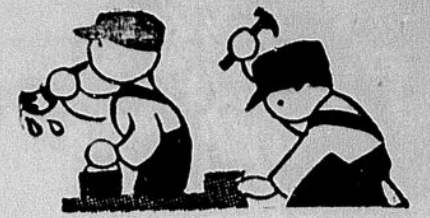




CLEAN-UP PAINT-UP NEWS

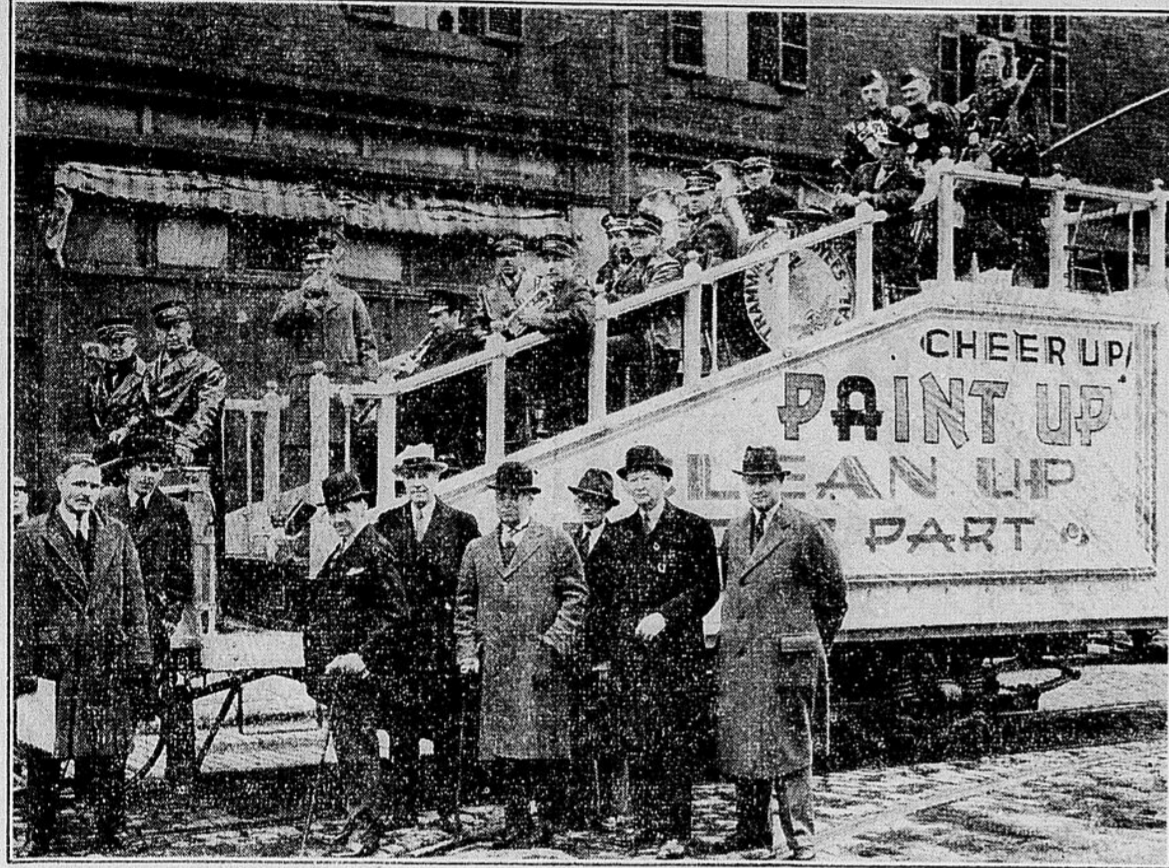


Nouvelles sur le Nettoyage et le Peinturage

VOL. 1.

MONTREAL, THURSDAY, MAY 14th, 1936.

PAGE ONE



Presidents of Chambre de Commerce and Board of Trade along with Committee start publicity tramways car on its way.

Présidents de la Chambre de Commerce et du "Board of Trade" ainsi que les membres du Comité président au départ du tramways d'annonce.

Make Montreal A Cleaner City To Live In Is Aim Of Annual Clean-Up Week

City Joins Parade Of Activity Going On From Coast To Coast—Factory Heads, Clergymen, School Children, Service Club Members, All Co-operating—Radio Addresses To Residents

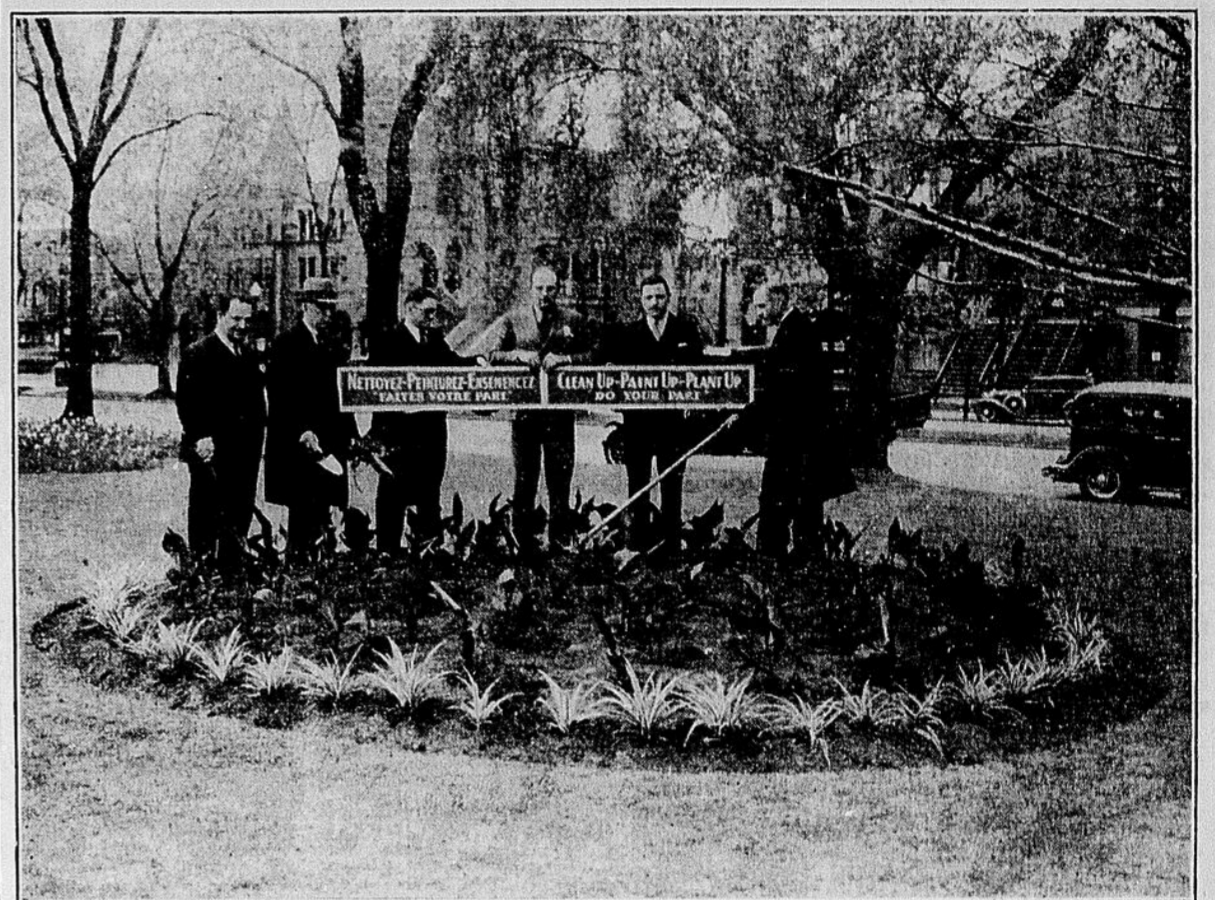
Montreal joins the parade of clean-up and paint-up activity that has swept the continent in accordance with the annual spring custom and will take its place in the vanguard of public-spirited communities that from May 16th to 23rd will endeavor with one accord to make the average city of Canada a better, cleaner and more sanitary place in which to reside.

No stone has been left unturned by the City Improvement League to ascertain that fields, yards, alleys, streets, buildings, gutters, etc., will be properly put in shape once again. One of the features of the week will be a report of the manufacturers committee, the members of which have obtained the co-operation of factory heads and foremen and as a result working conditions for a great many will be improved as far as more sanitary surroundings are concerned and the fire hazard as well will be cut down considerably with piles of waste, junk, etc., being cleared up.

through the schools. Some 176,000 kiddies will learn of the campaign and its activities through the teachers and "Crusader" cards will be distributed which the child is asked to return at the end of the week, reporting the activity made by the immediate family to better the city and environs.

The children will be reached

Civic radio addresses will be made from time to time throughout the week when leaders in this type of public betterment will describe to the residents the factors requiring immediate attention and will also report on the progress made to date. Mayor Houde will (Continued on Page 7)



Superintendent of Parks and Playgrounds opens 1935 Clean-up Plant-up Campaign for Montreal's beautiful Park system.

Le Surintendant des parcs et terrains de jeu ouvre la campagne du "Nettoyage" de 1935 dans laquelle la Cité de Montréal prend une part active.

"PUBLIC HEALTH and SPRING CLEAN-UP"

by Aimé Cousineau, C.E., Sanitary Engineer of the Department of Health of the CITY OF MONTREAL

PAINT UP

To The Citizens



Office of the Mayor

Aux Citoyens

Montreal, Quebec, April 16th, 1936

Montréal, le 16 avril 1936.

TO THE CITIZENS OF MONTREAL:—

Montreal's CLEAN-UP-WEEK-CAMPAIGN is an annual step forward and an important one, in our March of Progress as a Community. We can have a proud City only if we have a clean city.

It is an obvious fact that the cleanliness of our Community depends as much on the care of every man, woman and child brings to keeping neat his or her own particular corner of the City as on the efficient functioning of the public services.

We have every natural advantage to make of Montreal an urban paradise. Let us CLEAN-UP PAINT-UP AND PLANT-UP MONTREAL to keep its appearance typical of its desire to move forward to better and more prosperous things.

C. HOUDE, Mayor.

AUX CITOYENS DE MONTREAL:—

Voici une autre campagne annuelle de la Semaine de Grand Nettoyage, au autre pas de l'avant, et un grand pas, dans la marche du progrès comme communauté. Nous ne pourrions être fiers de notre ville qu'en autant qu'elle sera propre.

Pour que notre ville soit propre, il faut que tous, hommes, femmes et enfants, fassent leur part, chez eux et autour d'eux, et coopèrent avec les services publics.

Nous avons ici tous les avantages naturels pour faire de Montréal un véritable paradis. Nettoyons, peignons, plantons fleurs et verdure. Donnons à notre ville cette apparence qui dénote le désir de choses meilleures et plus prospères.

