

STAND FIRM!

A grave responsibility rests on the big men of every community. They are the leaders of public opinion. And public opinion makes or breaks a business, a city or a country.

Just now with the air filled with rumors, the nervous grow more nervous—and the responsibility of leadership grows heavier on those who are capable of bearing it.

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Canada's soundness needs no argument with you. Canada's ability to weather this storm is not a matter of guesses or hopes—but one of facts and figures.

No one can exaggerate the awfulness of the present war, but the harm that admittedly can come through undue pessimism can be fended off only by men who with reason and faith, and good seamanship hold the tiller of common sense and courage firm against the present storm.

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Northern Electric Company
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