# Plan now! Support 1959-1960 winter work program

## Everybody benefits from effects of planned winter works program

Past experience has shown that jobs being tackled by the construction and other industries in the cold winter months are turning out successfully—and are on the increase. The average citizen. too, can and should do much on his own to combat seasonal unemployment. What better time than the winter months to do repairs, alterations, remodelling, painting and many other jobs when there is lots of experienced help around.

Jobs done during this period can be better planned and often at a greater saving. In fact what is needed is the combined effort of employers, workers, governments, and the consuming public. None of these groups can accomplish a great deal alone, but in working together, they can do much to stabilize employment on a year-round basis.

**EVERYBODY BENEFITS**

There are many reasons why it is advantageous to have such work as redecoration, alteration, remodelling done this winter:

● It may be less expensive, because some companies offer discounts at this time of year on the building supplies necessary for home improvement projects. Tradesmen and contractors are not so busy in the winter months and can do a better job which in the long run means economy.

● The job can be done more quickly, because contractors and skilled tradesmen are not so rushed in winter months and can take on the job right away. If you wait until spring they will probably be too busy to handle it.

● The demand for materials is not so heavy in winter; therefore deliveries and services are usually more prompt.

● If we give jobs to workmen who are now idle it will result in a saving for the community for such things as welfare costs and unemployment insurance, which in the end is a saving to you.

● More employment means more pay cheques being spent in the community, which could result in greater prosperity for everyone.

● If you build or renovate a home or business structure during the winter instead of waiting until spring to get started, you will be able to take possession of it at an earlier date. This early occupancy usually results in financial savings.


EDWARD LIPSETT LTD.

Reminds you to

PLAN NOW...

Yes! If you **plan now** to have those various jobs done during the "slow" winter months, you'll not only find that you can save money but you'll get a better job done by reason of the fact that the better workers have time on their hands at this time of the year.

For Marine Supplies that will make that repair job a better job well ahead of the last minute rush, contact Edward Lipsett Ltd. . .

**Phone 2181**

Canada Winter Work Campaign JAN FEB MAR



SOME SAY:

*"Everything in Good time..."*

BUT...

*THE BEST TIME TO INSTAL A GREAT NEW*

General Motors Diesel is NOW!

**Because it's winter time, tradesmen of all kinds find jobs few and far between. Naturally, you'll get exactly the kind of job you want when men are available. There's no real need for high levels of unemployment, as long as we**

PLAN NOW

TO HAVE THAT NEW ENGINE INSTALLED OR TO EFFECT REPAIRS YOU'VE LONG PUT OFF

Canada Winter Work Campaign JAN FEB MAR

BYTOWN

DIESEL SALES LIMITED

PHONE 5124


## More families strive for home improvement

Many families all across Canada are launching plans to step up "livability" of their homes during the current winter employment "Plan now! Do it now" campaign.

As the new year gets under way, the subject of home improvement takes the spotlight of attention in family circles throughout the nation. This is no sudden upsurge of interest, but rather an acceleration of a movement that has been gathering momentum over the past several years.

In 1957 a thumping $15 billion was spent enlarging, remodelling, modernizing or restyling of Canadian homes. While all the figures for 1958 are not in yet, it will be remembered that sustained home improvement activities were one of the bright spots of the year in the building and related industries.

Now, with the whole economy moving forward steadily, more and more families will take steps to improve their homes, with results which bid fair to push the year's over-all activities in this field to a new high.

To express the basic motivation for home improvements in the simplest possible terms, it might be said to represent the urge for "more of something."

The desire for more space, more convenience, more comfort, more utility, more livability, and/or more beauty is the mainspring of plans for home improvement now being formulated in countless family circles, the country over.

First step in embarking on a program of home improvement is take a long, close look (in which all members of the family should participate) at your house as it now is. Decide what's right with it and what's wrong with it, what you do like about it and what you don't like about it, and finally, just what is needed to bring your house more closely in line with your family's needs (present and future) and desires.

**SCHEDULE OF PRIORITIES**

Since it may well be impossible to launch all of the indicated improvements at the same time, a schedule of priorities should be set up in which those projects most urgently needed will be undertaken first, with the others following along in a pre-determined order as financial and other factors may permit.

The important thing is, make a start. There is probably no greater error than to postpone doing anything about your house until you can do everything that you would like to do.

Even the simplest and least expensive home improvement can make an immediate contribution to the well-being of the family and can be enjoyed in the interim while other projects in the program await their scheduled "target dates."