C. HOUDE, Maire.

As usual the cleaning-up week takes place this Spring. It is an inventory of the sanitary state of the City which is of paramount importance to the health and welfare of the community. It contributes to improve the sanitation of dwellings and generally tends to beautify the City.

The Department of Health invites the co-operation of all citizens in helping the Municipal authorities and the City Improvement League, who took the initiative in this campaign, the object of which and the resulting recommendations are summarized as follows:

- To safeguard public health and sanitation.
- To ensure the welfare of citizens.
- To better housing conditions.
- To prevent rats, flies, vermin, etc.
- To prevent fires.

"WHAT SHOULD BE DONE"

- General cleaning-up of dwellings, cellars, sheds and yards.
- To deposit all refuse in proper receptacles and remove same at prescribed hours.
- To attend all deteriorations.
- To make sure about condition of drainage and plumbing.
- To paint, re-paper, whitewash where necessary.
- To drain, level, yards and vacant lots.
- To use chlorine of lime or other disinfectants where necessary.
- To keep manure boxes closed and avoid any accumulation.
- To screen windows, doors, etc., against flies.
- To let sunlight and pure air penetrate into every room of dwellings.

"WHAT SHOULD BE AVOIDED"

- Throwing or dumping of refuse all over.

(Continued on Page 6.)

PLANT UP

Chaque citoyen doit se faire un devoir de nettoyer sa maison et ses parages

La Ville a fait sa part en nettoyant les rues, parcs, ruelles, etc. Nettoyez et créez une bonne impression chez les touristes — Rendez Montreal même si ce n'est que par orgueil civique.

La semaine du nettoyage, qui, cette année, aura lieu du 16 au 23 mai, est en vogue depuis plusieurs années dans notre Ville et les citoyens en profitent un peu plus chaque fois. MONTREAL est riche en beautés naturelles mais il faut y contribuer en prenant pour exemple les autorités civiques, qui en autant que le budget actuel le leur permet, font tout en leur possible pour rendre notre Ville la plus belle et la plus propre du Continent, les parcs sont refeuillés, les arbres émondés, etc., etc.

Nettoyer — est le mot d'ordre mais il faut que la propreté se continue toute l'année. Il n'y a pas une seule maison dont l'apparence ne pourrait pas être améliorée par un peu de peinture — quelques soient les alentours, des fleurs, des plantes et de la propreté rendent une propriété beaucoup plus attrayante.

Un autre point important pour les Montréalais, est que durant la belle saison, des milliers de touristes viennent nous visiter et leur impression est de nature au-

perficiel et se base sur ce qu'ils voient. S'ils remarquent des terrasses bien entretenues, des jardins fleuris, des rues propres, des devantures d'édifices et de maisons attrayantes, ils ne pourront qu'avoir une impression favorable et durable. Ils le rediront à leurs amis, parents et voisins, qui à leur tour, nous visiteront l'année suivante.

Le point de vue sanitaire doit être aussi être considéré. Une ville propre contribue à la bonne santé des citoyens. Les autorités peuvent faire leur part en nettoyant les rues, les ruelles, etc., mais en ce qui concerne les maisons et leur entourage immédiat, c'est aux citoyens d'y voir.

Même si ce n'est que par orgueil civique, les Montréalais devraient prendre avantage de la semaine du nettoyage. Faites votre part — Les différentes organisations appuyant ce mouvement font preuve d'une grande activité et si chacun aide en autant qu'il le peut,

(Suite à la page 2.)

FIX UP

"La Santé Publique et le Nettoyage du Printemps"

par Aimé Cousineau, I.C., Ingénieur sanitaire du Service de Santé de la CITE DE MONTREAL

La semaine du "grand nettoyage" du printemps aura lieu, cette année, comme d'habitude. C'est un inventaire de l'état de salubrité de la ville, d'une importance capitale pour la santé et le bien-être de la population, qui contribue à assainir les habitations et à les rendre attrayantes.

Le service de santé, invite tous les citoyens à prêter leur concours aux autorités municipales ainsi qu'à la Ligue du Progrès Civique qui a pris l'initiative de cette campagne, dont le but et les recommandations qui en découlent peuvent se résumer comme suit:

- sauvegarder la santé et la salubrité publiques
- assurer le bien-être des citoyens
- améliorer les conditions de l'habitation
- prévenir les rats, les mouches, la vermine, etc.
- prévenir les incendies.

"CE QU'IL FAUT FAIRE"

Un grand nettoyage des maisons, des caves, des hangars et des cours.

- Déposer les déchets dans des récipients convenables.
- Sortir ces récipients aux heures réglementaires.
- Faire les réparations nécessaires.
- S'assurer de l'état du drainage et de la plomberie.
- Peindre, tapisser, blanchir, si nécessaire il y a.
- Egoutter, niveler, les cours et les terrains vagues.
- Employer du chlorure de chaux ou tout autre désinfectant, là où il est nécessaire.

Tenir les boîtes à fumier fermées et prévenir toute accumulation.

- Munir les fenêtres, les portes etc. de moustiquaires.

(Suite à la page 6.)



School of St. Jean de Mantha won recognition as having best record of accomplishments of all Catholic schools during Clean Up — Paint Up campaign. His Honor Mayor Camillien Houde and Mr. Manning, director of studies made the presentation.

L'école St. Jean de Mantha reconnue comme ayant le meilleur record de toutes les écoles catholiques durant la campagne du "Nettoyage et du Peinturage". Son Honneur le Maire Houde et M. Manning, directeur des Etudes, font la présentation.



Mayor Camillien Houde with civic leaders and trade associations attend City Improvement League opening and Clean Up — Paint Up campaign Luncheon at Windsor Hotel.

Son Honneur Le Maire Camillien Houde accompagné des chefs de département de l'Hôtel de Ville et d'associations commerciales président à l'ouverture de la "Campagne du Nettoyage et du Peinturage" de la Ligue du Progrès Civique, suivie d'un lunch à l'Hôtel Windsor.

Well Groomed And A Well Painted House Asset To Community

Paint To Preserve Surface And To Give Colour And Beauty To Surroundings—Quality Products Essential—Summing Up Advantages Of High Quality Paint Products Over Inferior Grades.

People paint their houses for two reasons — first: to preserve the surface against decay, and second: to give color and beauty to their surroundings.

Two things are necessary to a really satisfactory painting job — a good painter and a good quality paint. The latter is particularly important, because no matter how skillful a painter may be, he cannot do a good job with a poor paint.

GOOD QUALITY
How can one be sure of getting a good quality paint? First let us see what actually happens when quality paint is applied. As the paint dries, the linseed oil and the pigments that give color and density to the paint become converted into a leathery, elastic film that stretches in summer and contracts in winter without breaking. If a good quality paint has been used, this waterproof film completely protects the surface against rain, snow, ice, the heat of the sun, smoke, and the sulphur gasses frequently present in the air of cities. Moreover, the protection lasts for many years, the film wearing slowly and evenly over the whole area and leaving a surface that requires little or no preparation for repainting.

First of all, an average house painted with "cheap" paint will require 5 or 6 gallons more to do the job than would be required with a high quality paint—the coverage per gallon is far less, which is only what you would expect from comparing the ingredients. This alone is as a rule sufficient to offset any saving in the price per gallon.

Under average conditions a low-grade paint job will last two years at the outside. By that time it has become dingy and dilapidated and repainting is imperative. A good quality paint on the other hand will retain its appearance and protective value for four or five years. In other words, one painting with a good paint will last as long or longer than two paintings with low-grade paint. Consider this factor in relation to labor costs. The cost of labor is the same whether a low-grade or good quality paint is used. It will readily be seen therefore, that over a period of years the cost of labor with a good quality paint is just about half of what it is when a low-grade paint is used.

Summing Up
Summing up the advantages of painting with a high quality paint:
1. Owing to the greater coverage per gallon, fewer gallons of quality paint are required to do the job.
2. Quality paint retains its appearance and protective value for 2 or 3 years longer than low-grade paint.
3. Labor costs are much lower with quality paint because it lasts nearly twice as long—repainting is not required half as often as when low grade paint is used. (Labor accounts for approximately 80 per cent of the cost of a painting job.)
4. Quality paint assures positive surface protection from first to last. The protection given by low-grade paint is uncertain from the beginning and disappears altogether as time goes on.
5. Quality paint leaves a surface practically ready for repainting when that becomes necessary. The remains of low-grade paint

Overcome Weakness
These weaknesses of white lead are overcome by the addition of a scientifically correct proportion of zinc oxide, which absorbs 40 per cent more linseed oil, thereby strengthening the film. Each of these ingredients, in the proper proportions, is thus required to produce a durable, elastic protective film. Any adulteration or substitution with inferior ingredients weakens the film and results in the paint soon cracking, peeling or washing off.
Paint can be made "down to almost any price" by substitution of inferior ingredients and the addition of worthless "fillers." Some low grade paints have been found to contain as little as 37 per cent film-forming oils and pigments, the balance consisting of ordinary hydrant water and petroleum distillate (gasolene)! Is it any wonder that such paints are worse

Chaque citoyen doit se faire un devoir de nettoyer sa maison et ses parages

(Suite de la page 1)
nous aurons alors une Ville plus propre et plus attrayante.

Montréal bat encore la marche dans l'activité du nettoyage et du peinture à laquelle tout le continent prend part, suivant la vieille habitude printanière, du 16 au 23 mai. Tous unissent leurs efforts afin de rendre leurs villes plus belles, plus propres et plus sanitaires.

La Ligue du Progrès Civique n'a rien épargné cette année encore, afin de s'assurer si les champs, les cours, ruelles, rues, édifices publics, égouts, etc., etc., étaient en bonne condition.

Cette semaine, nous remarquons au programme, un rapport du Comité des manufacturiers, dont les membres ont obtenu la coopération des directeurs et contre-maîtres de manufactures. Les résultats de cette coopération seront des conditions de travail améliorées pour plusieurs car leurs entourage seront plus sanitaires et les causes de feu seront presque toutes annihilées, les déchets, papier, etc., devant être enlevés à l'avenir.

Quelques 176,000 enfants dans les écoles seront mis au courant des activités de la campagne par l'intermédiaire des professeurs. Des cartes dites de "Croisè" seront distribuées et devront être retournées à la fin de la semaine, avec mention des travaux exécutés par la famille de chaque enfant, en vue d'améliorer la ville et ses environs.

Des messages civiques seront radiodiffusés toute la semaine et

les directeurs de ce mouvement décriront aux citoyens les choses qui requièrent leur attention immédiate et feront aussi rapport des progrès faits à date. Son Honneur le Maire Houde s'adressera au public aussi à l'une de ces occasions.

Des films de vues animées seront montrés dans tous les principaux théâtres de Montréal et des alentours durant cette campagne.

