

COUNT THE WORDS

It is surprising what a little good cheer in this line will do for trade. If you feel grouchy or sore on somebody don't show it when you wait on a customer. There are too many stores for people to put up with that kind of thing. Even when all these things are right it may mean that the store and its goods have not been properly placed before the public. Try to be a little different from the other fellow. Get something that will attract attention and stamp the stores as enterprising and up-to-date. When you start out to make a display of spring goods do it right. Do it better than the rest of the stores in

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The Kennedy School, Toronto

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