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bution, the greatest in the world. Our circulation is Dominion wide. In ten days, by means of our army of salesmen, we can personally distribute our propaganda from the Atlantic to the Pacific.

We have been asleep at the switch. We have been kidding ourselves by the belief that in some mysterious way things would come all right without our effort. They have **not** been coming all right **and you all know it.**

The world is uneasy.

It is not getting better and will not, if we don't take off our coats and fight for what is right in business. This is just as important as the "forward movement." The whole object of the "forward movement" is to get people to practice what has been preached. The selfish interests have got a grip on this country and it is developing into a strangle hold. Can't you see it? Have you not seen it developing—while you have been taking it easy? Picture to yourselves the future of Canada in 25 years, if we don't rouse ourselves. Read the hand-writing on the wall—"weighed in the balance and found wanting." Don't wait until it is too late. Let us put ideals before dollars and cents.

Well, gentlemen, remember this, if our self-starters are a bit rusty, that it requires mental effort to take the initiative, and that there never was any real and lasting benefit come to those who take life so easy that they prefer to let things drift.

To those of us in the wholesale grocery business, we should make it our ideal to put our business and our methods on a higher plane, even if, in making the effort, we are subject to brick-bats thrown by the selfish and ignorant. Let us never weary in well doing; we are gradually making progress.

Let us leave an inheritance to the generation now growing up that will be a credit to the nation. We don't want the word "**selfish**" written on our tombstones.