

OFFICE WORK.

EVERY merchant must be able to buy well and sell well, but one of his chief tasks must be to attend carefully to his office work. The man who devotes all his time to buying and selling and expects to manage his business in snatches is going to be pulled up short by his creditors some day. Bank managers get \$20,000 to \$50,000 for managing a business, and they save their backs perhaps five times that amount, not in making profits, but in preventing the loss of them when they are made. Here is where the business man fails very often. He does well in making money, but he fails in keeping it. His profits are fair and he sells large amounts of goods, but he fails to stop the leakages which run away with his profits.

In the first place, he does not look carefully enough into the character of the customers whom he is trusting. This may be remedied by spending more time in the office.

In the second place he does not know when an account has got so large that credit should be stopped and a settlement asked for. This may be remedied by spending more time in the office.

In the third place, he does not know how his business is paying off more than once in a year; and this may be remedied by spending more time in the office.

In the fourth place, he does not keep his account with his wholesale house very accurately, and his bills are not paid when due and the firm loses faith in him, and he loses the benefit of the counts and low prices, which a good customer gets. This may be easily rem-

edied by spending more time in the office.

A man must carefully watch the markets, gauge the fluctuations, take advantage of a drop in prices, and do a hundred and one things that help to swell the profits of a business, and enable one merchant to undersell another and still make equal profits. A man who spends no time over his trade papers doesn't know when a change of prices occurs. He is like a pilot of a steamer, sailing without a chart and asking the vessels that pass him where they think he is sailing. The retailer's chart is his trade paper, from which he learns the locality of each rock and shoal, and finds out, also, all he wishes to know concerning the best route to the port of Prosperity.

A model merchant tends carefully to his office work. His papers are all in the best of order and anything can be found on short notice. None of his notes are protested, and he is not drifting with the tide. He allows his subordinates to attend to all they can properly do, and while supervising this he attends carefully to that part of the business which he alone is capable of understanding, judging and performing. He does not waste all his time working, but reserves a portion of it to do thinking in, and careful thought avoids disaster.

WINDOW DRESSING NOTES.

We do not realize, says a correspondent to the Economist, the differences in people till we meet them all. Many people will spend several minutes anxiously eyeing windows, to see whether they can find what they want. Our windows are the place for everything in season.

A man will not go into a dry goods store for his furnishings because he isn't sure they keep them. They do keep his wants, and in larger varieties than he would expect to find. And yet he keeps away from them simply because those goods are not displayed.

A neat ticket in our windows, giving information to men, would be a capital idea. Have one reading like this: "Newest novelties for men;" or "We furnish everything for men's wear."

Windows should be to the dry goods man what bulletins are to the news-dealers. Many people read only bulletins to get their news, and others learn their wants from dry goods windows.

Place upon the sides and back of your window large sheets of white paper. Then make a large wooden star, say about five feet high, and cover this with yellow paper. Stand the star in the centre of the window, cover this in an odd manner with collars and cuffs, held on by brads. On your wall place ties in an odd way, pinned to look more finished. Place in each corner a box about a foot high, covered with white paper, and place a shirt in a standing position on each one with a neat but attractive ticket, worded like this: "It is only one from many;" and on the other a more dressy shirt with ticket, "Look at our dozens of different ones at counter." Take some canes and lay them slanting against background. Cover floor with empty collar and cuff boxes, with collars on collar boxes and cuffs likewise. Be sure to place a ticket on every piece of goods in your window; it will pay you. Tickets have the magnetic power of drawing people to buy. People want to see the goods and prices. Do more ticketing, and dollars will reach you that otherwise would have gone elsewhere.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = = ONTARIO.

ALL DEPARTMENTS are now fully equipped with well-selected, and close-bought Goods, for the Fall and Winter Trade.

MERCHANTS who have not already placed their orders, and intend visiting the market, cannot do better than call and inspect our stock, before going elsewhere.

BY CLOSE ATTENTION to the wants of customers, and the careful filling, and prompt shipment of orders entrusted to us, through our Travellers, and received by Letter, we have largely increased our Trade this year.

GIVE US A TRIAL ORDER.