Des appels seront lancés dans toutes les paroisses et l'on demandera aux citoyens de coopérer le plus possible à cette campagne. Les Clubs, qui chaque jour, deviennent de plus en plus efficaces quand il s'agit d'un mouvement comme celui-ci, appuieront de toutes leurs forces notre campagne et comme résultats, nous croyons que l'amélioration sera plus remarquable que jamais cette année.

De grandes affiches annonceront cette campagne, les marchands placeront de grandes bandes dans leurs vitrines, cinq cent camions porteront des enseignes demandant la coopération des citoyens, les journaux nous donneront 100% de leur coopération par de nouvelles éditions, etc. Le bureau de poste obtiendra les timbres avec un motif spécial — "Nettoyez et embellissez Montréal". L'Association de Québec pour la Prévention des Accidents de travail, l'Association des Manufacturiers Canadiens, La Chambre de Commerce — tous prendront part à ce mouvement et auront le même but que nous — "Rendre Montréal plus sanitaire."

have to be scraped or burned off before repainting is possible.

6. Quality paint looks better from the first day on, its superiority in this respect over low-grade paint increasing every day. It will be seen, therefore, that from every point of view, it pays to use a good quality paint for all painting.

The average property owner is certainly not in a position to analyze the contents of the paint that goes on to his property. He can, however, be assured that it is a good quality paint if it is the brand of a manufacturer in whom he can place confidence and whose products have stood the test of time.

HOW YOU CAN HELP!

- Keep vacant lots free of refuse and weeds.
- Tear down old fences and sheds or repair and paint.
- Keep backyard and lane free of refuse.
- Sod or seed front yard or bare spots, and fertilize when necessary.
- Plant flower bed on front lawn.
- Replace unsightly fence with low hedge.
- Paint porch, sash, front door and woodwork with attractive colors.
- Place all refuse and garbage in unbreakable metal containers with suitable metal covers.
- Manufacturers to clean up yards, sod front property, plant vines, remove or repair and paint old fences, or replace with wire fencing.
- Merchants to keep sidewalks free from paper, dust and refuse, specially Saturday and Sunday, and paint store fronts, sashes and

trim in attractive colors, also keeping lanes free from refuse.

Church and school property also public institutions of all kinds to improve lawns, flower beds, clean up vacant property, remove old sheds and fences; decorate and protect woodwork with attractive colors.

School children supported by principals and teachers to refrain from dropping fruit peels or paper on streets or chalking or marking streets or buildings; to help keep lawns, yards and lots clean, plant flowers and rake lawn and yard.

Boy Scouts to support all school activities and set an example by personal conduct.

Sponsored by the City of Montreal and the City Improvement League actively supported by the Catholic and Protestant Schools, Kiwanis, Rotary, Advertising, Spoke, Lions, Junior Board of Trade and other service clubs; churches, theatres, Canadian Manufacturers' Association, Board of Trade, Chambers of Commerce, Retail Merchants, Safety League.

OBJECTIVE

To enlist the active help and support of every citizen, property owner and manufacturer toward making and keeping our city clean, healthy and beautiful, attractive to tourists, and the pride of Canadians.

300 WEDDING GUESTS BANQUET NINE DAYS

Budapest. — Times in Hungary are better.

A wedding party in the village of Kiskanisca has broken all records for convivial eating and drinking. Three hundred persons, celebrating for nine days, consumed:

Two oxen, 68 hens and eight pigs. Wine drunk ran into the thousands of litres a day, but only 16 litres of coffee were needed each day.

The bridal couple were members of rich farming families.

The first real improvement in dry cleaning in two decades!

Lustrotone

By Paul

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Is an exclusive "PAUL" formula, developed for the purpose of prolonging the life and beauty of garments. It is a sizing that adds new body, weight, colour and smoothness to all fabrics — particularly SILKS, VELVETS, SATINS, CHIFFONS, TAFFETAS, HOUSEHOLD EFFECTS, SLIP COVERS, CURTAINS, DRAPES, BEDSPREADS, Etc. Fabrics finished in LUSTROTONE WILL NOT spot so easily, wrinkle as easily, are water repellent and perspiration proof. Your garment will wear twice as long between cleanings without losing its shape.

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WHAT IT WILL DO TO YOUR GARMENT

WILL DRAPE BETTER

- Have More Lustre
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- And Water Repellant

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ARE YOU MOVING?

Bring all your things to "PAUL" for beautiful cleaning—pressing and lustrotoning and take them out when in your new home.

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MEN'S and LADIES' SPRING COATS

BEAUTIFULLY CLEANED AND PRESSED

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- 2165 St. Catherine W.—Near Atwater.
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- 1451 Beaubien East—Near Garnier.
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- 5108 Decario Blvd.—Nr. Queen Mary Rd.
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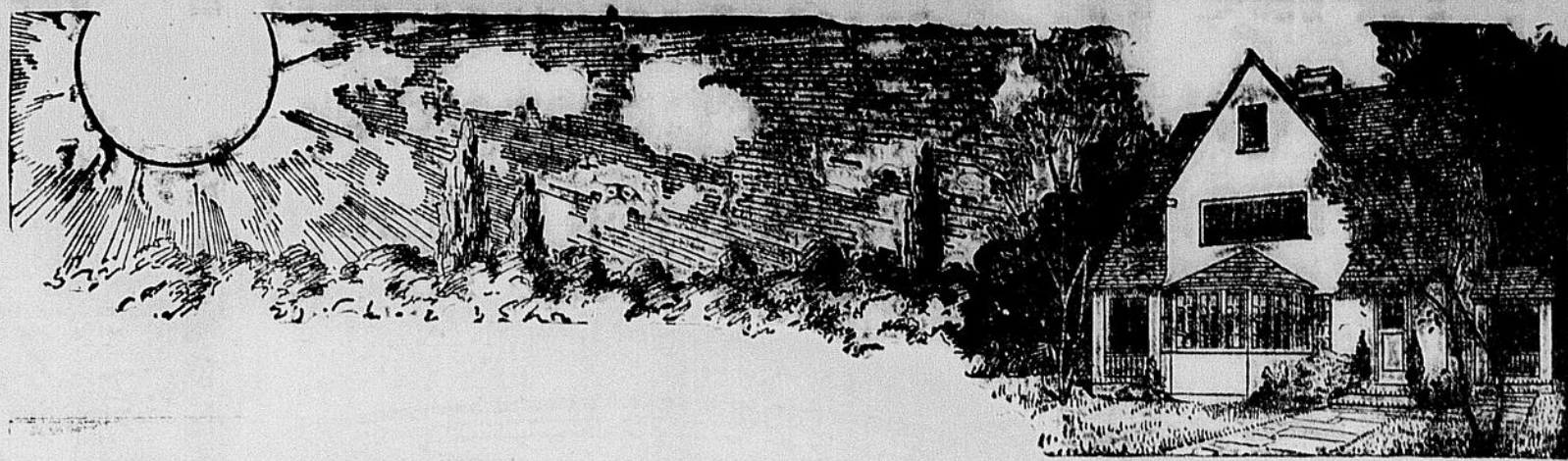
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beauty & protection
pour la beauté ET la protection

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The Paint for wear and weather. Guaranteed 100% Pure. Covers more surface and lasts longer. 32 colors.

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La Peinture qui résiste à l'usage et aux intempéries. Garantie 100% pure. Elle couvre plus de surface et dure plus longtemps. 32 couleurs.

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For a beautiful long lasting glossy finish on floors, furniture, woodwork, inside or outside. 26 Shades.



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Un beau fini lustré et résistant pour parquets, meubles, boiseries, soit à l'intérieur ou à l'extérieur. 26 Teintes.

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The new Clear Gloss Finish of supreme durability for all surfaces inside or outside.

Multi-Use Crystal Clear
Le nouveau fini clair et brillant d'une longue durée, pour toutes surfaces intérieures et extérieures.

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For interior floors, tough and durable, made to walk on. 16 Colors.



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J. W. Brasseur
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Neu - Tone

The Flat Wall Finish for soft, velvety, flat effects. 18 beautiful shades. For Walls and Ceilings.



Neu-Tone
Le Fini Mat pour murs d'un effet doux et moelleux. 18 belles teintes. Pour murs et plafonds.

Neu - Glos

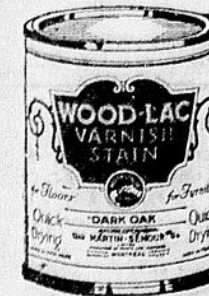
A medium gloss enamel finish for interior walls and ceilings. Washable. In 12 soft pastel shades.



Neu-Glos
Un fini Email-Brillant Moyen pour murs et plafonds intérieurs. Lavable. En 12 teintes pastel.

Wood-Lac Varnish Stain

For floors, furniture, woodwork. A stain and varnish combined. Closely imitates beautiful hardwood grained effects: Mahogany, Light and Dark Oak, Walnut, etc.



Wood-Lac Varnish Stain
Vernis-Teinture
Pour planchers, meubles, boiseries. Un vernis et une teinture combinés. Imita parfaitement le grain du bois. Acajou, chêne pale, chêne foncé, noyé, etc.

Outside Porch Paint

For porch floors and steps and boat decks. Hard wearing, long lasting. Remarkable resistance to weather.



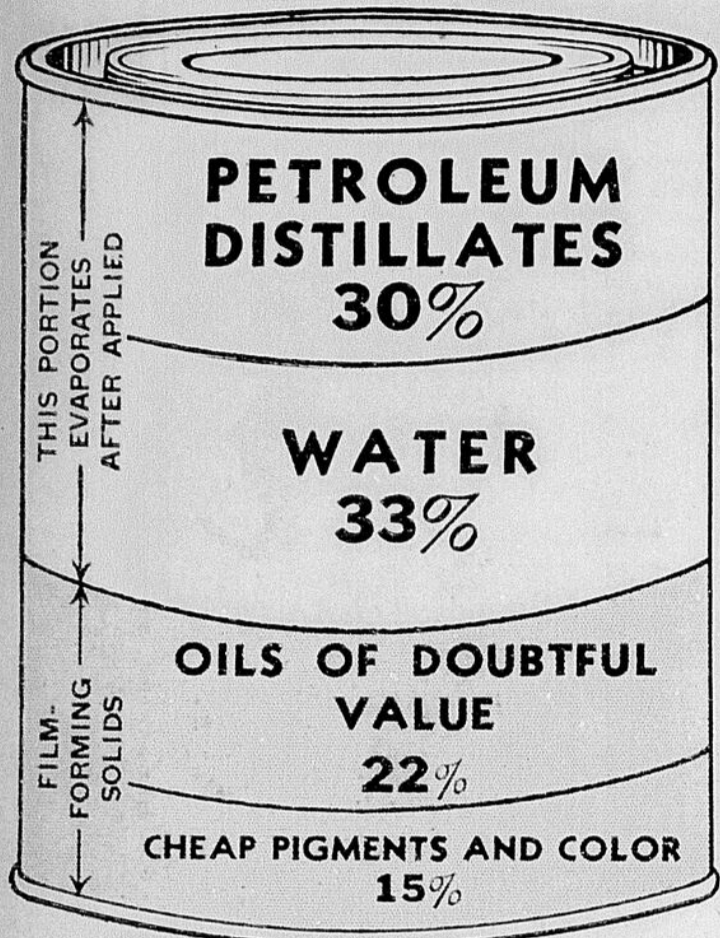
Peinture Pour Portiques Exterieurs
Pour les planchers et les marches des portiques, et les ponts des vaisseaux. Résiste remarquablement aux intempéries.

or phone CA. 5754
for your nearest dealer



WHAT DOES IT PROFIT YOU?

