Advertising Business Methods.

MANUFACTURER. WHOLESALER, RETAILER, CLERK.

Would a free sample copy of the publication

AD SENSE

interest you? We can truthfully answer for you "YES."

A postal card will bring it.

To its thousands of occasional readers we we will say that this MODERN, FAULTLESS EXPONENT OF ADVERTISING JOURNALISM is published in CHICAGO, at 373 RECORD HERALD BUILDING. Its thousands of regular readers need no information on this point.

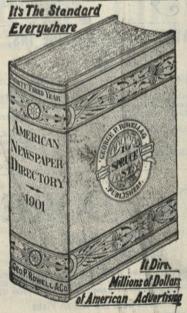
The subscription price is 1.00 the year and the PREMIUM OFFERS on the side will be of much interest to you if you have an office

All sample copies are equipped with the egulation subscription blank

National Banker

84 & 86 La Salle St., Chicago, Illinois.

A journal of national circulation. read by bankers, capitalists, investors, retired merchants. If you want to reach a good class of buyers and the moneyed and investing public, advertise in the National Banker. Sample copies free. Advertising rates on application.



It tells the circulation of all the newspapers. It tells the circulations correctly. It is revised and reissued four times a year.

> Price Five Dollars. Delivered Carriage Paid.

GEORGE P. ROWELL & CO.,

Publishers American Newspaper Directory, 10 SPRUCE STREET, NEW YORK.

atalogue

Printing is the big end of our business ... Every facility.

THE MONETAY TIMES, - TORONTO

Metals and Hardware.-Comparatively lines, little new is noted in these hardware orders keep coming in remark-ably well. For pig iron there is not much demand at the moment, but quotamuch demand at the moment, but quota-tions are firm at \$21, net price, for Mid-land and Hamilton, ex-yard. Of Sum-merlee there is no stock in importers' hands. Bars rule firm at last figures, also iron pipe. The market for sheets also iron pipe. The market for sheets remains firm in Britain. Copper has again receded, and is quoted down to 1334c., locally. Lead holds its late gain, and is quoted at 27 to 28c.; tin. 27 to 28c.

Oils, Paints and Glass.—Linseed oil is very firm at 77 and 80c. for raw and boiled respectively, and a further advance of 2 to 3c. is expected momentarily. Turpentine is held at 67c., in single barrels. Other lines are all pretty steady. Quotations are: Single barrels, raw Other lines are all pretty steady. Quotations are: Single barrels, raw and boiled linseed oil respectively, 77 and 80c. per gallon, for one to four barrel lots; 5 to 9 barrels, 76 and 79c., net, 30 days, or 3 per cent. for four months' terms. Turpentine, one barrel, 67c.; two to four barrels, 66c.; net. 30 days. Olive oil, machinery, 90c.; Cod 30 days. Olive oil, machinery, 90c.; Cod oil, 32 to 35c. per gallon; steam refined seal, 49 to 52c. per gallon; straw, ditto, 45 to 47c.; Castor oil, 9c.; in quantity; tins, 9½ to 9½c.; machinery castor oil, 8½ to 9c.; Leads, (chemically pure and first-class brands only), \$5.87½c.; No. 1, \$5.37½c.; No. 2, \$5.12½; No. 3, \$4.87½; No. 4, \$4.37½; Iry white lead, 5½ to 6c., pure; No. 1, do., 5c; genuine red, ditto, 5c.; No. 1, red lead, 4½ to 4¾c.; Putty, in bulk, bbls., \$2; bladder putty, in bbls., \$2.35; ditto, in kegs or boxes, \$2.50; 25-lb. tins, \$2.45; 12½-lb. tins, \$2.75. London washed whiting, 45 to 50c.; Paris white, 75 to 80c.; kegs or boxes, \$2.50; 25-lb. tins, \$2.45; 12½-lb. tins, \$2.75. London washed whiting, 45 to 50c.; Paris white, 75 to 80c.; Veretian red, \$1.50 to \$1.75; yellow ochre, \$1.25 o \$1.50; spruce ochre, \$1.75 to \$2; Paris green, in barrels, 16¾c.; 50 and 100-lb. drums, 17½c.; 25-lb. ditto, 18c.; in lb. packages, 18½c.; Window glass, \$2.10 per 50 feet for first break; \$2.20 for second break. \$2.20 for second break.

TORONTO MARKETS.

Toronto, Feb. 20th, 1902.

Chemicals, Drugs, Etc.—The local drug trade is now about normal again, but without any very striking feature.