By adhering closely to a well-conceived long-term plan you can be sure that each project undertaken will co-ordinate with the others and the final result will embody all of the advantages which you envisioned at the outset.

After deciding what you will do first, the next step is how to go about it. If, for instance, you decide that what you need most urgently is more living space, your next move is carefully to appraise all the possibilities which your home affords for achieveing this end. Should the basement or attic be finished off to provide an extra room? Or would it be better to enclose a porch, or perhaps to build an additional wing to your home? And in each case, what will it cost? How much, if any, of the work can you advantageously do yourself, and how much of it should be left to professionals?

Depending on the scope of your project, you will probably employ either a specialized contractor (such as a plumber, mason, electrician, roofer, etc.) or a general contractor, who will do all the carpentry and subcontract the masonry work, heating, wiring, plumbing, roofing or whatever else is required.

How can you go about choosing the general or specialized contractors required for your project? Many of them advertise in the newspaper. Practically all of them are listed in the classified pages of the telephone directory. You can also check with your local bank or home loan company. Often, too, you will find that a lumber company or building supply company has its own list of contractors and artisans whom it recommends.

Once you have selected your general or specialized contractors, you will find their practical advice of great assistance in planning your project wisely and well.

In any event, be sure to get written estimates covering in detail just what work is to be done and what it is to cost.



## "Do it now" inspired by slackoff

There is much sound advise in the National Employment Service's current campaign to have odd jobs done now. This is the season of the year that the number of jobless hits its very highest peak.

Many of the projects of varying magnitude that are contemplated for later in the year could well be undertaken at this time at no inconvenience and as a result the entire community would benefit. These "do it now" jobs could range from having the cellar cleaned or an interior decorating job done, to the erection of a building.

If the trend of employment that has been the rule in the past continues to hold good, spring will once again see an upsurge in building and as a result labor currently available cannot be procured later in the year.

Those who undertake to support the job campaign are assuring themselves of obtaining labor when it is readily available. What is more, by giving employment they are increasing the purchasing power of the community, by enabling a large number of persons to become wage-earners.

Prince Rupert has been highly successful in previous campaigns to distribute jobs more evenly throughout the year—With past experience as a guide the people of this city should need no urging to follow the NES suggestion and "do it now."

## Mayor lauds job campaign

Mayor P. J. Lester and Employment Advisory committee chairman A. P. Crawley, today urged residents "to get behind" the job campaign being conducted here by the local office of the National Employment Service in an effort to provide work for the unemployed.

"The campaign is a fine approach to the winter unemployment problem," Mayor Lester said, "and while it is not the real answer to the problem, it will no doubt help considerably in easing the difficulties which many of the unemployed are experiencing."

Mr. Crawley stressed the need for community co-operation.

He urged that people who had jobs to be done not delay the work until spring.

"Plan it now and then do it now," he said.


FISHERMEN!

WHY NOT

PLAN NOW

TO HAVE THAT ENGINE OVERHAUL DONE DURING THE WINTER WHEN MEN ARE ALWAYS AVAILABLE?

NORTHWEST ENGINE COMPANY

IS AT YOUR SERVICE NOW TO ENSURE YOU OF READINESS BEFORE THE SEASON OPENS

**Phone 2422**



BY RAIL AND SHIP WE WIN OUR WEALTH — WITH NET AND PICK — CITY OF PRINCE RUPERT, B.C.

Do Your Share by Planning Now!

The Citizens of Prince Rupert are asked to give their whole-hearted co-operation in this year's drive which is being conducted by the Winter Employment Committee in conjunction with the National Employment Service in an effort to curb Seasonal Unemployment.

You can do your share by planning now to do your repairs, renovations or additions during the winter months when abundant labor is available. We are now in Prince Rupert's

PLAN NOW PERIOD

to help gainful winter employment within our community whenever possible. The appeal is being made for the support of the citizens to PLAN NOW and

SUPPORT LOCAL INDUSTRY

The Mayor and Council
CITY OF PRINCE RUPERT



ONE BENEFITS...

...WHEN ONE CO-OPERATES

It isn't only within a Co-operative that this is a truism. You can apply it readily to the home, office or the entertainment and relaxation fields. When working closely together towards a common goal, people, you and me, reach that goal with greater ease and success.

PLAN NOW

to do your share in the creation of more work this winter for more people than ever before. Plan to do those small jobs normally put off until spring or summer. There's no reason why they can't be done now. Besides men and materials are more readily available to guarantee you an even better job!

SUPPORT PRINCE RUPERT'S ECONOMY

USE LOCAL LABOR – BUY LOCAL PRODUCTS

Shopping CO-OP Centre