contest conducted in Kansas City, Mo., when the modernization scheme of the United States was being promoted.

The ability of women to do a better job than men in rejuvenating the house was demonstrated in the outcome of this contest. It was run by Kansas City's Property Improvement Committee. Women walked off with three of the four first prizes.

To stimulate interest in home repair and modernization, the Property Improvement Committee selected four old houses in different parts of the city and offered prizes for the best suggestion for bringing them up-to-date. A limit of cost of \$1,250 was set in each instance and the awards were to go to persons who suggested work that was considered the most necessary and practical.

The winners received \$500 worth of labor and material each for the improvement of their own homes.

The women did not confine their modernization to what might have been expected of them, the beautification of rooms and the addition of facilities, such as in the kitchen and bath. They specified radical changes in the exteriors as well, converting the houses from drab, out-of-date affairs, to dwellings attractive and new in design.

One house modernized had heavy, old-fashioned, over-hanging eaves. These were cut off and the brown walnut paint was changed to white. That cost not quite half the appropriation. Inside improvements were almost equally drastic. Old mantels, plate rails and other features, such as beams, were removed, and all the rooms were decorated. The work that was done is believed to have doubled the value of the property.

Another house modernized received a new roof and a new coat of paint, but for the most part interior changes were made. These included new wiring to permit the use of electric features. Improvements were made in virtually all the rooms. In dollars the results are considered worth far more than the outlay.

A contestant had an exceedingly difficult job. The house had an antiquated front porch, which was removed and one added at the side. A new entrance and a room for the bath were specified. A hot water heating system was installed, and new wiring. The kitchen went modern as well as the other rooms. The house had been considered of no value; now it is worth several thousands of dollars.

WARNING GIVEN TO MOTORISTS

Toronto, May 19.—The amendment to the Motor Vehicles Act permitting increased speeds of 30 to 50 miles per hour in municipalities, and rural sections respectively, will go into effect on May 24th. Hon. T. B. McQueen, Ontario Minister of Highways, announced yesterday.

At the same time, he issued a strong warning to motorists that the new speed rates represented "the maximum permissible speed at which motor vehicles may be operated."

Mr. McQueen pointed out emphatically that the new speed limits were designed to meet the most ideal motoring conditions, and that motorists would have to slacken their pace in situations which called for care, courtesy, and the safety of pedestrians and other drivers. If the chance of reckless driving was to be avoided.

These speed law changes, however, were entirely dependent on "ideal conditions," he stressed. They could not take into consideration the many and varied situations which constantly arise on the highway and call for extra caution and slow speed, nor did they cover any defective equipment, such as lights and brakes, on a driver's automobile.

"Ideal conditions" would not include whizzing past a country schoolhouse, where children might be on the highway, at 50 miles an hour, Mr. McQueen pointed out as one example to illustrate his point. "No driver would be able to justify a speed of 30 miles per hour through a town on a busy market day."

Summing up the conditions under which the new speed amendment would be operated, the Minister urged car drivers to bear in mind constantly that the revised rates were "maximums for ideal conditions," and that every motorist on streets or highways would be called upon more than ever to exercise care, courtesy and common-sense every minute he was behind the wheel of his automobile.

THE LIMIT

As Paddy was going along the street one day he came across a chip potato man drawn by an ass. He stood and looked at it for some time, when a passer-by asked him what he was staring at.
"Oh," said Paddy, "begorra, an' Ol' been many a day as in Ireland, but Ol' never seen wan that needs a steam engine to push it."

You'll
Enjoy Life
more if you
MODERNIZE
your home



Check over this list of Home & Farm Improvements



A HOME IMPROVEMENT LOAN

will transform your home or farm . . .

Whether you live in town or on the farm, the Home Improvement Plan can serve you. It paves the way to modernization; provides ready money to install improvements that make the home more comfortable and the farm more productive and easier to work. The list at the right shows some of the improvements that qualify. Get in touch with your local Committee or with any reputable contractor or materials supply firm. Then, with an estimate of the cost of the improvement you contemplate, arrange a loan with your bank. Or you can call on your banker first for guidance.

National Employment Commission

UNDER THE AUTHORITY OF THE DOMINION GOVERNMENT
LOCAL ADVISORY COMMITTEE
Chairman: A. Mason
Secretary: W. K. Graham
Telephone 9

ONTARIO ADVISORY COMMITTEE
Metropolitan Building - Toronto
Ryland H. New, Chairman
I. Marzani, Secretary

Combine house and garage.
Enlarge existing rooms.
Add new rooms.
Replace gutters, downspouts and flashing.
Scrape and refinish floors.
Tile bathrooms.
Linen closet in kitchen and other rooms.
Repair brickwork and stone coping.
Remove antiquated exterior woodwork.
New storm doors or sash and accents.
Weatherstrip doors and windows.
Insulate inner face of roof.
Provide new wall panelling.
Provide special linen closet.
Check wiring and add new outlets.
New electric lighting fixtures.
Conceal radio wires including antennae.
Replace old refrigerator with built-in electric refrigerator.
New built-in bath tubs.
New lavatories.
Automatic hot-water tank.
New heating system, or air conditioning system.
Convert coal-burning boiler to oil or gas-burning equipment.

