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# Canadian Music Trades Journal

October, 1918

**B**RITISH manufacturers who have not a dollar's worth of merchandise to sell, whose entire plants are employed on Government work, are keeping their advertising continuously before the public, because while they are perfectly willing to turn their profits over to the Government, while they are perfectly willing for the sake of winning the war to see their factories commandeered and their normal business completely stopped, yet they are not willing to sacrifice their good-will; they are not willing to have their names or their products forgotten.

And so they continue their advertising, continue building their good-will, so that when the war shall be won there will be an immediate demand for the billions of dollars' worth of merchandise that their greatly enlarged factories will then turn out.

This is a time when every manufacturer, every business man, should look far ahead. Good-will cannot be built in a day, even by advertising. The war will not last always. We have all seen the mistake of being unprepared for war; it is almost as great and serious a mistake to be unprepared for peace.

*From an address by Val Fisher, the  
London Publisher, given in New York.*

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