

MCKINLEY STIRRED US UP.

It is worthy of little more than passing mention that the turn of the tide in the export trade of Canada began a year or two after the famous McKinley tariff went into force in the United States. As everyone knows, that tariff was especially aimed at the products of the Canadian farms and forests.

But what seemed to be the country's dark hour in 1890 turned out to be its brightest, for it enabled a good many people to see that the duty of the hour was to develop the export trade of the Dominion with other countries, and particularly with Great Britain. What the result has been, as far as our aggregate trade is concerned, is shown by the following figures, giving the exports for the past ten years:

Year.	Value.
1890	\$ 96,749,149
1891	98,417,290
1892	113,963,375
1893	118,564,352
1894	117,524,949
1895	113,038,803
1896	121,013,852
1897	137,956,253
1898	104,152,683
1899	158,896,905

It will be noticed that there was a decrease of \$5,000,000 in 1899 compared with 1898, but this is more than accounted for in the falling off in the exportation of wheat, namely, over \$9,500,000. The year 1898 was, it will be remembered, an unusually favorable one for the exportation of not only wheat, but of breadstuffs generally, as compared with the conditions existing in other exporting countries.

Even before the McKinley tariff went into force the proportion of Canada's export trade with the United States was gradually falling off, and, on the other hand, gradually increasing with Great Britain. This is evident from the following table:

	Percentage to G.B.	Percentage to U.S.
1870.....	35.84	53.75
1880.....	48.30	40.56
1890.....	48.67	42.48
1891.....	48.70	42.65
1892.....	53.31	35.21
1893.....	55.21	35.54
1894.....	58.45	31.56
1895.....	56.17	34.79
1896.....	57.66	34.57
1897.....	56.69	35.49
1898.....	63.92	27.50
1899.....	62.35	23.01

When a merchant loses a customer the best thing for him to do is to try and get a new one, or to increase his business with those remaining, in order that his average may be maintained or increased. This is what Canada did when Uncle Sam essayed to curtail his purchases from her. And the results have been most gratifying.

Optical Department.

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Correspondents should note that for an intelligent answer to be given to their inquiries it is necessary in every case to give the following information relative to their patient: (1) Sex, (2) age, (3) occupation, (4) near point of distinct vision for small type with each eye alone, (5) how their eyes trouble them, i.e., their asthenopic symptoms, (6) vision of each eye at twenty feet alone without glasses, (7) best vision obtainable with glasses naming correction.

Example.—J.S., male, age, 18; book-keeper; can read small type to within five inches of each eye; complains of much headache through the day and evening; eyes feel sore and water a good deal, look red and inflamed, etc., etc.

R.E.V. $\frac{20}{20}$ with + 1.50 $\frac{20}{20}$

L.E.V. $\frac{20}{20}$ with + 1.50 $\frac{20}{20}$

The above example is taken to illustrate about how we desire inquiries to be made.

How to arrange and conduct the retail optical department of a business is a question which arises in the minds of all graduate opticians upon arriving home or upon taking charge of the same in the capacity of an employee. Many factors which determine the success of the same can only be solved satisfactorily by studying the locality, the people and the opposition to meet.

These are peculiar in themselves and must be left to the ability, intuition and experience of the optician, to unravel which the astute with business tact will speedily succeed in doing.

But certain requisities are necessary in every well-started and well-conducted optical effort to ensure success. Perhaps the most important is to make people acquainted with the fact that you are a competent and up-to-date optician, and that your services are available and your prices right.

Judicious advertising accomplishes this, and attractive and truthful advertisements placed steadily and regularly in a newspaper which is read by the people covers the ground better than anything else, al-

though as a starter an announcement in the shape of a dodger left at every house in the vicinity sets the "ball rolling" at once which is reinforced and gains impetus from the subsequent reminders in the newspapers. What is said either in your dodger or advertisement is a matter which each one will determine for himself and be good, bad or indifferent, dependent upon what he knows about advertising but certain things should always be in every advertisement, viz., (1) originality, (2) truthfulness, and some (3) inducement. Try by all means to be original, and do not follow some self-constituted, egotistical optical advertising authority whose ideas and puerile attempts are only equalled by his consummate cheek and evident lack of experience. Half the opticians simply copy some balderdash from some optical publication, when they could do far better themselves if they gave it any thought or effort.

You should be as jealous of the truth of what you advertise as the words which you speak. A reputation for veracity can only be secured by proving to the people that you can and will do just what you say or offer. Let your goods be as honest as yourself.

In the selection of goods a retailer should not always accept as gospel what a commercial traveller says. His object is to sell you goods and sell you the goods he handles or manufactures, and from which the most profit is to be made. I believe in patronizing home industries, but personal experience, after a long comparison of Canadian frames and prices with those of American make, has convinced me that up to date the American are by all odds the best, most satisfactory and the most profitable for retailers to buy, and in future American goods will be the only kind we will handle.

Be sure there is some inducement in all your advertisements, in order to induce people to go to you for what they need in the spectacle line.

As optics is only a side line, many opticians make the mistake of placing their optical goods and test case in some obscure corner of their store. I believe every patron of the store should be compelled to see your test case, test cards