

*Every man can help the city
by being
the man for his emergency.*

EFFECTIVE CITIZEN CO-OPERATION

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

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**The Dominion, Provincial and
City Governments
are being called upon not to
curtail public work.**

This is good.

**The private employer of labor
is being called upon
to keep his establishment going.**

This is good.

Private consumers, particularly those of means, are asked also to maintain their confidence in the future of the country and show it by not unnecessarily curtailing consumption of staple articles, mostly manufactured in Canada.

This is essential.

With all doing their share Toronto will not only be able to contribute her share, but will be able to continue contributions indefinitely.

Prompt payment of taxes will help the city do its share.

Not more alms

but more clear thinking as to means of preventing unemployment is the crying present need.

Mayor Hocken and City Clerk Littlejohn have outlined a plan which ranks as a "cure" and not a "palliative" inasmuch as it provides for bringing supply and demand together.

Suggestions by Readers

"Government loans of farm implements, etc., on easy terms, to induce unemployed to take up homesteads in Northern Ontario in colonies under government instruction in farming methods."

"The Provincial Government to undertake lumbering operations on crown lands, employing men who in the spring might take up homesteads."

"Reforestation by the Government of large barren or semi-barren deforested areas in the Province."

"The Federal and Provincial governments should arrange that lands now idle around cities be used for the growing of vegetables or other crops: the present unemployed to do the preparation work and such planting as can be done now, and in the spring to continue the work. When possible, to do grain seeding which is done in the fall, start a propaganda, supply machinery, seed and overseers. This might induce many to return to the land."