

JOIN YOUR COMMUNITY CAMPAIGN AGAINST SEASONAL UNEMPLOYMENT — DO THAT JOB NOW!

Remodel and Repair NOW!



We commend the effort to alleviate seasonal unemployment.

There are many jobs which may be done as effectively now, in the winter season, as during the spring and summer months. Tradesman are plentiful and the work carried out this season is less subject to delay.

Any measures taken to reduce the number of seasonally unemployed people has our support.

**Summerside Branch
Canadian Legion
B. E. S. L.**

Clergymen Emphasize The Benefits Of Do-It-Now

As President of the Charlottetown Ministerial Association, I should like to support, on its behalf, the nation-wide "Do It Now" campaign which is calculated to reduce seasonal unemployment.

The very slogan "Do It Now" reminds us of our proneness to put things off, to procrastinate. If there are things about our properties that require repairs or alterations, we are urged not to delay them, but to attend to them now. In so doing we shall be assured of an adequate supply of labor, and at the same time we shall be doing what we can to relieve the critical unemployment situation which now exists.

Part of a minister's task is to keep in close touch with the needs of his people, and one can truthfully say that there are few things more injurious or morally debilitating to people than prolonged unemployment. A man who is out of work for long periods of time is bound to feel a sense of failure. He feels discredited in the eyes of those he desires most to please and benefit, namely, his wife and children. Besides, it is simply unbelievable the number of tensions which arise as a result of unemployment.

For these reasons, I earnestly commend the current campaign to provide employment to you. I do so with the prayer of the late Walter Rauschenbusch who felt so keenly the social implications of the Christian Gospel:

"O God, we remember with pain and pity the thousands of our brothers and sisters who seek honest work and seek in vain. For though the unsatisfied wants of men are many, and though our land is wide and calls for labor, yet these thy sons and daughters have no place to labor, and are turned away in humiliation and despair when they seek it. O righteous God, we acknowledge our common guilt for the disorder of our industry which thrusts even willing workers into the degradation of idleness and want, and teaches some to love the sloth which once they feared and hated.

"And to our whole nation do thou grant wisdom to create a world in which none shall be forced to idle in want, and none shall be able to idle in luxury, but in which all shall know the health of wholesome work and the sweetness of well-earned rest." Amen

H. L. Mitton,
President, Charlottetown Ministerial Association.

Work Campaign Endorsed By Welfare, Labor Minister

Following up last week's statement by Premier A.W. Matheson, Hon. Forrest W. Phillips, Provincial Minister of Welfare and Labor, last evening stated he heartily endorses the "Do It Now" campaign which is presently being so forcefully and efficiently promoted by federal and civic authorities, labor organizations and local merchants. He further stated that it is gratifying to see the support being given to the campaign and that it is his personal feeling that it will be beneficial not only to Charlottetown but to any centres throughout the Province.

Hon. Mr. Phillips pointed out that in line with government policy as announced by Premier Matheson, officials of the Department of Welfare and Labor are doing everything possible to place workers in jobs and are co-operating with other departments to get work done now which would normally be done later.

Mr. Phillips went on to state that the unemployment problem is a very serious one at this time and one which will take a lot of thought, effort and co-operation to solve. He feels strongly that the "Do It Now" campaign can go a long way toward solving the unemployment situation and he expressed the hope that Federal, Provincial and Civic Governments, employers and workmen will all continue their efforts and co-operate to make the present campaign not only a successful one but one which will also carry with it into the future steady employment for many.



HON. MR. PHILLIPS

Seek To Halt Retreat Of Work In The Winter Months

For many years it was customary to desist from all but essential outdoor work in the winter season. Most construction projects, large and small, packed up with the advent of cold weather and did not resume until the springtime sun once more brought warmth and comfort to our northern land.

But in the past two decades a

change has become apparent in the traditional Canadian winter scene. Projects once considered impossible to carry out in winter are now commonplace. The war years and the subsequent era of phenomenal expansion in this nation, followed this last few years by increasing emphasis on national defence, have contributed in no small measure to this industrial evolution. The search for mineral wealth and the construction of airfields, radar installations, and railroads have gone forward in our northern territories uninterrupted by the onslaughts of winter.

In our more populous centers this trend has been less apparent. Industry in general has tended to retreat in the face of winter, and wholesale layoffs, particularly in the building trades, have been common. To alleviate this condition, our National Employment Service have instituted each winter for several years, a "Do It Now" campaign in most of our major cities.

The "Do It Now" drive is inspired by the idea of providing work for mechanics and others in what, for them, has up to the present, been a slack season. Household, and business firms too, are being urged to carry out now, instead of waiting until

LONGSHOREMEN BACK LIVERPOOL, England (Reuters)—More than 7,000 longshoremen returned to work in Liverpool and Birkenhead Monday. They walked out last Thursday in a jurisdictional dispute.

spring or summer, jobs that need to be done about their homes or commercial establishments. Why put things off? Get them done now, is, very properly, the viewpoint of the National Employment Office here, the Chamber of Commerce, and quite a host of other organizations, including allied trades themselves.