CHEAP "BARGAIN" PAINT OR BEST QUALITY PAINT



The Best Is Always The Cheapest

Cheap bargain store paint will only cover 200 to 225 square feet to the gallon, two coats. Takes at least two gallons of Bargain Paint to cover same surface as one gallon of High Quality Paint. Cheap paint quickly perishes and fades, and it is very expensive at any price. The Highest Quality Paint is made with Pure White Lead and Linseed Oil. Covers 450 square feet to the gallon, two coats. The greater covering and longer life that High Quality Paint gives makes it cheaper and better to use than any Bargain Paint sold at any price.

Whatever motive influences your paint buying—whether you paint for appearance or protection, or both—you will find it much more profitable to use the best quality paint obtainable and the most satisfactory from every point of view. It means a better looking and longer lasting job.

It is truly astonishing what marvellous transformations can be effected with good taste in using color that will blend with surroundings. A drab looking building becomes a thing of beauty with the proper use of colors, but it is false economy to use cheap quality paint that contain little or no lead and linseed oil.

There is something fascinating about painting, thrill of color with its magic touch changing and beautifying the entire aspect.

And it is so foolish to postpone or delay the painting of your property as sun, rain and winter storms play havoc with all unprotected surfaces resulting in heavy expense of repair due to rot and decay of the neglected parts. Your home deserves the best you can give it, whether it be in the city, town or country, and after all your home is exactly what you make it.



DANGER POINTS OF YOUR HOME AND WHAT THEY MEAN TO YOU.

Moisture is the enemy constantly attacking your home, prying into unprotected corners, seeping into tiny open cracks and breaking down your paint coating wherever water has a place to gather. Wood shrinks. Even though your house was tight in every joint last year, or the year before — or when it was new, wood shrinkage is continually opening minute places where water can enter. Like a cavity in a tooth these cracks grow and admit moisture. Soon there is enough to cause the wood to swell and — first thing you know, the paint breaks away from the wood. Moisture inside has literally forced it loose.

You can prevent all this by keeping your buildings well painted with good quality white lead and linseed oil paint.

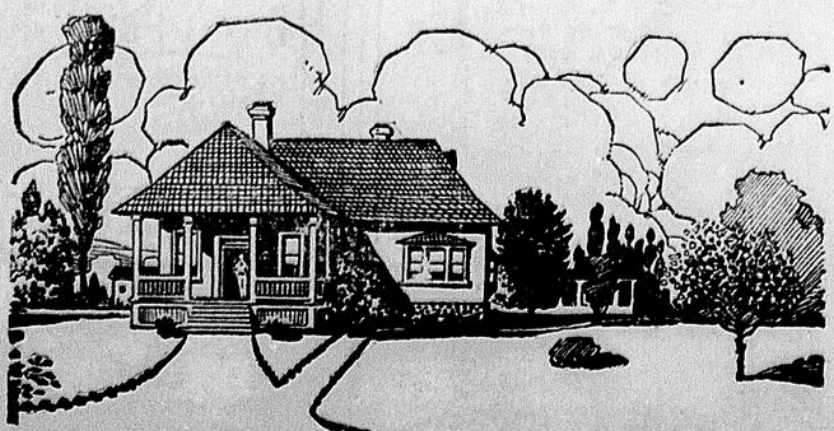
For the Country Cottage a Very Pretty Color Scheme can be Effected as follows:—

ROOF—RED; BODY—CREAM;
TRIM—IVY GREEN.

or Another Effect:

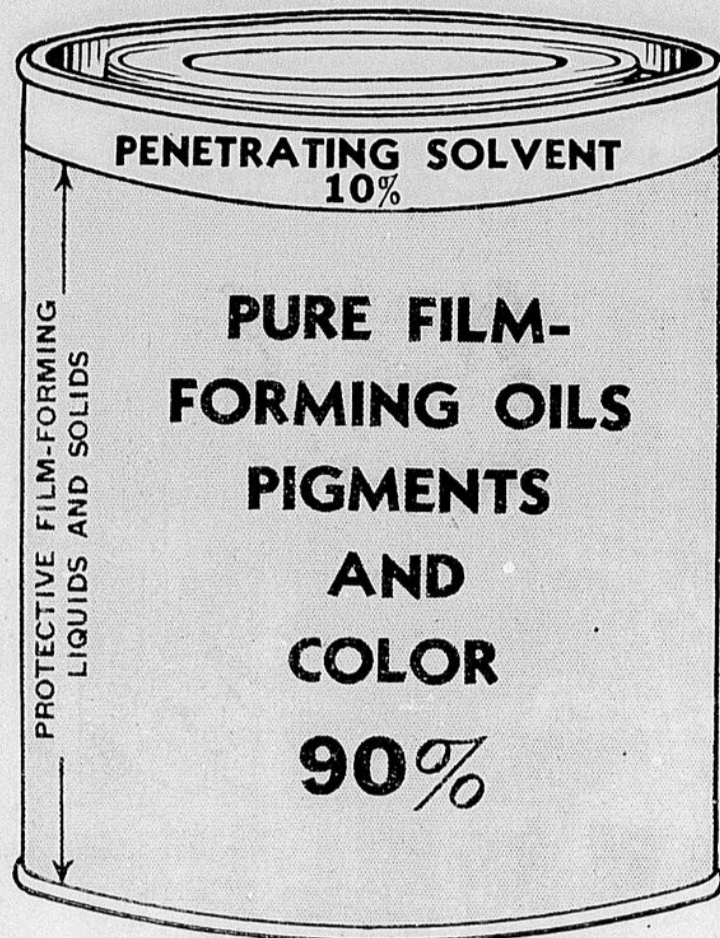
ROOF—GREEN; BODY—CANARY YELLOW;
TRIM—WHITE.

Color has greater value when it is placed in contrasting areas—for example when your house is shaded by trees use lighter colors, and when in the open spaces use darker shades.



Que signifie le profit pour vous?

PEINTURE A BON MARCHÉ OU Peinture de Qualité Supérieure



La meilleure qualité est toujours la plus économique

La peinture de qualité inférieure et à bon marché ne couvre que 200 à 225 pieds carrés au gallon, deux couches. Deux gallons au moins de peinture à bon marché seront requis pour couvrir la même surface qu'un seul gallon de peinture de haute qualité. La peinture de qualité inférieure se détériore et se décolore rapidement et est très dispendieuse quelqu'en soit le prix. La peinture de la plus haute qualité est fabriquée à base de Blanc de Plomb Pur Eléphant Véritable et d'Huile de Lin. Elle couvre 450 pieds carrés au gallon, deux couches. La peinture de haute qualité est plus économique que n'importe quelle autre marque quelqu'en soit le prix à cause de sa plus longue durée et de sa haute qualité.

Quoique soit votre motif pour peindre—que ce soit pour l'apparence ou la protection, ou même pour les deux—vous constaterez qu'il est toujours plus avantageux d'employer la meilleure qualité de peinture possible car elle est plus satisfaisante à tous points de vue. Elle donne une plus belle apparence et dure plus longtemps.

Il est réellement merveilleux de voir combien de merveilleuses transformations s'opèrent par l'emploi de couleurs s'harmonisant avec l'entourage. Une maison qui, hier, avait un air triste et négligé, est aujourd'hui, avec un peu de peinture, belle et invitante. N'oubliez pas que c'est de la fausse économie que d'employer de la peinture qui contient peu ou pas de Blanc de Plomb et d'Huile de Lin.

Quoi de plus fascinant que de changer l'aspect de quelque chose et de l'embellir en se servant de couleurs artistiques!

Il ne faut pas remettre à plus tard le peignage de votre maison car le soleil, la pluie et les tempêtes de l'hiver ruinent les surfaces non protégées et de là, les dépenses causées par les réparations. Votre maison mérite ce qu'il y a de mieux, quelle soit à la ville ou à la campagne — votre foyer est ce que vous le faites.

DANGERS QUI MENACENT VOTRE MAISON ET CE QU'ILS SIGNIFIENT POUR VOUS.

L'humidité est l'ennemi juré de toutes les maisons, elle s'empare du bois et la première chose que vous constatez, la peinture s'empare des coins non protégés, s'introduit dans les moindres interstices et détériore la peinture là où l'eau réussit à se ramasser. Même si la structure en bois de votre maison était parfaite l'an passé ou les années précédentes, le bois travaille toujours et l'humidité s'introduit partout. Bientôt elle devient assez grande pour faire relèver et l'humidité en est la cause.

Vous pouvez prévenir tout cela en gardant votre maison bien peinte avec une peinture de bonne qualité à base de Blanc de Plomb et d'Huile de Lin.

Pour la maison de campagne, voici une très jolie suggestion:—

TOIT—ROUGE; MURS—CREME;
DECORS—VERT LIERRE.

ou un autre effet

TOIT—VERT; MURS—JAUNE SERIN;
DECORS—BLANC.

Les couleurs ont plus de valeur quand elles font contraste—par exemple, si votre maison est ombragée par de beaux arbres, employez des couleurs plus pâles, sinon employez des couleurs plus foncées.

CANADA PAINT

Finest Quality House Paint, manufactured from Genuine Pure "ELEPHANT" WHITE LEAD and Pure Linseed Oil



"Quality in every drop"

Reduced To

\$3.75

PER GALLON



One gallon of "CANADA PAINT" will cover as much surface as two gallons of "Bargain" Price inferior paint and last years longer and look better. There is no economy in buying bargain counter paint, in fact it costs you more than our fine quality "CANADA PAINT" when figured on gallons used and on years of protection and beauty.

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SECRET OF THE AGES NOW YOURS! SOLUTION D'UN PROBLÈME DE TOUS TEMPS

Since the beginning of time, men have sought various means to preserve their industrial structures of wood, metal, composite materials, etc., against those destructive factors which inevitably bring about deterioration and decay.

You now have the secret of preservation revealed to you in "LUXOR CLEAR GLOSS," a synthetic product far superior to any varnish and impervious to practically all forms of common destructive elements.

