

Help burned Ontario over the Winter,

MEN and women of Ontario—it is time that we should all realize the terrible completeness of the fire calamity that devastated Northern Ontario in the early days of October. Fires and calamities we have had before, but never such complete destruction as this.

Over 1,200 square miles laid desolate, town after town nothing but a bleak expanse of ruins, hundreds of farms swept bare, thousands of your fellow citizens "cleaned out" and thrown abruptly back into man's primeval struggle against nature and her grim forces: fire, hunger, ice and the stark northern cold.

**Give 1,800 families a fighting chance to get on their feet.
Temporary relief must go on. We must not fail the North.**

Winter—the relentless foe

Coming as this terrible fire did, in the autumn, with the harvests in, with the townspeople already preparing for the rigors of winter—the complete destruction wrought is the harder to overcome.

Thousands of people at first had literally no place to lay their head, little to wear and nothing to eat. They had to be taken care of at first, somehow, and then, desperately as the days went by, and the cold grew more intense, rough but serviceable standard shacks, 16' x 20', have been replacing tents, old street cars, packing boxes and sheet iron—a regular food supply has been established, and rough clothing is being distributed.

What can a man do with his house a blackened hole in the ground, his barn a charred heap, his work shop a twisted pile of rubbish—and a northern blizzard raging over all?

Temporary Relief Until Spring

In the name of humanity we must see these fellow citizens through until Spring opens up the land and general business activities are resumed. Money must be forthcoming from the citizens of Ontario, from municipalities, industries, societies, public bodies, lodges, churches, etc.—not for rehabilitation or re-establishment, but for the supply of bare necessities. "temporary relief" in fact, to the stricken North.

The Brighter Side of the Picture

Everywhere throughout the fire swept district one hears only a strong, manly note of confidence, of resolution to go forward, to "stick to the country" if body and soul can be held together, to make good once more, to restore the hundreds of burned farms, to rebuild the eight or ten destroyed towns—And it will be done if the stream of temporary relief from Old Ontario does not dry up!

All for One—One for All

Here is a portion of our Province in ruins, and for the sake of the whole Province as well as for its own sake, this section must be restored to prosperity and happiness. We need the North, we need its vigorous, pioneering spirit so one and all, let's "give a hand into the saddle"—and do it NOW.

Money is needed. The Relief Committee can buy in large quantities, get big discounts, and often free gifts of merchandise from the many manufacturers who are generously co-operating with the Committee. The exact needs are now known.

The Northern Ontario Fire Relief Committee

has been enlarged and now is thoroughly representative of the Province of Ontario. The Provincial Government is co-operating to the fullest extent and is doing everything that a Government can properly do to assist in temporarily relieving the fire sufferers.

To give immediate relief the Committee must secure actual cash without delay. If each municipality or county would devise some means of raising an amount equal to one half mill on the total assessment the relief can be continued. The raising of relief funds could be undertaken by public spirited citizens, clubs, churches or councils and provides a most deserving cause for Christmas giving. Now it is up to every community in Ontario to help a neighbouring district in its hour of trial. Make cheques payable to—

The Northern Ontario Fire Relief Committee, Royal Bank Building, Toronto

V. H. ALDERSON (Chairman)
Toronto Board of Trade.

A. J. YOUNG, North Bay,
Ontario Government.

GEO. C. COPPLEY, Hamilton and
JOHN ELLIOTT, Belleville,
Ontario Associated Boards of Trade
and Chambers of Commerce

GEO. BRIGDEN, Toronto,
Canadian Manufacturers' Assoc.

GEO. S. MATTHEWS, Brantford,
Western Ontario Associated
Boards of Trade.

MRS. M. SOUTER, Trout Mills and
R. A. McINNIS, Iroquois Falls,
T. & N. O. Associated Boards of
Trade, and Farm Organizations in
Northern Ontario.

K. W. MCKAY, St. Thomas
Ontario Municipal Association.
J. J. MORRISON, Toronto,
United Farmers of Ontario.

MRS. H. P. PLUMPTRE, Toronto,
Ontario Division,
Canadian Red Cross Society.
MRS. A. H. WILLET, Cochrane,
Women's Institute.

