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

(Continued.)

Some months ago I published, through the *Canadian Optician*, a small booklet, entitled "Your Eyes and Our Optical Department."

One hundred and fifty thousand were sold in Canada alone. This booklet was designed principally to advertise opticians in the small places, to whom, considering the small numbers required and the large first cost, the printing of such a booklet would be out of the question. I was much surprised to find that most of the orders were from dealers in the cities and large towns, and who were already enjoying large and remunerative practices, while the orders which did come from the smaller places were invariably from successful opticians. The same might be said of the advertising plates which I placed on the market some months ago. My inference is, that by constantly embracing judicious advertising schemes, backed, no doubt, by a thorough knowledge of refraction, these successful men have built up their large practices. A business which does not obtain new trade is bound to go backward. Certain of your old customers will

desert you "just for a change," others will be attracted by more enterprising competitors, some will become dissatisfied in spite of every effort to please, and those loyal customers, whose trade no inducements can detract—and their names are not legion—will die. They all must be replaced with new customers, or your business will gradually fall to pieces.

Another reason why business expansion is imperative to-day: Every year the public demand greater stocks to select from, and in order to make larger stocks pay, a larger patronage is essential.

I have arranged to issue another edition of "Your Eyes and Our Optical Department" early next year, as I am positive that booklets of this nature will prove to be paying advertisements to dealers in small places. I mean to use my leisure in working up booklets on the lines suggested in my previous article, satisfied that if followed out properly they will be of great service to the retailers. The subject matter, with illustrations, I hope to set forth in future numbers of this series.

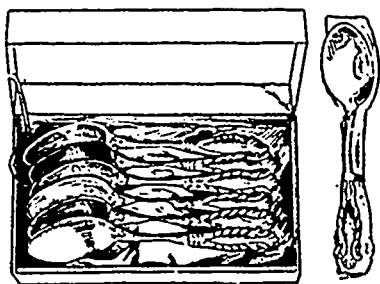
The most important feature in booklet writing is to tell the public what is to its interest. For instance, in an optical booklet a scientific text book is not necessarily a "spectacle seller."

Technical diagrams look learned, yet are mystifying. Simplicity is wanted.

"A relative elongation of the antero-posterior diameter of the eyeball" is the definition of myopia, or nearsightedness, in an advertising booklet which had a large sale in the United States.

How, by the aid of this definition, can the casual reader of an advertisement know if he is nearsighted? Are not the chances against his being able to understand the meaning of the words used, or are we to expect that the recipient of these advertising booklets will become fascinated by their mystical language, and not rest till he has mastered each

Silver Plated Table Ware



Our Purchasing Motto is
"Not how cheap, but how good."

As no Expert, except by actual assay, can judge of the thickness of the plate on which the durability depends,

We confine our purchases to the houses whose reputation has been established, and whose guarantee is unquestionable.

The Boxing of our Silverware adds to its Attractiveness as presents.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 64.

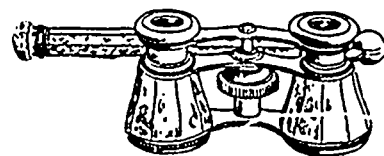
What is Murine?



We Sell MURINE at
50c. per bottle.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 65.

Opera Glasses



form a particularly appreciable present at this season.

In them the Useful is united with the Ornamental
Our collection is rich and varied.

Our assortment of the renowned "Lemaire" being particularly complete.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 66.