It is a far cry from the land of the Pharaohs, and the tomb of King Tut-Ankh-Amen located at a place in Egypt known as "Luxor," a village on the banks of the river Nile where once stood some of the finest ancient temples in the world, to this land of ours. But it is interesting to note that scientists and explorers have discovered that thousands of years ago the ancient Egyptians were keen believers in the principles of "Save the Surface" and applied it in a practical way.

And so on down through the ages we come to our present-day needs where surfaces must be protected and preserved with suitable and durable materials just as much as they were centuries ago by those wise men who knew the secret of preservation of objects they held so valuable.

And now after extensive scientific research we bring you our "Luxor" in the form of a rich, luxurious, clear gloss finish that will preserve, protect and beautify for the longest possible time all surfaces, inside or outside, including floors, linoleum, woodwork, outside door fronts, boat decks, etc., etc.

"By her floors you can recognize the good housekeeper"

There is little need to remind the good housewife of the time and labor in keeping her floors clean and neat. The drudgery is taken out of the job when they are well finished and protected with a water-proof coating that will resist hot liquids, acids, grease, coffee, tea, alcohol, etc., and they look so much better, easier to clean without hard scrubbing.

Banish dirt and hard labor with its headaches, heartaches and discouragements by having your floors and linoleums covered with the new synthetic clear finish that is superior to varnish.

The Home "Manager's Office" should be inspiring.

The kitchen where the average housewife spends so much of her time should not be drab and cheerless. It should be bright, colorful, but decorated with good taste, dainty colors on the walls, woodwork, furniture, clean, well finished floors or linoleum where the lady of the house can feel clean too and happy in her surroundings.

Her friends and family will admire the "spic and span" appearance that identifies the efficient home manager.

Yes—Even A Simple Kitchen Can Be Unusual

Your first impression upon walking into the most delightful kitchen would be of the soft glows of light diffused into the remotest corner by dainty, semi-gloss colors on walls and ceilings, the tastefully painted furniture and woodwork and clean, bright floors or linoleum.

"No Need To Worry"
This table is finished with "LUXOR CLEAR GLOSS." Hot liquids do not affect it.



"Aucune cause d'inquiétude"
Cette table a été finie avec "LUXOR LUSTRE CLAIR", par conséquent, les liquides chauds ne peuvent pas l'affecter.

Depuis le commencement des temps, les hommes ont constamment recherché les moyens pour préserver leurs constructions industrielles en bois, en métal ou autres matériaux, contre les facteurs destructifs bien connus, qui lentement mais sûrement détruisent ou ruinent.

Vous connaissez maintenant le secret de la préservation moderne car il vous est révélé dans le "LUXOR LUSTRE CLAIR" produit synthétique, supérieur aux vernis et à l'épreuve de presque tous les éléments destructifs connus.

Il est intéressant de remarquer que ce problème angoissant s'est même posé aux temps lointains des Pharaons, et principalement dans un petit village de l'Égypte, situé sur les bords du Nil et appelé "LUXOR" où se trouve le tombeau du grand roi Tut-Ankh-Amen, car c'est là qu'ont été construits les temples anciens les plus beaux du monde. Les scientifiques et les explorateurs ont découvert que les anciens Égyptiens croyaient au principe d'"Épargner la surface" et l'appliquaient d'une manière fort pratique.

Comme par les siècles passés lorsque le secret de la préservation et de la conservation était connu, il faut protéger et préserver les surfaces avec des produits appropriés.

Après de longues recherches scientifiques, nous vous offrons "LUXOR" sous forme d'un fini à lustre clair luxueux qui préserve, protège et embellit indéfiniment toutes surfaces intérieures ou extérieures, incluant les planchers, prélatars, boiseries, portes d'entrée extérieures, ponts de bateau, etc., etc.

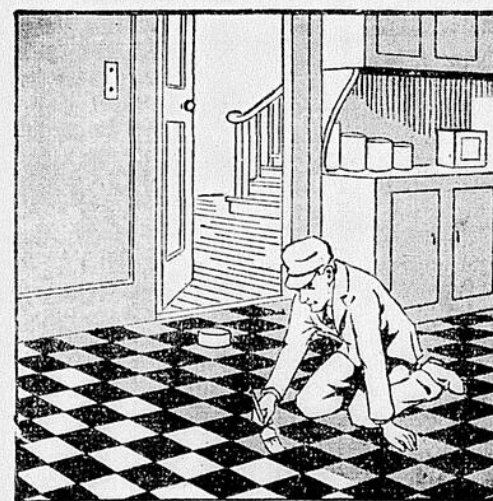
Vous reconnaissez une bonne ménagère par ses planchers!

Il est inutile de rappeler aux bonnes ménagères, le temps et le travail requis pour garder les planchers beaux et propres. Cet entretien n'est plus une corvée lorsque les planchers sont bien protégés avec un fini à l'épreuve de l'eau, des liquides chauds, des acides, de la graisse, du thé, de l'alcool, etc. Les planchers demeurent ainsi toujours beaux et sont si faciles à garder propres sans frottage fatiguant.

Chassez à tout jamais la saleté et le travail fatiguant avec ses maux de tête et le découragement qu'il cause, en finissant vos planchers et vos prélatars avec un nouveau fini clair synthétique, supérieur au vernis.

Les "Quartiers Generaux" de la maitresse de maison sont significatifs.

able and Kitchen linoleum or wood floor take on new lustre.



Donne un regain de vie aux prélatars et aux planchers en bois.

La cuisine où la ménagère passe la plupart de son temps, devrait être gaie, attrayante et claire. Les murs, les boiseries et les meubles devraient être peints avec goût; les planchers bien finis ou recouverts de prélat.

Les amies et la famille admireront certainement la "pièce principale" de la maison qui dénotera l'efficacité d'une bonne ménagère. On s'y sentira à l'aise et l'aimera.

Même une simple cuisine peut être extraordinaire.

En entrant dans une cuisine, votre première impression devrait être causée par un doux effet de lumière diffusé dans les coins les plus sombres par des couleurs semi-lustrées et attrayantes, appliquées sur les murs et les plafonds, des meubles et des boiseries peinturés avec goût et des planchers brillants ou des prélatars gais.

COLOR HARMONY IN THE HOME BREEDS CONTENTMENT AND HAPPINESS

The following suggestions could be followed out with most pleasing results —

- KITCHEN—Ceiling, white; walls, lichen green; window sash and cabinet, white.
- KITCHEN—Ceiling, ivory; walls, champagne color or canary yellow; woodwork, cabinet, pale green trimmed with darker green.
- LIVING ROOM—Ceiling, white; walls, ivory; woodwork, jade green.
- LIVING ROOM—Ceiling, ivory; walls, buff; woodwork cream.
- DINING ROOM—Ceiling, cream; walls, deep buff; woodwork, light oak finish.
- DINING ROOM—Ceiling, ivory; walls, canary yellow; woodwork, white.
- BEDROOM—Ceiling, ivory; walls, orchid; woodwork white.
- BEDROOM—Ceiling, cream; walls, lichen green; woodwork, ivory.
- BATHROOM—Ceiling, ivory; walls, pale blue; woodwork, white.
- BATHROOM—Ceiling, cream; walls, orchid; woodwork, ivory.

L'HARMONIE DES COULEURS DANS UN FOYER APPORTE LA JOIE ET LA GAÏETE.

Voici quelques suggestions qui donneront les résultats les plus plaisants.

- CUISINE—Plafond, blanc; murs, vert lichen; cadres de fenêtre et armoires, blanc.
- CUISINE—Plafond, ivoire; murs, couleur champagne ou jaune serin; boiseries, armoires, vert pâle; décorations, vert plus foncé.
- SALON—Plafond, ivoire; murs, chamois; boiseries, crème.
- SALON—Plafond, blanc; murs, ivoire; boiseries, vert jade.
- SALLE A DINER—Plafond, crème; murs, chamois foncé; boiseries, fini chêne pâle.
- SALLE A DINER—Plafond, ivoire; murs, jaune serin; boiseries, blanc.
- CHAMBRE A COUCHER—Plafond, ivoire; murs, orchidée; boiseries, blanc.
- CHAMBRE A COUCHER—Plafond, crème; murs, vert lichen; boiseries, ivoire.
- CHAMBRE DE BAIN—Plafond, ivoire; murs, bleu pâle; boiseries, blanc.
- CHAMBRE DE BAIN—Plafond, crème; murs, orchidée; boiseries, ivoire.

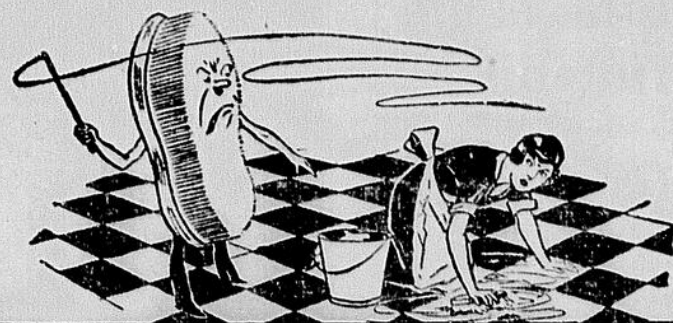
Weather, sun and rain proof.



A l'épreuve du soleil, de la pluie et de tous les intempéries.

It is important, economical and good policy to keep the outside of the front doors protected against the ravages of the weather, prevent cracking and decay of the wood by using a good varnish or clear synthetic finish that will not turn white, crack or peel but will provide proper protection.

Il est important, économique et de bon aloi, de protéger sa porte d'entrée contre les ravages des intempéries et prévenir les craquelures et la ruine du bois, en employant un bon vernis ou un fini synthétique clair qui ne deviendra pas blanc et ne s'écaillera pas.



Don't be a SLAVE to the Scrub Brush!

USE

"Luxor" Clear Gloss

No more buckets and pails — No more scrub brushes. "LUXOR" Clear Gloss ends that job. Keeps your linoleum and wood floors looking new and clean.



\$1.60

Per Quart

Is Far Superior to the Finest Varnish

It is Proof Against Alcohol, Boiling Water, Coffee, Tea, Grease, Sun, Rain, Acids

ONE RICH TRANSPARENT GLOSS FINISH FOR EVERY SURFACE — INSIDE OR OUTSIDE

Nothing like it for Linoleum or Wood Floors — Front Doors — Interior Woodwork — Furniture — Canoes — Automobiles, etc.

VERY ECONOMICAL

One Gallon covers 1200 square feet, one coat.
One Quart " 300 " " " one "

Compare that with Varnish covering 650 square feet per gallon.

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"La Santé Publique et le Nettoyage du Printemps"

par
Aimé Cousineau, I.C.,
Ingénieur sanitaire du Service de Santé
de
CITE DE MONTREAL

(Suite de la page 1.)
Laisser pénétrer librement la lumière solaire et l'air pur dans toutes les pièces.

"CE QU'IL FAUT EVITER"

Jeter des déchets un peu partout.
Tolérer de l'eau stagnante.
Secouer les tapis, etc. près des fenêtres, des portes, etc.
Laisser les aliments non protégés contre les mouches, les rats, etc.

