

# CANADIAN MUSIC TRADES JOURNAL

ARTEMUS WARD, the famous American humorist, whose humor sometimes was a lance-thrust, once said that he was willing to sacrifice all his first wife's relations on the altar of his country. Many a man has been willing to let others do his fighting for him---willing, also, to share the rewards of peace and victory. Men of this type belong to the deserter class.

In Canada are hundreds of business firms striving with all their might to make better times for themselves and their communities. To them all honor.

But there are other firms—manufacturers, wholesalers, and retailers—who are “standing pat,” “playing safe,” doing absolutely nothing to build up business. They are mere lookers on, not participants in the valorous struggle of their brethren to maintain and establish good times.

Look about you and you will find in the advertising columns of this and other papers many messages from firms with a sturdy confidence in the future.

Lifter or Leaner---which are you?

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