CANADIAN COURIER

Published fortnightly at 181 Simcoe St., Toronto, by the Courier Press, Limited, Subscription Price—Canada and Great Britain \$1.00 per year, United States \$1.50 per year, other countries \$2.00 per year, payable in advance. IMPORTANT: Changes of address should be sent two weeks before the date they are to go into Changes of our subscribers prefer not to have their subscriptions interrupted find that most of our subscribers prefer not to have their subscriptions interrupted in case they fail to remit before expiration. While subscriptions will not be carried in arrears over an extended period, yet unless we are notified to cancel, we assume the subscriber wishes the service continued.



Published Every Other Week

A Little Plot of Land

And the Principle of The Other-Man vs. Number One.

O every man upon this earth there should be a little plot of land which he can occupy before death. The land was made for man, but man has forsaken the land. Hence, slums and billionaires almost in the same block; commercial greed which makes No. 1 the only digit in personal arithmetic; the doctrine of every man lor himself and the devil take the hindmost, which is now at its apex among a God-abandoned people known as Germans.

Then men came together and said there was such a thing as altruism, the gospel of the other man which was seen at its best in the Canadian days of old when men "changed works" on the farms and kept no account of how many days' work each owed another. In Various ways this doctrine of other-manism has been set forth for generations. Its latest exposition is the Rotary Club, whose confession of faith is as simple and as ethical as a day's work in another man's field. Rotary Clubs do not exist in farm communities. They had nothing originally to do with Back-to-the-Land. But when food production had to be keyed up, the Rotary Clubs discovered a Principle long ago enunciated by one Henry George in his philosophy of slums and millionaires. In any subdivided or real-estated city and town there was the vacant lot, idle, weed-grown, untaxable at its real Value! In order to get the greatest good to the greatest number the Rotary Clubs undertook to turn these lots back into land, so that they hight raise food, commensurate with the taxes. It was not always the Rotarian who needed the land, but more often the other fellow, who on his way home has an hour for the rake and the hoe without changing his clothes or overworking his heart. And in this gospel of a little plot of land to as many people as possible there is a practical Deginning of the idea that the Other Fellow is a bigger game than Number One!

If the Rotary Club can apply its ethical principle as soundly to the other man's business in the next block it deserves a first call on the Millennium. But a little plot of land on a business street does not grow radishes, beets and onions. It sometimes grows crooks, selfishness experts, combinations to boost prices and to cut prices, and to reduce the efficiency of labor. Let us all look for the day when the Rotary Clubs can manage the business block in which they have ten members as well as they do the corner lot where the other fellow grows ten pecks of potatoes.

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