What can be done around a home, for instance? Husbands and wives should put their heads together, and one can imagine that a lot of things that they feel should be done will occur to them. As an illustration, any painting and decorating considered for spring or summer could be carried

out just as well right now—to advantage, in fact, when one considers the well-filled labor market available at present. Tradesmen, as well as unskilled workers, may be hard to find for a job only a couple of months or so from now. Similarly the present labor market is of advantage to those considering home repairs, remodelling, overhauling, upholstery, etc. The "little things," too, mean a job for someone. Householders might as well have that cupboard built or that floor sanded now—and avoid a scramble for suitable workers in the so-called popular season later on. In short, it would

be well to take stock of such activities in repairs, maintenance, renovations and alterations as both householders and business establishments need to have done and "do-it-now" in order to keep deserving citizens busy during what has been regarded as the current slack season.

What it is proposed to carry out has been carried out successfully in numerous other Canadian cities. The realization how this community invariably responds to creditable enterprises, leaves no doubt that it will respond fully as well as has been the case elsewhere.



we're smart...
we're having it
done in the winter

Wise householders, like wise businessmen, know it pays to get those jobs of renovation, decoration, repair and maintenance done during the winter slowdown in the building industry.

Small jobs can get better attention and can be more economical.

Home Improvements Can be Financed

by Home Improvement Loans under the National Housing Act, available through your bank.

Why wait for Spring? Do it now

For advice and assistance, call your Local Employment Office.



Issued by authority of
The Minister of Labour, Canada

Can You Provide A JOB?

Have That Work Done Now When Men Are Available



Why wait for Spring? In Winter with construction reduced, carpenters, plumbers, painters, electricians, plasterers and all those involved in building and finishing houses, apartments and business establishments, usually have fewer jobs on hand. In the Summer, when demands are heavy for these skilled workers, you may have to wait for your work to be done. You can help yourself and the community at the same time, if you don't wait for Spring, but DO IT NOW!

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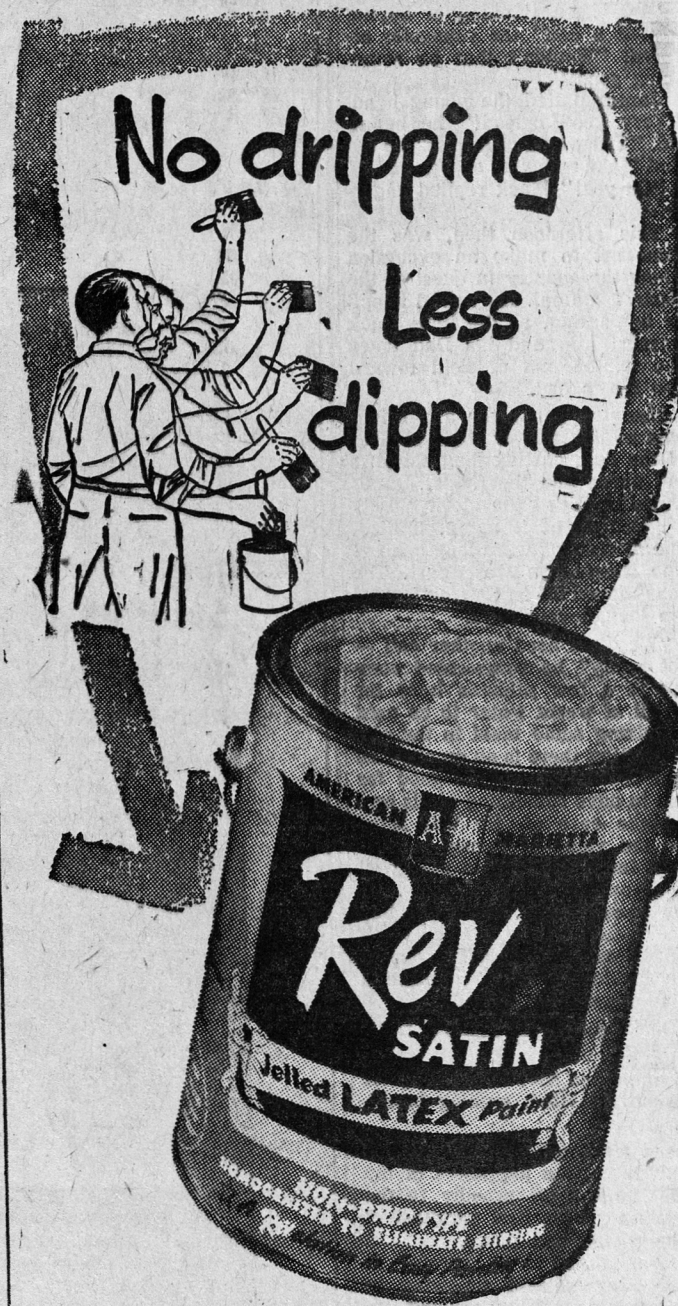
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