

# The Tug-of-War of CANADIAN INDUSTRY

## Which Side are YOU on

# ?



# VICTORY!

Fired with unquenchable faith in Canada's destiny, the constructive elements of Canadian business life are slowly but surely gaining victory over the forces of Indecision, Inertia, Inefficiency, Delay, False Rumor, Foolish Hoarding and Fear.

With taut muscles and tightened belts Courage, Foresight, Good Advertising, Competent Management, Honest Values, Wise Spending and Faith have taken an unyielding grip on the tug-of-war rope.

Every ounce of energy is summoned to the contest. This is a struggle in which no Canadian is neutral.

It affects the welfare of everyone. Which side are YOU on?

**NOW—All Together for "Better Business!"**

The daily newspapers of Canada believe in the future of this country. No substitute has yet been devised to take the place of good newspaper advertising. Experiments may be made in devious channels, but they lack the sales effectiveness that the daily newspaper always has delivered, and is delivering to advertisers to-day.

*(This advertisement is sponsored by the Canadian Daily Newspapers Association)*

# SUCCESS.