

Back-To-Work Campaign Opens This Week

BACK-TO-WORK

This slogan should be kept in mind by all employers in the coming week.

APRIL 20th to 27th

Every idle worker placed on a payroll benefits your community, your town, your province.

We strongly commend this campaign conducted annually by the —

NATIONAL EMPLOYMENT OFFICE
CHARLOTTETOWN

Inserted by —
THE CHARLOTTETOWN BOARD OF TRADE

Early Start Urged In Spring Projects

Because of Canada's northern geographic location more than 200,000 of its citizens are caught annually in the fair-sized recession better known as seasonal unemployment.

Both business and government have been seeking a remedy for this annual waste of human resources, with its attendant hardship for so many people. No cure has been found but the search goes on with redoubled efforts.

Prince Edward Island has its share of idle people during the national seasonal let-down, and in the months of February and March the figures reached more than 2,500, almost 2,000 of these, male workers and the remainder women.

To relieve the situation, which even yet is far from good, the National Employment Offices in Charlottetown and Summerside are sponsoring a "Back-to-Work" Campaign this week, to induce employers, whether they be contractors, merchants, manufacturers, or landlords to hire any help they plan to engage this year, at the earliest possible moment.

The list of idle construction workers, laborers, painters and people capable of filling a variety of occupations, is large at present — in May it is altogether likely that a scarcity will develop. Every man or woman drawing wages is a help to the community, to the butcher, the baker, the candle-stick maker. There is no completely satisfactory substitute for employment.

Many citizens brush the whole problem aside by saying, "They could get work if they wanted it". This comforting myth has no basis, in fact, in the opinion of the many business and government authorities who have studied, and con-

tinued to study seasonal unemployment.

A farmer here and there may have an odd days work to offer, a householder may want some small job done about his home, or an employer may need a man for a day or two, but all of these rolled into one would not make a dent in the Island's winter unemployment problem. Quite often men offered these short-time jobs refuse them, with the explanation that they are drawing insurance benefits.

The proper course for the employer to take in such cases is to report the refusal and have the man disqualified from obtaining Unemployment Insurance benefits. Very few employers take this step, and on a few dozen incidents of this kind the myth about work being plentiful, even in mid-winter, is built up.

Even from the rural sections where many farmers hold the view that seasonal unemployment has no basis, in fact several hundred men flock to Summerside and Charlottetown each winter seeking jobs. It is not difficult to trace the sources of the Island's winter lay-off of workers.

All Dominion and Provincial Government projects cease in the autumn, wharf building and repairs, road maintenance and construction are halted abruptly until spring. Farm operations except for certain chores are at an end until cropping time, releasing sons of farmers to swell the number of workless. Fishing and fishpacking are similarly hit by the weather and contribute to the pool of idle men and women.

Creameries deprived of a plentiful supply of milk and cream reduce staff in line with the shortage

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Start Your Building or Remodelling Program NOW!

This is the time to go into action and have that job done which you were planning all winter. DON'T DELAY, DO IT TODAY.

DOUGLAS BROS. & JONES LIMITED
PLUMBING & HEATING, OIL BURNERS AND APPLIANCES
155 Kent St.

EMPLOYERS! NOW IS THE HOUR

A busy community is a happy community. Now that we are assured of one of the mildest springs on record every effort should be made to get idle men and women on the job once more. Year by year the world grows smaller because of the speed of air travel.

Our people think nothing of flying hundreds of miles to new employment in Northern Canada. Workers are in demand on our northern frontier and there may be a shortage here at home. Men are already leaving the Province. Keep our workers home. Assist the worthy

Back-To-Work Campaign

It is in the interest of all Islanders to give employment to as many people as possible at the earliest possible moment.

PHONE YOUR ORDER TO—

The NATIONAL EMPLOYMENT OFFICE
CHARLOTTETOWN AND SUMMERSIDE

Inserted by—
MARITIME CENTRAL AIRWAYS

THE CHARLOTTETOWN BRANCH
Of The
CANADIAN LEGION B. E. S. L.

Endorses

THE BACK-TO-WORK CAMPAIGN

It is hoped that employers who will be re-engaging help this Spring will do so a little earlier than usual.

Book your Order NOW with the

NATIONAL EMPLOYMENT OFFICE

Island Employers!!!

2000 MEN and WOMEN WANT WORK

Throughout the winter these fellow citizens of yours, most of them family bread-winners, have been seasonally out-of-work. This annual shutdown is common to all parts of Canada, due to our northern climate. No remedy for the situation has yet been found.

BUT NOW IT IS SPRING

And these idle people are being asked to go to Labrador, Newfoundland and many places outside this Province. It is good business for you and all citizens to employ them at home. They are your customers. You help yourself when you help them. — PUT THEM

Back-To-Work

PHONE THE

National Employment Office

CHARLOTTETOWN
Phones 1995 - 1996

This ad. published by the Unemployment Insurance Commission

A Message To Charlottetown Employers

The National Employment Office in Charlottetown, encouraged by many business establishments and public organizations is again conducting its annual

BACK-TO-WORK CAMPAIGN

Commencing April 20th

Because of the great need for tradesmen and laborers in all parts of Canada, local employers may find it quite difficult to secure help this year. Your City Council therefore urges local employers to procure help while it is available.

This campaign is worthy of support and should have the backing of our whole community.

LET US GET BEHIND IT!

The City of Charlottetown

J. D. STEWART,
Mayor.

COUNCILLORS:

Edwin C. Johnstone	M. Alban Farmer
Arthur Gormley	Frank J. Storey
George R. Keefe	T. Roy Cudmore
P. R. McCormac	Elmer MacDonald

We Endorse The —

BACK-TO-WORK CAMPAIGN

REMEMBER THAT JOB LAST FALL YOU PLANNED TO DO THIS SPRING?

DO IT NOW!

Both men and materials are now available. We have the materials, the National Employment Office has the men.

FOR YOUR

LUMBER SUPPLIES

AND

BUILDING NEEDS

— CONSULT —

MacDONALD - ROWE

Woodworking Company Limited



BUSY! BUSY! BUSY!

Hi Folks:

Like you, I am happiest when I'm busy, and you keep me that way 24 hours a day, all year 'round.

Recently I've been hearing about "seasonal unemployment," meaning that friends of yours and mine are still waiting for work to start up.

I'll bet you have a number of odd jobs about your house or office that could be done right now.

Why not give the National Employment Office a call today — you'll be happy to get the work done, and the men you hire will be happy because they are busy.

Yours obediently,

Roddy Kibouall
Your Hired Hand

MARITIME ELECTRIC CO. LTD.