

CANADA'S NATIONAL MUSIC WEEK

OCTOBER 24 TO 31

Music Chases the Gloom

Continued From Page Eight.

strength to that of the one on the battlefield. Just as the men in the trenches needed the inspiration of "Rally Round the Flag, Boys," and "Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile," even so do the women of the country need the courage and strength that comes from humming melodies.

A SINGING WORKER IS SUCCESS.

"I should not mind seeing every division of the league adopt a song of its own and sing it. That with its implication of happiness certainly would be one form of assurance of the success of the work they are doing. That more than anything else would proclaim to the people of the world that the power of this nation is made up of grit and iron, of stick-to-it-iveness to an ideal and confidence in its culmination. A singing worker is a confident worker, and a confident worker is a successful worker. Let the women of the nation sing—let them sing the songs of their country, and let them make known to the world that their hearts are full of the glory and the strength of their nation. They are fighting not for petty ends, not for worldly aims, but for an ideal of freedom, and that ideal can best be expressed by the melodies that have endeared themselves to the people. Let them still sew, cook and drive, but also let them sing. The reward of the willing hand is great, but it is immeasurably greater if it is accompanied by the song of a national spirit."

Just as the people have learned, as many did not realize in days gone by, the value of sunshine, so many of them realize now as they never did before, that music is not only a diversion, or an art, or a study, but that it is a fundamental, something that in a greater measure than anything else serves as sunlight to the soul.

If you love music do not hesitate to

give it as freely as you can, as one of the times' most pressing essentials. If you do not love music it is because you have not let yourself really listen to it.

MUSIC ON THE FARM.

I have often wondered if those who were interested in farm life development would bring music in the home "as a necessity" to the farmer, so that every home would be furnished with its phonograph or piano, or, in the absence of any tutored development, a player-piano, so that those farm homes that have for so many years been the entertainment, would have it and develop it at its best—if a different air would not prevail. Instead of the solemn and somber atmosphere of night after hard day's toil with such limited diversions as cannot help but exist where there is no music, I cannot conceive of such a home, not being materially benefited, ties made stronger, and life itself more interesting and entertaining, where properly selected programs were enjoyed at frequent intervals, with an occasional get-together of the young men and young women to enjoy the rhythmic entertainment of the dance, as used to be enjoyed in the old days of the waltz and minuet, and when, history goes to show us, young men were not leaving the farms in the same proportion as they are today.

All of us should appreciate and endeavor to establish thrift, but this, like everything else, can be overdone as well as underdone. We cannot deprive young and old of everything but food and clothing and expect to maintain the development of cheerful will to see the present situation through and to meet still more serious things to come and the spirit necessary to carry us through our present struggle. What, then, at less expense and of more lasting quality can be recommended than the present-day form of home music?

One does not have to minimize or exaggerate present condition. They are all too clearly defined, but serious, sad or bad as they are, the average Canadian can and will take a sensible, moderate view of things, and take what comfort can be had from his food, his home, his clothes and his music instead of wearing sack-cloth and preaching calamity. If there ever was a time when every man and woman should meet their trials, trials and sorrows as optimistically, determinedly and cheerfully as possible it is now. Our many tasks, however, cannot be accomplished under the strain of oppression, depression, gloom or fear, and there is nothing that will keep these distressing forces from a home, a country or a nation like "discord of sweet sounds," surely we must recognize music as an essential.

Take music from our national institutions, our camps, our churches or our homes and Canada would be a sorry place indeed. Instead, therefore, let us feel what our country needs in this time of stress and crisis is more music and let it be music of the best type.

EASY TO PAY.

To fill the need in many cases requires some little outlay, more sometimes than many of us feel can be spared, but fortunately this condition is met by nearly all of the suppliers of musical instruments in this country by a convenient system of payment.

The advantages in purchasing permanent requirements (and musical instruments can well be termed permanent requirements) on the deferred payment plan are both numerous and highly beneficial and, when properly done, good practice.

It is followed by all civilization, by governments, including federal, pro-

vincial, county and city, by our greatest business organizations and leading business men.

Not always do they purchase on the monthly payment plan, but what is in effect the same thing, they purchase permanent requirements or goods for future development by borrowing on bonds, mortgages, stock or notes, and repay these annually, quarterly, monthly or as conveniently arranged.

The plan is just as good and just as necessary for the individual investor or purchaser as it is for his Government. But—and this is the big feature—don't buy everything that way.

The things you eat or drink or use as you go should be paid for as you go. If this is not done you will run behind, become involved with debts without assets to cover them, and become financially, if not socially, embarrassed.

Your permanent requirements, those things that live after the deferred payment period, and for the purpose you purchase them, hold good value (this may be a little more or a little less than you paid, but it is something tangible, something to show or your money). These are very frequently best

bought or most needed when the entire amount involved is not in your possession. By purchasing on the deferred payment plan, you meet that need—maybe it is a piano or violin in the home when your little boy or girl is just at the age to commence their musical study. Maybe it is a phonograph, or other musical instrument to fill the need for attractive, elevating and instructive entertainment so vitally necessary nowadays, and so essential to the best development of home life, home comfort and home atmosphere.

PERMANENT THINGS.

These things are a joy at any time, but can well be said to be essential now. Besides, they are permanent things—the value exists long after they are paid for. They are not only things of permanent joy in the home, but an asset, properly purchased with consideration to good home financing methods on the deferred payment plan.

Let music no longer be considered a luxury in the homes either of the rich or poor, but develop it as a vital force on the impulses for better living and tangible, something to show or your nation will have made a mighty step forward.



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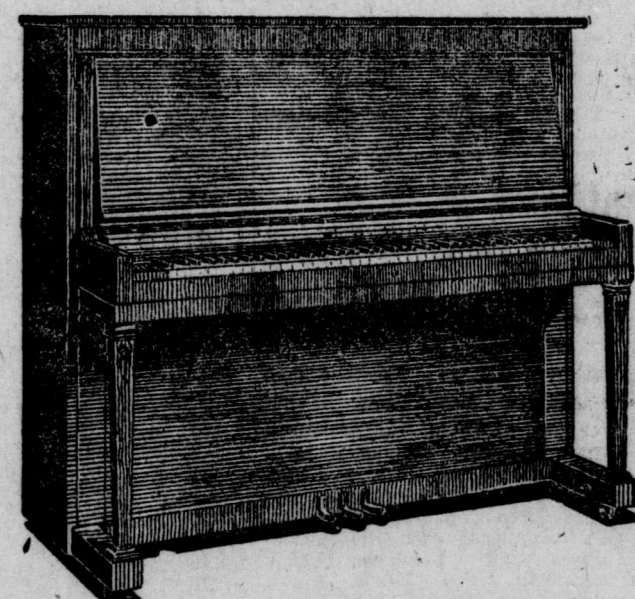


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