

FOREWORD

The handwriting is on the wall. **Can you read it**—or is your mental vision yet blurred? Wake up before it is too late. Don't be like the man with one talent.

What follows is taken from the fyles of the Canadian Grocer, Vol. xxx., No. 20, of May 14, 1915—What's the matter with the grocer now?

In a business sense the platform of the Canadian Wholesale Grocers' Association (successors to the Guild) is a "forward movement" which is intended to benefit Canada as a whole, and the consumer in particular. If those engaged in commercial pursuits are incidentally benefitted by having business conducted along honorable, logical, ethical lines, so much the better for the legitimate trade of this country.

We are spinning our own fates, good or evil, never to be undone. As Prof. James, who has given much time to the physiological study of mental conditions, says:

"If a man keeps faithfully busy each hour of the working day, he can, with perfect certainty, count on waking up some fine morning to find himself one of the competent ones of his generation in whatever pursuit he has singled out. **Silently**, between all the details of his business, the **power of judging** in all that class of matter will have built up within him a possession that will never pass away. Young people should know this in advance. The ignorance of it has probably engendered more discouragement and faint-heartedness in youths embarking on arduous careers than all other causes put together."

Are you thinking of, and studying the future prospects of Canada's upbuilding, on honorable lines, so far as the trade and commerce of your country is concerned? Do you realize that by reason of unfair and