

Small Business Outwits Tyrannical Masking Bylaw (Without Breaking the Rules)

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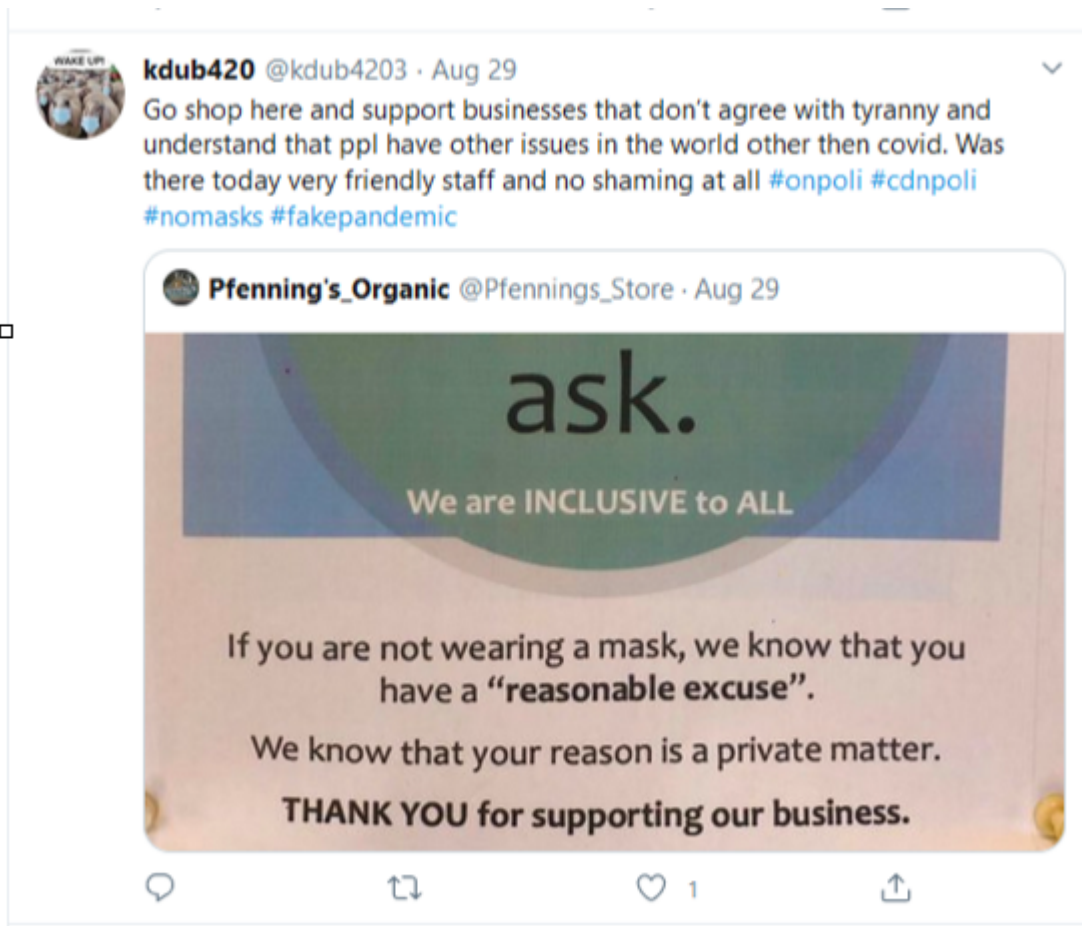
About a month ago, I sent a copy of the the [“No mask? We won’t ask”](#) poster to Wolfgang and Almut Wurzbacher, owners of [Pfenning’s Organic & More](#). Their family-run, organic grocer offers home delivery to customers in the Kitchener-Waterloo region of Southwestern Ontario. The poster was designed for small businesses to post (where legal) in their front window beside the “wear a face diaper” propaganda the government forces them to show us.

In their district (like most of Canada) one can [claim an exemption](#) from mask wearing for physical or mental health reasons — or even religious reasons. Thus, the staff at Pfenning’s Organic is able to avoid being forced to collect and diffuse bacteria in front of their nose; likewise they don’t make such unhygienic requests of their customers.

Notwithstanding, they still had to put a government issued sign telling their customers to wear a mask. “Yes, we do need the official signs or we would be in big trouble,” says Almut. “We tape them to the bottom of the entrance door. They never said where on the door to post them.” At eye-level, instead, they have placed the [“No mask? We won’t ask”](#) sign.

Soon after posting it, Almut wrote me: “You and us created a commotion on Twitter... many people called us regarding seeing [the [“No mask? We won’t ask”](#) sign] in our window [in a Tweeted photo]. Must have been a customer posting it.”

Indeed, the following Tweet was made:



Almut added: “[We have] had calls from all over Ontario and new customers are coming in because of the sign.”

Can you imagine? Canadians seeking a place to buy food without being ridiculed. Canada is probably one of the most “inclusive” countries in the world. A non-binary transvestite, with blue skin and five fishing hooks piercing each lip, can walk into a store without being ridiculed in anyway. Yet if you dare enter many stores (not Pfenning’s!) with a friendly and smiling face you could easily be subject to [public shaming](#) because of a fashionable public health dictate that lacks any [scientific evidence](#).

In addition to new customers, the sign also attracted the attention of the local by-law officer. “We had three complaints to the law by customers,” Almut told me. “Had the by-law officer here, standing and studying [the [“No Mask? We won’t ask”](#)] sign for a while. She did come in but could not fault us for anything.”

Whatever freedoms the laws of your land let you exercise, exercise them to the max. Let’s look to the courageous example of [Pfenning’s Organic & More](#). They didn’t let snitching customers intimidate them into bowing down to tyrannical dictates (masquerading as protection) from their local government. Almut and Wolfgang stood their ground, have retained their liberty to operate their store with humanity and kindness; while attracting new, like-minded customers who can come (without a mask) to their store, or [order online](#) and have Wolfgang (without a mask) deliver to their door.

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Featured image: (From left to right) Owners Wolfgang and Almut Wurzbacher with staff Andrea and Kate of [Pfenning's Organic & More](#) holding the “No mask? We won't ask” sign they display in their shop window.

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