Balayer à sec.
Installer des poêles à gaz etc. sans tuyau d'évacuation communiquant avec l'air extérieur.
Causer des ennuis à vos voisins.

La ville ne sera salubre et attrayante que si la coopération du public est assurée. On ne demande que très peu de choses, mais chacun, sans exception, est invité à faire sa quote part. Le but de l'hygiène ou de la médecine préventive est d'exercer un contrôle sur les milieux où l'homme vit et de les modifier, si c'est nécessaire, afin de les rendre plus favorables au développement corporel et à la conservation de la santé.

C'est pourquoi la municipalité est chargée de fournir une eau potable après filtration et stérilisation préalable, de chasser loin des habitations dans des canalisations spéciales les déchets de la vie humaine, et ramasser et de disposer au moyen de ses incinérateurs les ordures ménagères, de fournir, jusqu'à un certain point, le plus de lumière solaire et d'air possible, en faisant respecter les dispositions des règlements sanitaires, relatives aux espaces libres, à la grandeur des fenêtres à leur situation.

Toute la cure ou insuffisance de service dans ce domaine que nous

classerons comme insalubrité constitutionnelle n'est pas du ressort du public et ne peut difficilement y remédier.

Par contre, il existe une forme d'insalubrité qui dépend de chacun de nous; elle est dite "acquise" car elle n'a trait uniquement qu'à l'hygiène de l'habitation ou à la propreté des maisons et de leurs dépendances.

Vivre près d'un lot ou d'une cour couvert d'ordures ménagères ou dans un logement où elles sont accumulées, comporte non seulement des risques d'incendies, mais aussi des dangers pour la santé et la salubrité publiques.

Il est donc indispensable de se débarrasser des déchets accumulés, et de faire le grand nettoyage. Ces déchets, surtout ceux de provenance organique, attirent infailliblement la vermine et lorsqu'elle existe, les maladies infectieuses sont susceptibles de se propager. La vie de la mouche nous servira d'exemple: Elle prend naissance sous forme d'un petit oeuf, généralement déposé sur le fumier ou

STRONG COMMITTEE IN CHARGE OF CLEAN-UP WEEK DETAILS



The programme of activities for the annual clean-up week here League Officials and Committee Members. The meeting was held at the city hall and the following were present: W. H. Atherton, K.S.C., conference chairman; Royal Cluxton, committee chairman; A. J. Livinson, Victor Seigler; Chas. Byford; L. B. Reynolds; Harold E. J. Taylor; J. E. Blanchard, det. Parks and Playgrounds; Ald. Goyette; Dr. Boucher and W. Singleton.

sur toute autre matière en décomposition; et après avoir passé par différentes transformations, la mouche apparaît dans les maisons où l'odeur de la cuisine et des aliments l'attire.

Ici faut donc, en premier lieu, éloigner tout ce qui peut aider à son développement, déchets accumulés, etc. etc. Cette précaution n'est pas suffisante car malgré les meilleurs soins, les mouches se multiplieront; aussi faut-il munir toutes les ouvertures (moustiquaires etc.) L'accumulation des déchets attirera aussi, nécessairement, les rats, et vous connaissez leurs ravages et les maladies qu'ils peuvent transmettre.

Sans recourir à d'autres exemples et en nous fondant chacun sur

Programme For This Year's Clean-Up Week

The vigorous Campaign being conducted by His Worship Mayor Houde and supported by leading civic organizations to bring an ever increasing flow of tourists to the City of Montreal lends added importance to this Spring's Campaign to enlist the active co-operation of citizens, manufacturers and merchants toward improving the cleanliness and beauty of our homes, factories, gardens, lanes, streets and vacant lots.

Montreal is lavishly endowed by nature with its Mountain, trees, and river, but the attractiveness of the city depends entirely upon the display of civic pride of its citizens who are individually responsible for the appearance of their property.

Attractively painted buildings, pretty lawns, and gardens, backed by cleanliness and well-paved

notre propre expérience, ne sommes pas plus aptes à effectuer un meilleur travail et apporter un meilleur rendement lorsque nous travaillons dans un local bien aéré, non surchauffé et exempt d'émanations désagréables et nuisibles? Ce qui est vrai pour les lieux de travail l'est également pour les lieux d'habitation.

Nous profitons, de plus, de cette occasion pour renouveler au public les conseils que donnent depuis quelques années, le docteur S. Boucher, directeur du Service de Santé, spécialement au moyen d'affiches spéciales posées dans divers établissements. Ces conseils s'adressent aux personnes qui ont la mauvaise habitude de cracher sur le plancher; de ne pas tenir leurs mains propres. Ces affiches sont rédigées comme suit: L. NE CHACHEZ PAS SUR LE PLANCHER

Parce que vous devez éviter d'être considéré par ceux qui vous entourent, comme étant quelqu'un qui manque d'éducation.

Parce que vous devez éviter de salir l'endroit où vous êtes.

Parce que si vous crachez, vous exposez les autres à contracter des maladies.

Parce que vous enfreignez le règlement No. 323 de la Cité, et vous exposez à payer une amende de \$40.00.

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streets send visitors home singing the praise of our city and its hospitality, and help to bring prosperity to our merchants, citizens, and factories.

100,000 school children guided by principals, teachers, and the Catholic and Protestant educational leaders, will play a most important part, as will also Service Clubs, Canadian Manufacturers Association, Board of Trade, Chambers of Commerce, Churches, Radio and Theatre. The City Council, the Executive committee, the Department of Public Works, Health, Fire and Police Department, are all actively preparing to do their part.

The great annual "CLEAN-UP - PAINT UP - BEAUTIFY MONTREAL" Campaign will be from May 16 to 23rd.

The Dominion Government estimated last year's tourist trade brought Canada \$201,000,000, and a large portion of this was spent in Montreal.

Citizens and manufacturers are asked to: Repair or tear down unsightly old fences and sheds. Trim bushes, trees, and hedges. Clean up and burn refuse. Paint fences, sheds and outbuildings. Clean up vacant lots. Plant flowers, seed or sod new grass. Paint your home with attractive colors. Clean up yards, paint up, and plant vines. Clean up lanes and backyards. Farmers are asked to clean up, repair, and paint.

Honorary Chairmen: Mayor Camille Houde, C.B.E., and Dr. Milton Hersey.

Joint chairmen: Dr. W. H. Atherton, K.S.C., City Improvement League, Honore Parent, K.C., Director of Services.

General Chairmen of committees: Royal Cluxton, J. E. Blanchard, Public Works, Manufacturers, R. W. Gould, Radio; J. C. Bonar.

Boy Scouts, T. H. Wardleworth. Protestant Schools: D. C. Logan.

Catholic Schools: Victor Dore. Service Clubs: Harold Fisk. Board of Trade: James L. Carson, President.

Chambre de Commerce: Alphonse Millette, President. Safety League: Arthur Gabor.

Fire Department: Chief C. Carson. Police Department, Director F. Dufresne.

Parks and Playgrounds: E. Bernadet. Incinerator Department: V. Savard.

Health Department: Dr. S. Boucher. Movie Theatres: D. A. Burpee. Newspapers: Leo Cox. Churches: City Improvement League.

CIVIC CAMPAIGN
Saturday, 16th: Clean up yards, lanes, streets, vacant lots.
Sunday, 17th: Co-operation of churches.

Monday 18th: Public schools, Pupils' and Teachers' Crusader Campaign.
Tuesday 19th: Paint up and Beautify your City.

Wednesday 20th: Manufacturers and Merchants: Clean up lanes, paint up store fronts and interiors.
Thursday 21st: Health day. Clean up basements, sheds, attics, etc.

Friday 22nd: Plant gardens, grass and flowers.
Saturday 23rd: Fire Prevention Day. Clean up refuse and papers from sheds, basements, yards and vacant lots.

SOME CITY HALL ACTIVITIES
1. Central street intersections to carry French-English Clean-Up Week shields attached to poles.

"PUBLIC HEALTH and SPRING CLEAN-UP"

by
Aimé Cousineau, C.E.,
Sanitary Engineer of the Department of Health
of the
CITY OF MONTREAL

(Continued from Page 1.)

Tolerating stagnant water.
Beating carpets, etc., near windows and doors.
Leaving foodstuffs unprotected against flies, rats, etc.
Sweeping without sprinkling.
Installing gas stoves etc. without gas flues opening to the outside air.

To be the cause of annoyance to your neighbors.
The City will be healthy and beautiful only if the co-operation of the public is assured. Very little is required, but, everybody without exception, is invited to do his share.

It has been said that hygiene or "preventive medicine" has for object the control of the environment in order to assure the development of the human body and the conservation of health. To this end the municipality supplies potable water, filtered and sterilized removes away from habitations by special canalisations, the refuse of human life, collects and disposes by means of incinerators, garbage and combustible refuse, supplies to a certain extent the maximum amount of sunlight and air, by requiring the strict observance of sanitary by-laws relating to open spaces, the size and location of windows, etc.

There is, however, a certain form of insalubrity for which each of us may be held responsible; it is called "acquired insalubrity" and refers solely to house sanitation and cleanliness of dwellings and outhouses.

And for this reason, it is indispensable to clean-up, as lots yards, dwellings etc., where there are refuse accumulations, not only endanger public health and sanitation, but are fire risks as well. Refuse, especially that of organic origin will infallibly attract vermin, and where it exists, contagious diseases are liable to spread. The life of the common fly illustrates this: It begins life as a minute egg, generally deposited upon decaying matter. After successive transformations, the fly is attracted by the kitchen and food odors; hence all that might aid its breeding should be removed.

Thomas Poster Co. and the T. B. Little Co.
7, 1,000 "Clean-Up" Window Banners for merchants' windows.
8, 500 auto trucks will carry banners.
9, Newspapers assure 100 per cent editorial co-operation.
10, The Dominion Government General Post Office will cancel Letters with special "Clean-Up - Beautify Montreal" appeal.

11, Co-operation of Quebec Association for Prevention of Industrial accidents.
12, Civic Improvement League opening Campaign Luncheon to be addressed by Dr. S. Boucher.
13, Co-operation of Canadian Manufacturers Association, Board of Trade and Chambers of Commerce.

The new amplifying system of the League of Nations at Geneva permits each delegate to don a translated in his own language while it's being delivered in another tongue.

Without giving other examples and basing ourselves each on our own experience, are we not more apt to do better and more efficient work in well lighted and ventilated rooms, not overheated, free from disagreeable and obnoxious emanations, than where contrary conditions exist? That which holds true for work places is equally true for dwellings.

