



EDITED BY M. M. COHEN, TORONTO.

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

(Continued.)

The wilful stream carrying the destructive spring floods in its bosom can be so directed that its forces of evil are turned to good.

The ruinous enemy becomes the useful servant.

The soil which it once damaged, it irrigates.

The power which destroyed, grinds corn, saws wood, generates electric power, produces light.

So with women's tongues. I say women's, because women are the buyers, the shoppers, not only for the household, for their families' needs and the needs of their own persons, but in most cases purchasing the clothing for their husbands and sons.

If it suits the "women folks," the men are mostly satisfied. The men's attention is taken up mostly with the "getting a living." They are interested chiefly in the markets, crops or shop. They attend to the "getting" and leave the spending to the women.

As men covet being considered successful, so women desire to be thought "good managers," and by "good managers" is understood, getting the greatest possible service or value out of each dollar.

There are no, so called, advertising schemes powerful enough to overcome the force of women's tongues, turned against a merchant.

What a merchant says in "blowing his own horn" counts for little against "the disinterested opinions of one's personal acquaintances."

The merchant who would succeed must consider this force. He must direct it to serve him.

He must appear just and generous.

We should be guided by other people's sense of justice. Wide awake merchants realize this, and give their customers every "particle of a shadow of a doubt."

It pays better to be considered "easy," than to be thought "sharp." Indeed, I think that is one reason why so many apparently very bright men do not succeed. They are too bright.

Be imposed upon occasionally. It pays. In the long run it is "pretty hard to beat a man at his own game."

I know of a case where a dress was purchased from one of the large Philadelphia stores. The silk "cut." The purchaser came back complaining. She was told "Yes, madam, we realize we have had a number of complaints of that lot of material. It was misrepresented to us, and we hold the manu-

facturers accountable. We have endeavored to get back all we could, and, where, as in your case, the goods were made up the firm authorizes the refunding of the price of the goods together with the cost of making."

"That is very generous, but what am I to do with the dress" she asked.

"If it is of any use to you at all, we ask you to accept it in consideration of the inconvenience you have been put to."

That woman entered the store hoping to get *some allowance*. Possibly she expected to have been told that they had sold dozens of dresses of this lot and that hers was the first complaint. Their generosity completely overcame her. They retained her trade and their ultimate gain exceeded many times their loss on the dress.

Then think of the advertising the store received from the frequent repetition of this story.

Generosity is the long sighted policy of long headed merchants.

Do not "dicker" with your customers.

Give them the benefit of every doubt, and give it to them quickly.

The old-time dickering may have been all right when you had old-time merchants to compete with. The up-to-date merchant affiliates his customers' interests with his own.

This policy does not spell ruin. It has been successfully established by the experience of successful merchants.

(To be continued.)

THE WEEK OF THE THREE THURSDAYS.

To express an impossibility we have the popular saying: "This will happen in the week of the three Thursdays." After all, such a week is by no means an impossibility. The globe makes a complete revolution on its axis every 24 hours; given a point on the surface within that time passed through the periphery of a circle, that is, 360 degrees, or 4 degrees a minute. If two travellers set out from the same town, one proceeding eastward and the other westward, the first will witness the sun rising four minutes sooner every day for each degree passed over; the experience of the westward traveller will be just the reverse. These differences will go on accumulating until the return of the travellers to their point of departure.

The time of the former will then be slow by 360 times 4 minutes or 24 hours, while that of the latter will be equally fast. The sun will have passed over the firmament one time more for the one, and one time less for the other than the revolutions for the denizens of the place where the two travellers have met anew. According to the illusions of their senses, one must fix the day of their arrival as Thursday, for example, and the other a day later than the local Thursday, thus there will be three consecutive Thursdays.

Such a miscalculation by the navigators who first made a tour of the globe gave rise to the saying to which we have adverted. From this cause timepieces in the Philippines, which were discovered by vessels sailing from New Spain (Mexico), were made to vary a day from those in the mother country, until the Government established a uniformity during the present century.