

"Back-To-Work" Campaign Starts April 1st

This coming week on April 1st, the National Employment Offices in Prince Edward Island, at Summerside and Charlottetown, will commence a campaign to induce employers to put the seasonally unemployed back to work as soon as possible.

In previous years similar campaigns have been carried on either in February or March. From the experience obtained in these former attempts, it was found that not only were employers not

prepared to take on men in mid-winter; but that many companies were carrying men they did not need. These companies invariably explained to canvassers from the National Employment Offices, that the people being carried were long-time employees, married folks with families whom they felt obliged to keep on their payrolls.

The glib remark often heard on the streets to the effect, that people drawing benefit allowances could get work if they wanted it, was disproved during these earlier campaigns. On the contrary, it was shown clearly that if all the firms in Charlottetown, laid off the people whom they did not really need, our winter unemployment figure would total 150 to 200 higher each year.

In view of the experience of other years, it was decided this year to open the drive for jobs in April, with the object of urging all employers to re-engage help—which they would take on later in an event—at an earlier date this year. It is known that many small building contracts, repair jobs and renovating jobs are planned for May 1st or shortly thereafter. If the employers concerned would commence the proposed jobs early in April, it would mean a great deal to many men who have been unemployed most of the winter.

The National Employment Offices draw attention to the fact that, some, but not all of these men have been drawing benefits for some weeks but that 75 per cent of them will be no longer eligible to draw further benefit after March 31st.

The whole Island community, therefore, is vitally interested in the progress of the "Back-To-Work" campaign. As will be seen from the list of advertisers, it is strongly supported by many public bodies and private companies.

LOCAL "BACK-TO-WORK" CAMPAIGN

At present there are a great number of unemployed in Charlottetown;

Many of these, in the construction and associated trades, have been out of work most of the Winter;

The NATIONAL EMPLOYMENT OFFICE here has announced a "BACK-TO-WORK" CAMPAIGN

for early April to try and get as many of these workers as possible back in employment at the earliest possible moment;

We strongly commend to you this worthy campaign and urge your full co-operation;

For that job at your house or place of business which you have been planning on having done, place your order with The NATIONAL EMPLOYMENT OFFICE TODAY.

The CHARLOTTETOWN BOARD OF TRADE



Dear Folks:

Do you know why I am always so bright and cheerful? It's because you keep me busy 24 hours a day, every day of the year, rain or shine. How happy I am to be busy!

Lately I have been hearing quite a bit about "seasonal unemployment". Those are pretty long words, but they mean that friends of yours and mine are having a rather tough time waiting for work to start-up. Now I'll just bet that some of that work could be done right now, especially if it is inside your house or office, and you wouldn't be waiting around in the real busy season ahead.

There are a lot of jobs that get left until the late Spring. What usually happens? You can't find anyone to do them. Why not get some of those jobs done right now? From what I can gather there is going to be a big demand for construction workers and tradesmen.

Give the National Employment Service Offices a call. They have men available NOW! Thanks folks.

Yours obediently,

Reddy Kilowatt

MARITIME ELECTRIC COMPANY, LIMITED

START YOUR SPRING JOB PROGRAM NOW

Douglas Bros. & Jones Ltd.

Plumbing and Heating
Oil Burners and Appliances
155 Kent St.

ENGAGE YOUR WORKERS NOW

Thousands of men will be required throughout Canada this summer. There may be competition among employers here, this Spring, for construction workers and other tradesmen. It may be the case of "first come, first served."

With considerable knowledge of the present employment situation, we believe it wise for all employers to support the

"Back-to-Work" Campaign

We would suggest to all employers that they arrange to obtain necessary help at the earliest possible moment through

The National Employment Offices
CHARLOTTETOWN and SUMMERSIDE

We Are Happy To Endorse This Campaign

MARITIME CENTRAL AIRWAYS

"Back-To-Work" CAMPAIGN

This effort by THE NATIONAL EMPLOYMENT OFFICES

to place men early in jobs here is important to all of us.

We urge all our fellow citizens to co-operate.

County Construction Co. Limited
Water Street

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**

TO THE EMPLOYERS OF PRINCE EDWARD ISLAND

Large Canadian and American Companies, working jointly, in Northern Canada, have already placed orders with the National Employment Offices in the Maritimes for thousands of tradesmen. These include: Carpenters, Electricians, Truck Drivers, Plumbers, Clerks, etc.

Already active recruiting has begun. Our offices have many workers available now, but there may be a distinct shortage of help locally, very soon.

WE BELIEVE IT IS THE PART OF WISDOM TO URGE A

BACK-TO-WORK PROGRAM

WHILE WORKERS ARE AVAILABLE.

Based on reliable information this is the advice of the

NATIONAL EMPLOYMENT OFFICES

SUMMERSIDE and CHARLOTTETOWN

A MESSAGE TO THE CITIZENS OF CHARLOTTETOWN

The National Employment Office in Charlottetown with the support of various public bodies and private companies is promoting a

"BACK-TO-WORK" CAMPAIGN

COMMENCING APRIL 1st

In view of the heavy demand for workers in other parts of Canada, local employers may find it quite difficult to secure help this year. Therefore we urge them to get their share of workers NOW when they are available. It will be too late in MAY.

The campaign is timely and deserves the support of all our people. We believe that all employers should lend the campaign every assistance.

The City of Charlottetown

J. D. STEWART, Mayor.

Councillors:

Edwin C. Johnstone
Arthur Gormley
George R. Keefe
P. R. McCormac

M. Alban Farmer
Frank J. Storey
T. Roy Cudmore
Elmer MacDonald