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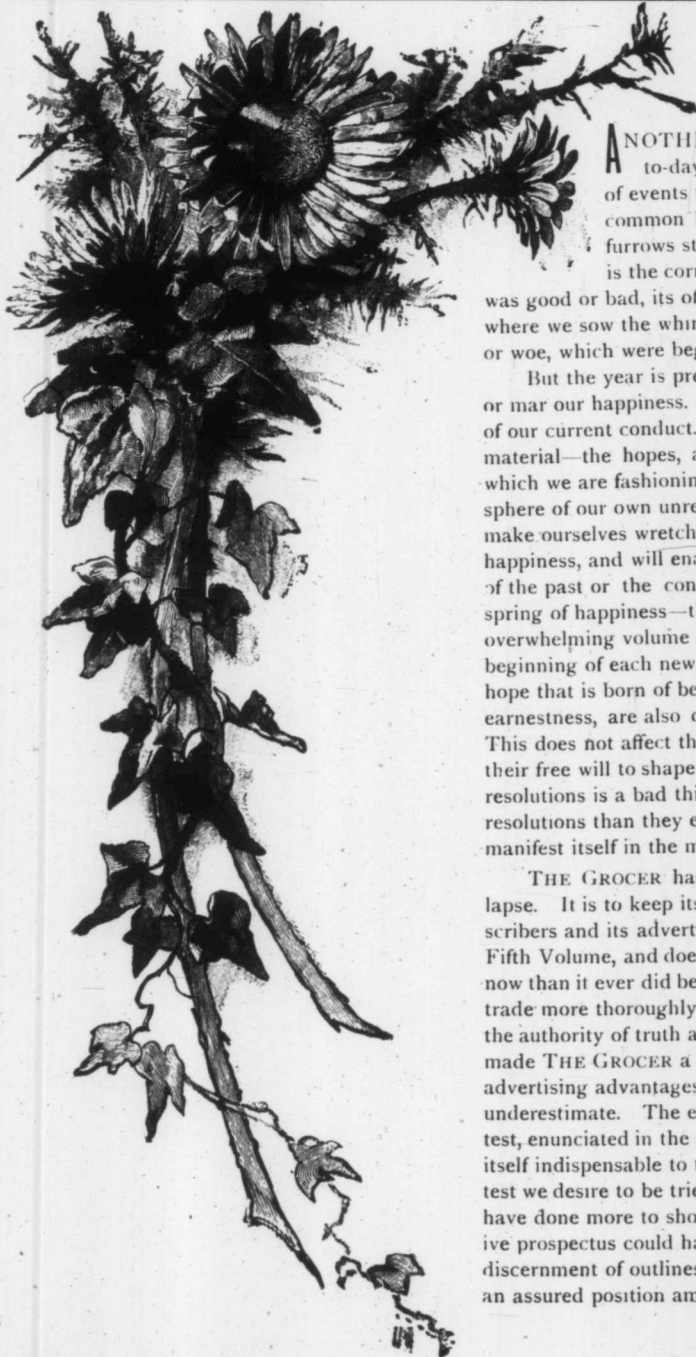
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THE NEW YEAR.

ANOTHER Year, teeming with a fresh progeny of human mutations, is to-day ushered upon the stage of Time. Let us hope that in its brood of events there may be born more of joys than of sorrows to hover over the common lot, and that it may leave behind it more of dimples than of furrows stamped upon the general face of mankind. Much must befall that is the correlative of what has happened in the past, and as the parent cause was good or bad, its offspring effect must be of the same nature; we must reap the wind where we sow the whirlwind. The year, therefore, is charged with issues fateful for weal or woe, which were begotten before it came down to the living Present.

But the year is pregnant with other formative influences, as potent as any, to make or mar our happiness. These are the yet undetermined, unborn, but inevitable outcome of our current conduct. If we live, we must constantly be at work upon the plastic material—the hopes, ambitions, difficulties, inherent nature—of our personal destiny, which we are fashioning even when in the deepest repose of inactivity. We have in the sphere of our own unrestricted actions ample power to make ourselves contented or to make ourselves wretched. If we use this power well it will be an internal source of happiness, and will enable us also to fence out much of the trouble which is the legacy of the past or the contagion of other people's errors in the present. This inner well-spring of happiness—the rectitude of our own conduct—will flow in the face of the most overwhelming volume of outer force. And nearly everybody recognizes this fact at the beginning of each new year, on which occasion solemn resolutions are dedicated to the hope that is born of belief in that fact. True, these resolutions, though usually made in earnestness, are also often conceived in weakness, and have no endurance in them. This does not affect the generality of the statement that all men believe in the power of their free will to shape well or ill their own lives. Nor does it prove that the making of resolutions is a bad thing. We hope our readers will make more and better business resolutions than they ever made before, and that the New Year will may more frequently manifest itself in the midyear deed.

THE GROCER has formed a New Year's resolution from which it trusts it will not lapse. It is to keep its intrinsic progress abreast of its progress in the favor of its subscribers and its advertisers. On the same date as the New Year opens it begins its Fifth Volume, and does so under hopeful auspices. It addresses itself to more readers now than it ever did before; bridges the chasm between the wholesale and retail parts of trade more thoroughly than any other medium; it is well known to speak at all times with the authority of truth and not with the bias of any personal interest. These facts have made THE GROCER a necessary organ in the life of the grocery trade, and have given it advertising advantages that none who desire to deal with retail grocers can afford to underestimate. The excellence of an advertising medium is always reducible to one test, enunciated in the question: How far has the given medium succeeded in making itself indispensable to the constituency of custom sought by the advertiser? This is the test we desire to be tried by. Four years of honest service in the cause of the retail trade have done more to show how great the need was for such a paper than the most exhaustive prospectus could have shown at the outset. The fact that we have been happy in our discernment of outlines of needs, the most vital though often least observable, has given us an assured position among the retail grocers of Canada, and has made THE GROCER the