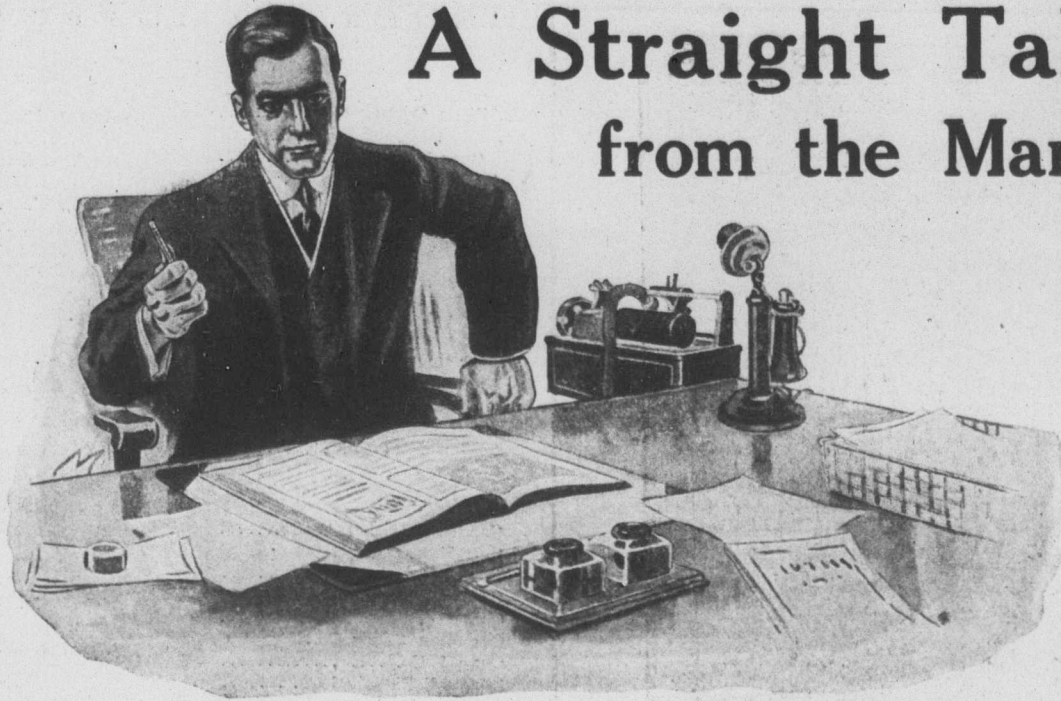


A Straight Talk from the Manager



*Are You
in
Control?*

DO you control your business, or does your business control you? Just think that question over a few minutes, because on its answer depends not only your success but your comfort during business hours and after.

To control your business you must know what you want to do and how you are going about it. To do this you have to plan out your work and then work out your plan. This is a man's job. It requires hard concentration of thought and action, but gives you the satisfaction of seeing things take shape under your direction and in accordance with your wishes rather than just happen, and it is worth the effort. Think for a moment of the poor devils you know who just podder along, taking what comes to them, without caring to inquire how or why. They have their worries just as much as the man who plans, but the tragedy of it is their worries are over things that have already happened and are beyond remedy.

Canadian Grocer is published for the man who plans or wants to plan. Every page—editorial, markets, advertising—contains information or suggestions for the man who plans.

THE MANAGER.