See folder for complete list of improvements. (The cost of this series of improvements is covered by the National Employment Commission, and has been approved by the Public Credit Office and the National Employment Commission.)

REWIRE NOW



for CONVENIENCE and SAFETY

Eliminate the fire-risk of old faulty wiring and at the same time give your home plenty of baseboard and wall outlets, smart new wall switches and modern lighting fixtures. Let us look over your present wiring and give you an estimate on a new installation that will enable you to take the fullest advantage of the marvels of electricity. Wiring and fixtures, of course, come under the Home Improvement Plan for easy financing.

Reid's Electric

PHONE 112

P. O. BOX 413

Co-operating with the



HOME IMPROVEMENTS ON MONTHLY PAYMENT PLAN

How do methods of automobile salesmen compare with those used by contractors in connection with the new Dominion Government Home Improvement Plan sponsored by the National Employment Commission?

While the Plan is forging ahead, as indicated by increasing loan totals, indications are that many contractors have not yet fully sensed their important sales position in this great co-operative movement.

"Would the automobile business ever have reached its present proportions if agents and salesmen had sat back and waited for people to come in and buy?" is a pertinent question. "Isn't the psychology of selling cars to impress upon people their need for an automobile? Is it not a fact that sales effort, more than any other single factor is largely responsible for the amazing growth of an automobile industry which did not even exist a few short years ago?"

What about improving Canadian homes? In the modernization and repair of house for millions of Canadians to live in is there not a field for similar sales effort to that shown by the automobile salesman. Can the contractor not learn something from the method adopted in selling him the car or truck which he uses in his day-to-day business?

What do the automobile salesmen do? They conduct systematic canvasses of persons who may want a car. They persist until a "prospect" either purchases or refuses to purchase. If lack of money is the reason given for non-purchase the facilities of the corporation's lending organization are offered. The salesman exhausts every avenue to make a sale. His value depends on results, and they come from his aggressive determined sales activity.

Up to the present, contractors in the repair business seem, generally speaking, to have assumed an attitude of "watchful waiting." They did not feel that they had anything to offer but their services. The practice has grown up to let the home owner ask for those services. But, in hundreds of thousands of cases over the past ten years, the home owner has borrowed the contractor's attitude. He has watchfully waited, and nothing has been done.

Here is where the Government plan comes in. With the Home Improvement Plan operating, the contractor has a loan weapon which may be used to answer the "no money" argument of his prospect, and put through the deal. Before the plan came into being that argument was conclusive. No money, no job, was axiomatic. A contractor could not expect to do work nor did he want to do it, for a person without funds. On the other hand, the home owner, though perhaps acutely conscious of a pressing need for many improvements, did not even approach the contractor. He had to "burn" and "bear it" until he saved enough to fix up his home. He might never succeed in doing this, and conditions went from bad to worse.

Under the Home Improvement Plan the contractor, armed with a supply of loan application forms, can go out and "sell the job." He knows that the banks are ready to co-operate—that the money is readily obtainable provided the home owner can show that there is a fair prospect of his being able to meet very reasonable instalment payments. And, in addition to whatever self interest is served by his sales effort, he can feel that by trying to improve Canadian homes he is helping to improve conditions in Canada.

The sound of the saw and hammer across this country, after years of silence will be increasingly welcome. The Press of Canada are co-operating splendidly by directing public attention to the Home Improvement Plan, and the Canadian contractor can render further valuable assistance by going out after business. That's to-day's way to get it.

POSSIBLE

Shopman (discussing bathing costume)—"Really, I can't understand it shrinking, unless—you've actually been in the water with it."

THE PUZZLE POEM

Look for my first in the vestibule,
And my next in the kick of a stubborn mule;
Then, when you've found those,
Take my third from old clothes,
And my fourth from a carpenter's tool.
For my fifth, go to London or Blackpool,
And my sixth is in jester, not fool;
Then my seventh you will find
In a person's sound mind,
And my last is in angry, not cruel.
My whole was a wonderful dame,
And each boy and girl knows her name,
And it's quite understood
That "the good," the good,
To the end of her days played the game.

USE COUPON

Solution
Name

A GARAGE is convenient and saves you money

Build it under the
HOME IMPROVEMENT PLAN



There are any number of other Home Improvements that can now be done about the home. There never was a better time to do them. Don't wait for prices to advance further.

Let Us Furnish Estimates Now

Georgetown Lumber Co. Ltd.

Phone Acton 120

Acton, Georgetown, Milton

Arranged for that NEW BATHROOM yet?

Do it under the
HOME IMPROVEMENT PLAN



There never was a better opportunity to bring Acton homes up-to-date with Modern Plumbing and Heating. Let us furnish an estimate. Then arrange to have those Modern Conveniences under the Easy Plan of Financing.

J. B. CHALMERS

MILL STREET, ACTON

NEXT V. M. C. A.

Enhance the beauty and value of your home with a NEW ROOF



Under the
HOME IMPROVEMENT PLAN

3X B. C. Edge Grain Shingles \$5.00 per square

3X B. C. Edge Grain Shingles \$4.50 per square

Tax Included

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