

# KNOX, MORGAN & Co.,

Wholesale  
Dry Goods Importers  
**HAMILTON**

## PARASOLS

Orders for Parasols have been unusually large this season. We have repeated our **Best Selling Lines**, so as to be in a position to show a full range during March and April.

We would advise early purchases of these goods. Spring is at hand and first sales are the most profitable.

## HOSIERY

Ask our traveller when he calls to show you our **Special Leader in Fast Black Hose**. We carry everything worth showing in this department. Prices reasonable.

LETTER ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION

done,' 'Business despatched is business well done,' are true aphorisms.

"Character in its broadest and widest sense is as necessary to permanent success as ability.

"Accountants of all classes should study to preserve their health, as clerks in other occupations in case of temporary sickness can have their positions easily filled, but not so with a bookkeeper. His presence is always required, and his absence is a great inconvenience, and therefore will not be much tolerated. Do not throw your health away. 'Be not like the base Indian who threw away a pearl richer than his whole tribe.'

"Supposing now that you have obtained positions of trust as confidential clerks in the office of mercantile firms, or as principals, and know from your training the effect of discounts and interest of the small margin existing between profit and actual loss. I may point out to you some of the causes of failure pertaining to those that are economical, industrious, courteous and thoroughly honest, but lack common sense in conducting business. The general storekeeper carrying various kinds of stock, and especially in the dry goods trade, he invariably carries too much stock for the trade he does. Excessive stock means loss of interest and insurance, loss by deterioration of goods carried over, loss by increased charges caused by carrying stock. A good maxim where stock is carried is 'To do the largest possible trade on the smallest possible stock.' By doing so you keep down many of the charges and losses arising from the carrying of excessive stock. An excess of stock entails more loss and hurt to a business than being without needed goods. It is the worst of these two evils. A large stock does not necessarily mean a well assorted stock. It is generally the very opposite. 'Buy often

and in moderate quantities' is a good rule to abide by, as the tendency of all commodities is downwards in price. The great improvements taking place constantly in machinery has the effect to increase production and lower prices.

"In conclusion allow me to mention a circumstance in the life of the late Abraham Lincoln, President of the United States. When reverse after reverse followed his armies, surrounded by Job's comforters bemoaning their troubles and asking could anything be done and how could they win, he replied that 'he would peg away until he won.' I would say, follow his advice. Manfully peg away at any calling you may choose, and it will as a rule lead to success, and to all of you I would say, let not your lives pass as the shadow of a fleeting cloud, leaving no trace for good behind."

### VELVETS AND VELVETEENS.

VELVETS and velveteens are in active demand in the Toronto market. Brown shades of golden, tabac and seals are scarce, and enquired after. Myrtle, is also a scarce color. The demand for greys and fawns is up to a year ago, but there is a falling off in the enquiry for navys. A great many velvets are worn in the new costumes seen on our streets, a favorite style being three or five graduated widths in rows round the skirt. A great many of the same shade as the dress material are seen. Others seen prefer to trim in either lighter or darker than the cloth, while some go in for contrast, for instance a golden brown velvet on a greyish blue whipcord. Blacks are used on all colorings. Velveteen is generally conceded a fall and winter article. The fall promises big for velvets, and retail merchants will do well to keep this in view in buying for autumn.