We also take the opportunity to renew to the public two more advices which have been given by Dr. S. Boucher, Director of the Department of Health, in the past few years, by means of posters placed in different establishments. These advices which refer: 10 to the spitting habit, 20 to the necessity of having clean hands, have been worded as follows: DO NOT SPIT ON THE FLOOR:

Because you surely do not wish to be considered an uneducated person by those around you.
Because you must avoid soiling the place where you are.
Because, if you spit, you are exposing others to disease.
Because you are infringing By-law No. 323 of the City and you are exposing yourself to the payment of a \$40.00 fine.

YOU ARE INVITED TO CO-OPERATE WITH US IN OUR EFFORTS TO MAKE THE CITY CLEANER AND MORE BEAUTIFUL.

11.-PREVENT DANGER. ADVICE TO THOSE COMING HERE (toilet rooms).
"To safeguard your health and that of the persons you come in contact with, WASH YOUR HANDS carefully before leaving."

Only a few advices relating to the benefits of hygiene and of cleanliness have been given. The public must keep them in mind, not only during this period of the year which is that of the general cleaning-up, but all year round.

During these few days, devoted citizens represented by the City Improvement League, to whom we are grateful, are not only taking the initiative of a campaign for a general clean-up, but are also co-operating with the City authorities in their constant efforts to assure the welfare of the community. All rely on your good will to obtain satisfactory results.

A well trained personnel is constantly at your service and is always eager to better the sanitary conditions of the City, for the benefit of our community and the protection of public health.

White Lead Paints

Protect your Home

It costs less to repaint than repair
Good work demands good Paint

High grade Paint is made in various colours in Montreal by manufacturers of repute and sold by all Dealers.

Besure and use only the best Pair

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Embellissez vos foyers...

Dans le peinturage, la main d'oeuvre coûte 75c dans la piastre, il est donc plus économique de toujours employer la peinture de haute qualité car elle durera trois et quatre fois plus longtemps qu'une peinture meilleur marché.

La peinture à base de Blanc de Plomb de haute qualité, dans toutes les couleurs, est fabriquée par des manufacturiers de renom et vendue par tous les bon marchands.

N'employez qu'une peinture à base de Blanc de Plomb de bonne qualité et fabriquée par des manufacturiers canadiens.

CETTE PEINTURE DURE PLUS LONGTEMPS

Edited by
ALEX WALKER

Task Of Caring For Homes And Surroundings Falls On Individual In Clean-ups

City Has Done Share With Streets, Parks, Lanes, etc.—Clean-up And Impress the Tourists This Summer—Sanitary Angle Also An Important One—Clean-up If Only For Civic Pride

Clean-up week, this year from May 16th to 23rd, has been in vogue locally for the past few years, and citizens generally have been taking greater advantage of it with each passing year. The city is rich in natural endowments of beauty. This is the time for the entire city to be "dressed up." Parks are being set in shape, trees around town are being trimmed and the civic authorities in other ways are setting an admirable example to the citizens insofar as the budget at the present time will permit. It rests with the owners and occupants of the residences and stores to do their share.

It is desirable that Montreal be given a thorough cleaning but in addition the improved conditions should be maintained throughout the year. The cleaning moves should not stop at a mere renovation. There is scarcely a house that could not be improved by the addition of a little paint. No matter how small or unfortunate the surroundings of a dwelling, flowers, shrubs and plants will make an appreciable difference.

Another point of more than passing importance to Montrealers is the fact that during the summer thousands of motorists will be passing through. Their impressions of the city will be of a superficial nature and will be based on what they see. If their view includes well-kept lawns, flower-bordered properties, clean streets, neat and attractive building fronts they cannot help but take back to their home town with them an attractive impression of this city. And this in turn will pass on to their friends, relatives and neighbors who will journey here another year.

The sanitary angle is another that must be considered. A clean town protects the health of its residents generally and cannot fail to draw favorable comment from visitors for this fact alone. This can be done by city as far as the streets, lanes, etc., are concerned but the task of properly caring for homes and surroundings belongs with the individual.

If for no other reason than civic pride Montrealers are urged to take full advantage of clean-up week. Do your share and everything will be all right. The various organizations behind the movement are doing noble work, if the individual just puts his shoulder to the wheel then we will, in reality, have a cleaner city.

CUT DOWN TREES

FOR DEER FODDER
North Bay.—Aiding deer to survive the winter more easily Queen's Park has instructed game overseers to cut down trees, particularly cedar, in deer yards, so that the animals can reach the tender bark. District Superintendent G. M. Parks stated overseers are already busy chopping the trees.

The animals are experiencing difficulty in feeding as their sharp hoofs sink in the deep snow, preventing them from reaching beyond a certain height on a tree when eating bark.

Galvanized Suggestions

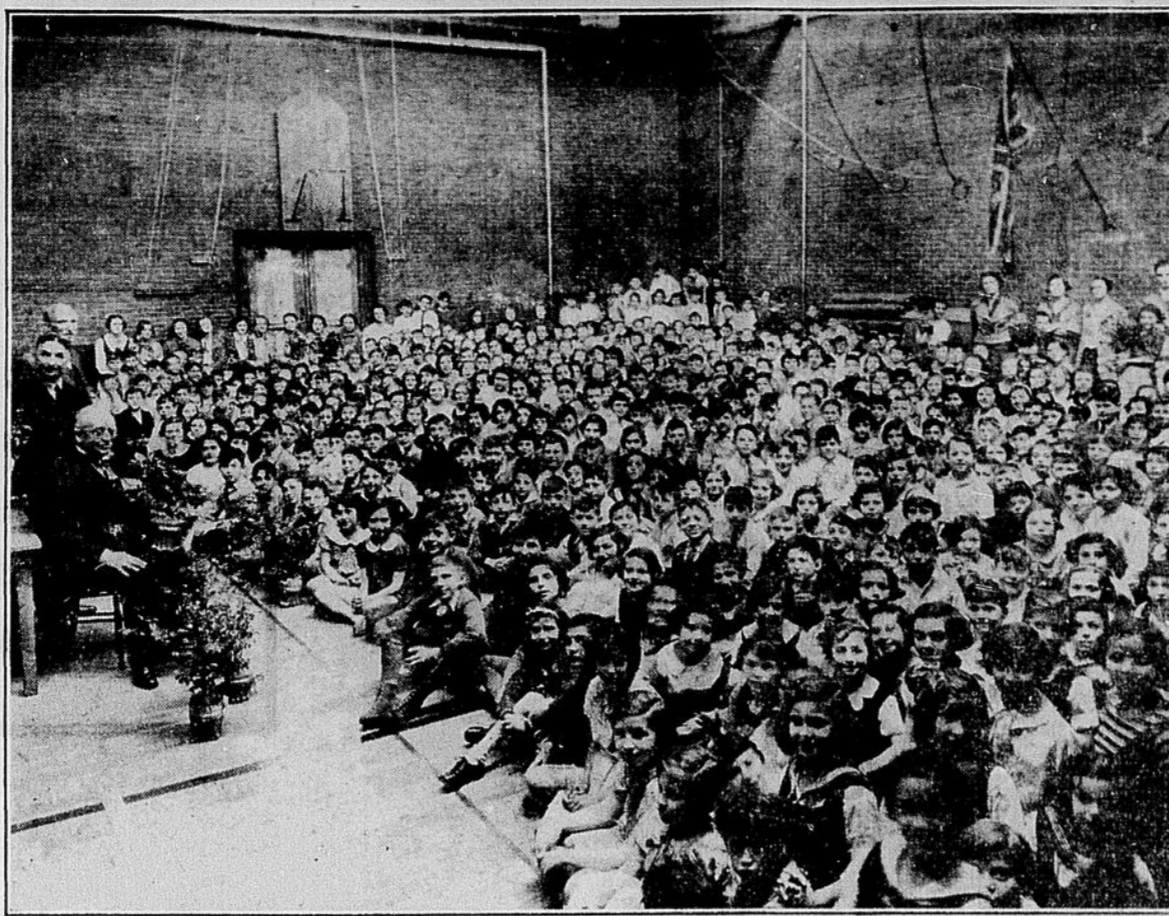
Illustrated here are two articles from the General Steel Wares Limited famous line of Slow-Dipt Galvanized ware which can be used to advantage by the citizens of Montreal in the Spring 'Clean-up' campaign. These are two of the many lines of Garbage Cans, Ash Cans, Incinerators, etcetera, in the "Slow-Dipt" line. The garbage can on the left, it will be



noted, is fitted with the cover-locking device. The quality of this line of galvanized ware must not be confused with cheaper articles that, to all appearances, look the same in finish and weight. The galvanized coating on "Slow-Dipt" galvanized articles is from two to three times as thick as the coating on the best galvanized sheets. The thicker the galvanized coating the greater the cost, but the longer the article will resist rust. The General Steel Wares Limited "Slow-Dipt" process, whereby each article is suspended in a bath of the purest form of



molten galvanizing (zinc) for some minutes, insures the thickest coating and hence the utmost in rust resisting qualities.



Fairmount School 1935 celebration of best record for Protestant School children during Clean-up Paint-up campaign.

Ecole Fairmount célébration de 1935 pour le meilleur record des Ecoles Protestantes durant la campagne du "Nettoyage et du Peinturage".

Montreal Tramways

By
W. A. LAWRENCE

When King Charles II, in 1660, refused to permit hackney coaches to stand, or remain, in the city streets of London, England, he showed his appreciation of the parking problems which today is one of the most troublesome questions confronting Montreal because of its effect on the rapid transportation of passengers and business generally.

Experts are continuously attempting to devise ways and means of overcoming the delays caused by cars parking on city streets and one of the most interesting suggestions came to light today when a representative talked with an official of the Montreal Tramways Company.

He said that an experiment carried out on Henry street, for instance, would test the deeply planted theory that parked cars hold up traffic and this could be done by forbidding all vehicles to stop on the west side of Bleury street between the hours of 7.30 and 9 a.m. and on the east side of the street between 4.30 p.m. and 6 p.m.

The reason underlying the suggestion, as he explained it, as follows: Outside of the street car tracks, there is room for one lane of traffic on the east and west sides of this street which has to carry probably the heaviest load of street car traffic during the morning and evening rush hours.

ONE CAR
One car parked on the thoroughfare between Craig and Sherbrooke streets automatically holds up the whole service, either on the north or southbound route because vehicles have to use the street car tracks to pass a parked car, and, by so doing, immediately disrupt street-car schedules.

If, however, this experiment was tried, traffic experts could measure the time taken for the cars to travel up and down Bleury street in the rush hours without any interruptions, compare these with present operating schedules and could come to some definite conclusions on the effect of car parking. Such a trial, he pointed out, would not cost one cent and

would involve no payment of taxes, while, at the end of ninety days, it would be possible to derive some accurate conclusions from this experiment. In justification of the plan, he pointed to the fact that on an average over 700,000 passengers use street cars daily and that in the aggregate the Montreal Tramways Company is responsible for the transportation of 80 per cent of the population.

