

selfish, grasping for a monopoly of the trade of this country—certain interests are insidiously and silently scheming to get control of the avenues of distribution? The wonder is that manufacturers, wholesalers, retailers and consumers, and lastly politicians, cannot visualize the future. If all really did realize the true state of trade and commerce they would have surely shown some signs of it. Those who do understand are apparently too modest or too comfortably situated to take a hand in the effort now necessary to carry on an educational propaganda that must result in improved conditions and a greater increase in Canada's products of the soil.

To the business man who reads this, let him remember that **now** Canada has a Board of Commerce—the business man's court—and that the Board of Commerce of Canada has the power and the right to determine what is good business ethics, or what is bad for the country as a whole, or what will be bad for the consumer in the long run. Remember, that while competition is the life of trade—there are certain kinds of competition that may be the death of trade. Both kinds are now at work. The question is, **Which will survive?**

Great effort must be made nowadays to arrest the attention of the unthinking and self satisfied, hence the title to this pamphlet. Note what a Chief Justice of the King's bench says—his sound, logical judgment fits well with a conscience void of offense.

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