

FOREWORD



At a Convention of the Ontario Section of the Canadian Wholesale Grocers' Association held in Toronto December 2nd, 1919, at the King Edward Hotel, an address was given by one of the members, and as it is the intention of the Canadian Wholesale Grocers' Association to carry on more or less of propaganda work in the way of educating those engaged in commercial pursuits, and also to protect, as far as possible, the legitimate and well recognized channels of distribution, both wholesale and retail, and to fight against the demoralizing inroads that are being attempted by schemers, promoters, and so on, actuated entirely by selfish motives, no doubt the address will be interesting.

The members of the Canadian Wholesale Grocers' Association are working along broad lines for the benefit and uplifting of the Dominion of Canada as a whole. Selfish schemes calculated to disrupt the regular channels of business may be all right for the promoters of same, but the contention of the trade is that **we must look at things from a national standpoint, and any interference with the regular channels of business, viz., from the manufacturer to the wholesaler, from the wholesaler to the retailer, and from the retailer to the consumer—will not only demoralize the trade of the manufacturer, wholesaler, and retailer, but that the consumer will not be as well off in the long run.**

Exceptional insight into economic conditions is absolutely necessary.