Values

As far as the loss to business is concerned, the "clean-up" representative obtained some interesting figures in support of this point. For instance, on St. James street, the city values the land on the north side, between St. Lawrence and McGill streets, at \$39 per foot. In this stretch there is available for parking a total lineal measurement of 1,935 feet and, allowing eight feet for a traffic lane, automobiles are using 15,480 sq. ft. valued at \$39 a foot, or a total of \$603,720. Calculating this amount at 5 per cent interest, its annual value is \$30,186, so that, for the sake of parking 100 cars on this one street alone, the city is providing space worth \$633,906. It will be seen from this illustration that huge sums of money are involved in parking and it gives added interest to the suggestion made concerning the experiment on Bleury street.

Let's Co-operate

All citizens can play an important part in the spring clean-up campaign to be undertaken here this month. Only in that way will the worthy objective be reached.

One source of complaint heard frequently is based on the indiscriminate depositing of garbage and refuse in loose piles in alleys. Dogs and children scatter the materials about. How much neater the lanes would appear if everyone would take the trouble to use a receptacle, one with a lid preferred.

Small pieces of paper ought to be raked up from lawns and back gardens—happily this is being done by many residents—and either burned or left for removal to dump and incinerator. It is surprising how much this little task will tend to beautify the appearance of one's premises.

There are many other steps to be taken toward promotion of civic pride, but the above suggestions will at least prove a starting point.

Help Welcome The Profitable Tourist Trade

Make Montreal a Cleaner City

(Continued from Page 1)
address the populace in one of the talks.

Bill boards are announcing the campaign, merchants will display banners in their windows, 500 trucks are carrying signs urging co-operation, newspapers have given 100 per cent co-operation through news stories, editorials, etc., the Post Office is cancelling stamps with a special "Clean-up, beautify Montreal" motif. The Canadian Manufacturers' Association, the Board of Trade, the Chambre de Commerce and the Quebec Association for the Prevention of Industrial Accidents—all are taking part and the main object is also your object—Make Montreal a Cleaner City To Live In.

Every citizen shares in some measure in the benefits derived from the steadily increasing influx of tourists to our city. It is extremely important that when they arrive they find a city clean, beautiful and attractive so that they can go home singing the praise of our Montreal as the "City Beautiful", but this can only be accomplished if every home owner, every manufacturer or merchant gives attention to the appearance of his lawns, gardens, fences, vacant lots, etc.

Woodwork should be kept well painted and protected with harmonious bright colors; old fences and sheds removed; lanes, vacant lots and back yards cleaned up and kept clean; vines planted to cover old factory walls.

have been spent by tourists visiting Canada last year, and a big increase is expected this year. Do your part towards making Montreal more beautiful and attractive to our visitors, and a happier city to live in.

There is a lot of good in the world. You don't hear much about it because it doesn't make good whispering.

PARRMATA BOYS TO TOUR BRITAIN
Arrangements are being made for a Rugby Union team, composed entirely of pupils and former pupils of King's School, Parramatta, to tour Great Britain next season. The tour will last two or three months and matches are being planned against leading English schools and also some of the university teams.

THE NEW PLANT FOOD



for
LAWNS
FLOWERS
SHRUBS
VEGETABLES
and
HOUSE PLANTS

"GARDENTITE"

Besides the substances stated in the guarantee, contains
MAGNESIA, LIME, SULPHUR, MANGANESE

The additional nutrients impart Brilliance to Flower Blooms and Richer Green to Foliage, preventing the anaemic condition known as Chlorosis, or paleness of plant leaves.

Packed in artistic G-colour cartons wrapped in "Cellophane"
1 lb. 15c - 5 lbs. 50c - 10 lbs. 80c
Also in bags: 25 lbs. \$1.75 - 100 lbs. \$4.75



Canadian Industries Limited
FERTILIZER DIVISION
C-I-L House, Montreal.

The New GOLD SEAL Hand Finished Laundry Service

10 lbs. for \$1.49!

This is what you get

First, our driver calls for your bundle and gives you its approximate weight with portable scales. Next, your bundle is checked on Government tested scales and sorted into various classifications according to the type of clothes and kind of fabrics. Then the laundry in each of these classifications is washed separately in exactly the right, scientific way and ironed with as much care as you would give it at home. Mending is done free, socks are darned by hand with wool, buttons are sewn on. Your bundle is carefully packed to prevent crushing and delivered to you at the amazingly low price of 10 lbs. for \$1.49 and 12c for each extra pound.

A Pound for additional pounds

Your bundle must be at least half flatwork. Dress shirts and curtains are extra.

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Lead Paint is a sure safe-guard against rust in metals, rot in wood and disintegration in stone.

Lead Paints are manufactured in all colours by high grade Paint manufacturers and sold by all Dealers.

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Lead Paints Last

To Launch Campaign At Lunch

His Worship Mayor Camillien Houde will officially open Montreal's Annual "Clean-Up Paint-Up" campaign this year on May 13 at a special inaugural luncheon of the Civic Improvement League, according to an announcement made today at the City Hall. Mayors of other Montreal Island municipalities will also be guests of honour at the luncheon. The week's activities will start on May 16 with a varied programme of events planned to make Montrealers spring-cleaning conscious.

The luncheon will take place in the Prince of Wales Salon of the Windsor Hotel. Dr. S. Boucher, Medical Health Officer for Montreal, will be guest speaker. He will review his 25 years of public health service in this city and urge citizens to cooperate to make Montreal one of the cleanest cities on this continent.

Dr. Milton Hersey, President of the League, will occupy the chair. Dr. Grant Fleming, new Dean of medicine at McGill University, will offer the vote of thanks to Dr. Boucher.

Dr. W. H. Atherton, chairman of the Clean-Up Paint-Up week from May 16 to May 23.

FIND 327 NICKELS
Seattle.—Children playing in a vacant garage eher found a sack containing 327 nickels. The money was turned over to police. Officers thought a counterfeiters' cache had been found, but secret service men said the money was genuine.

"When will you come back to paint our house again?"



"You'll be a great big girl before this paint needs renewing!"

A successful "Clean-up, Paint-up Week" benefits every member of the community. Your co-operation will help to make this one a real success.

The EXTRA QUALITY in SWP means EXTRA YEARS of BEAUTY and PROTECTION

SWP
CANADA'S
BEST KNOWN
QUALITY PAINT

now
AT THE NEW
LOW PRICE

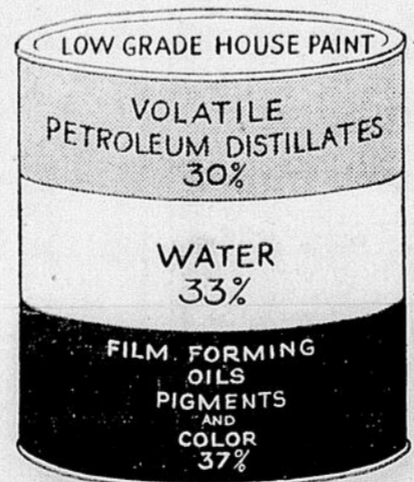
of
\$3⁷⁵
per gal.
formerly \$4.65

"You only get what you pay for" is more true of paint than most things. A quality paint like SWP (Sherwin-Williams Prepared Paint) gives you years of protection and beauty; a low-grade paint leads only to dissatisfaction and expense.

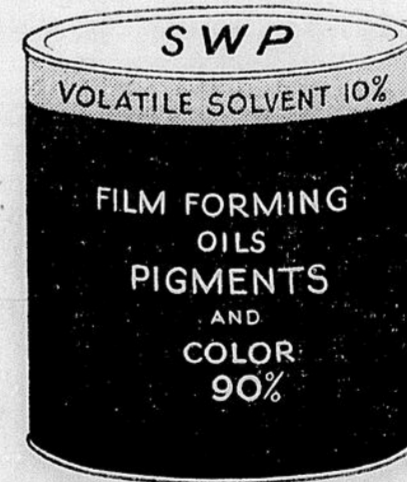
There is no mystery about the composition of good paint. The film which provides protection and holds the color pigments is formed by certain well-known ingredients of which white lead and linseed oil are the most important. If these ingredients are "skimped" or substitutes are used, the film is weakened accordingly. It soon cracks, peels or washes away. Repainting is necessary within a year or two at most.

SWP is an "honest" paint, made by paint specialists who have been manufacturing paint, and paint products alone, for nearly 70 years. There isn't a drop of water or other worthless "filler" in a can of SWP. Glance at the diagrams below. These explain more convincingly than words why SWP gives you the most for your money in painting satisfaction and economy.

There is a Sherwin-Williams Paint, Varnish or Enamel for every surface, interior or exterior. Go to a Sherwin-Williams dealer for all your paint requirements and be sure of lasting pride and satisfaction.



This portion evaporates into the air when brushed on a home.



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Bernhaut, S., 3800 Colonial Ave
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Cascarano, M., 2117 Bleury.
DeSerres, Omer, Ltd., 1406 St. Denis.
DeSerres, Omer, Ltd., 6793 St. Hubert.
DeSeve, Antonio, 123 Boulevard Gouin W.
Desjardins, P. A., 1958 Ontario E.
Duquette, L., 1473 Belanger St.

Duquette, L., 6865 St. Hubert.
Gawronski, G. A., 1300 Forfar.
Godin Freres, 5168 St. Lawrence Blvd.
Holwill, S. J., 3651 Wellington.
Houghton, Miss M., 1913 Wellington.
Lacasse, J. A., 1337 Mount Royal E.
Lamarre, Fabien, 7904 Chateaubriand.
Lasalle Hardware Reg'd., 4265 St. Catherine E.
La Salle Paint & Hardware Reg'd., 3281 St. Catherine St. E.

Laurier Hardware Co., 425 Laurier E.
Lavoie, B., 2488 Centre St.
Lefrancois, Joseph, 1308 Gifford.
Montreal West Hardware Co. Inc., 33 Westminster N.
Morgan, Henry & Co., Phillips Sq.
Nemtin Hardware, 200 Mt. Royal E.
Nemtin Hardware, 6442 St. Lawrence Blvd.
Noiseux, L. N. & J. E., 2480 Notre Dame W.
Noiseux, R. A., Inc., 1254 St. Catherine St. W.

Ogilvy's, Jas. A. Ltd., St. Catherine St. West.
Outremont Hardware Co., 1224 Van Horne Ave.
J. Pascal Hardware, 4896 Sherbrooke St. W.
J. Pascal Hardware Co., 4270 Wellington St.
Roy, Ed., 539 Church Ave.
Savard Motor Supply Co., 200 Laurier W.
Sherwin-Williams Co. of Canada Ltd., 6080 Sherbrooke St. W.
Simpson, The Robt., Co. of Mtl., 977 St. Catherine St. W.
Themens, P. H., Hardware, 5557 Monkland.
Therrier, J. O. A., 1945 Roberval.
Walker, James, Hardware Co., Ltd., 412 St. James St. W.