Tartaric and citric acid are easy, and carbolic acid is still dull. Sulphur has a tendency upwards. In New York trade is described as quiet, a condition which has been accentuated by the difficulty of transportation in many districts owing to the heavy snowstorms.

Flour and Grain.—A steadier feeling is apparent with regard to flour, though buyers and sellers still hold somewhat divergent views. During the week a few cars of 90 per cent. patents have sold for as high as \$2.89, middle freights, in buyers' covers. Millied is in brisk de-mand. Oatmeal is firm. The only change in grain is in oats, which have gone up 1c. Business is dull, with little doing.

Fruits.—A fair average trade is being done by local wholesale fruit merchants, chiefly in oranges and lemons. We quote prices as follows: Oranges, extra fancy, California, navels, \$3.50 per box; fancy navels, \$3.25 to \$3.50; choice, \$3 to \$3.25; Florida, \$2.75; Jamaica, \$2.50; Valencia, \$3.50; marmalade, \$3; lemons, new Messina, \$2.50 to \$2.75; grapes, Almeria, \$5.50 to \$6.50 per keg; apples, \$4 to \$5 per barrel; bananas, fancy, \$1.50 to \$2 per bunch; cranberries, \$10 per barrel.

Groceries.—Business in general ceries has been on the quiet side lately, and orders have chiefly been of the hand-to-mouth nature. There is a normal

mevement in sugar. Canned goods are quite firm, more especially peas and tematoes. Dried fruits remain about the tematoes. Indian and Ceylon teas are a little less strong.

Hides and Leather.—Fair quantities of hides are coming forward now, but the quality, as a general rule, is poor, it being grubby. Prices keep up, however. Tallow is steady. For leather the demand is pretty good. Orders for spring delivery are coming in freely and prospects for this and the summer season are very good Prices remain unaltered. In Chicago, business continues to drag. Receipts of cattle are running fairly free and the supplies of hides in packers' hands are steadily accumulating. Demand shows no improvement, the large buyers being indifferent, and in the absence of trading quotations are nominal at 121/4 to 121/2c. for native steers, 131/4c. for heavy Texas, 12c. for butt brands, 113/4c. for Colorados. 10½ to IIc. for heavy native cows, and 10c. for branded cows. Country hides are unchanged at 8c. for No. 1 buffs.

Provisions.—Receipts of butter are lighter, and the market is firmer for choice fresh stock. Large rolls are quoted at 17 to 18c.; one-pound rolls at 18 to 19c. Creamery also is firmer. Best prints are selling at 23 to 24c. Cheese is quiet and unchanged. The hog product market is compared to the content of the compared to the content of the content duct market is somewhat quiet, as is not duct market is somewhat quiet, as is not Eggs, unusual during the Lenten season. Eggs, new laid, are coming in more liberally, and are selling at about 25c. There are practically no others in the market.

Wool.—Business could scarcely be more dull than it is at the present time; but no improvement can be expected in the absence of export demand.

Hardware.—Considerable activity has characterized the hardware market during the last week or two. Spring business is opening up well, and prices in most lines are firmly maintained. Sisal rope is advancing. Metals are moving very freely. Canada plate is in small supply, and prices will likely advance for this as well, perhaps, as for some other lines of sheet metals. At latest reports to hand there was a strong tone in the Glasgow pig iron market. In Cleveland warrants a large business has been transacted. Scotch and West Coast hematite warrants have advanced 5d. and 2½c., respectively, in sympathy with Cleveland.

PROFITABLE ADVERTISING

Is absolutely indispensable to anyone who would keep in touch with the advertising world and its up-to-date methods. The journal is the recognized leader in its field, original in contents, independent in policy, profusely illustrated and perfect typographically. Each issue contains a wealth of information, iders and suggestions of greatest possible value to everyone who is at all interested in advertising. The subscription price is \$2.00 per year, or 20 cents per copy, Foreign subscription \$2.50 per year. Address,

Profitable Advertising. 140 Boylston Street, Publisher, KATE E. GRISWOLD, **Boston, Mass.**

The Australian Trading World.

Weekly, Price, 2d. Thursday. Established 1886

The large and influential circulation which the Australian Trading World now enjoys in the Commercial and Financial world places it in the front rank of newspapers devoted to the Australasian Colonies.

Trade Reports are a Prominent Feature, Stocks and Shares are Carefully Followed.

Special Articles by Eminent Writers.

Subscription—10s. per annum, including postage.

EDITORIAL AND PUBLISHING OFFICES:

166 & 167 Palmerston Buildings, Old Broad St., LONDON, E.C.