"The emergency produces the man."
Who is to be the man?

EFFECTIVE CITIZEN CO-OPERATION

WHAT IS EVERYBODY'S BUSINESS SHOULD BE EACH BODY'S BUSINESS

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Simply because we are at war we must not stop thinking about our pressing local problems.

These have been increased not decreased by the war.

Patriotism demands for example that we grapple at once in a large way with the unemployment problem which will soon be acute.

Two things are essential:

Vision from our leaders Co-operation from those led

Queries:

When men go to the front, how many dependents will they leave behind?

It is reported that the Social Service Commission is to be asked by the city government to secure this information.

How many men will be thrown out of employment, leaving their families dependent?

No agency now exists to record such unemployment as it becomes actual. No agency existing permanently for other purposes has been directed to secure such information and keep it currently available.

Can the city or province do anything now toward supplying additional productive employment on work which must in any case be done sometime?

The British Government in time of war is increasing instead of decreasing its expenditures on public works-particularly roadways.

We need food and clothing Britain needs food and clothing Europe needs food and clothing.

We have the land
We have the raw material
We have the labor.

Who will bring the supply and demand together by

Working out a plan

Effecting an organization and

Supplying direction?