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All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

GENEROUSITY IN LITTLE THINGS PAYS.—Doing little jobs—adjusting or tightening the spring of an eyeglass and a long list of etcetras.

People often ask prices without expecting to be charged. They are annoyed if they are.

Seek opportunities for showing courtesies.

If a person comes to your store wearing crooked spectacles ask for the privilege of truing them.

It takes but a moment.

The effects are good.

It does not matter who sold the spectacles.

Conversation can be brought about while you are working, which properly followed up often induces the replacement of steel with filled or filled with gold, or the style may be considered and a pair of rimless sold. Again when glasses are so strong that the wearer is dependent upon them a duplicate pair may be considered.

"Stylish" consideration is one of the safest grounds. Some time ago, a customer of the Cohen Brothers, Limited, called with his sister and her husband. She was fairly fair and fifty, her husband somewhat older, they were of the Darby and Joan order. "If you consider appearances and want something

fashionable I should recommend rimless glasses." I told her "But I don't care about my appearance" she replied. "But I do" remarked her husband, "make them as you suggest."

Be above 5 cent charges. Let them go and they will do \$5.00 worth of advertising.

Business is business, but business methods of the last decade are not the business methods of this.

There will be found people who will occasionally take advantage of you, but as a rule, like produces like, liberality begets liberality.

Success is for those who adapt themselves to every change of circumstances, while fortune awaits those who foresee these changes and take advantage of their foresight.

There are those who have read my articles in the past, and who possibly may read them in the future, who may remark "Following your advice means constant expansion, constant hustling. Can we never arrive at a point when we can be content with our business as we may have it?"

Can you be satisfied to note sure signs of decay in the enterprise which you nursed through the best years of your life?

Nature knows no stand-still. It is a question of moving forward or of sliding backward.

Aggressive or retrogressive. These are the alternatives. There is no "between."

"From hour to hour we ripe and ripe,—

And then from hour to hour we rot and rot."

These words of Shakespeare apply to our economic being (for such we may consider our money-making or wealth-producing lives) as well as to our physical and mental being.

We must keep pushing for more and more trade. We are certain to lose some which we have. It must be replaced and more added.

We must keep advancing or we will be forced out of the race by the hustlers who do.

(To be continued.)

In matter of Easter presents.

Gifts of cards, pretty but useless are gradually falling into disuse. The useful and ornamental are combined in jewelry or silver articles.

We have stocked ourselves especially to meet this Easter demand. We invite you to inspect our richly varied collection of Easter gifts.



JAMES SMITH,
Scientific Optician,
MOONSTOWN.

No. 43

Hazardous Spectacle fitting.

Unless one understands the human eye it is indeed risky attempting to fit glasses, and this includes experimenting on oneself.

We have made a special study of the human eye and fit glasses to them according to the most scientific up-to-date methods. Satisfaction guaranteed.



RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.

No. 44.

Spring showers render umbrellas appropriate and useful gifts.



Our collection of umbrellas is artistic, not the kind or quality usually found in dry goods stores, yet at about dry goods store's prices.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.

No. 45.