## Special Notice.

Beginning with the June aumber, 1901. the subscription price of Profitable Advertising will be Two (82) Dollars a year. Until that date subscriptions to expire not later than December, 1902 , will be accepted at the old rate of One Dollar a year. Sample copy 10 cents.

Profitable Advertising, boston, mass.

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## "Short Talks on Advertising"

## g84 pages 183 illustr

Paper binding, lithographed cover, 85 cents CHARLES AUSTIN BATES

Vanderbilt Building, New York.
'Mr. Bates' Masterpiece. It is interestingly and readsbly written-more readable than one would believe possible on so hackneyed a subject as advertising-and It is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those oook will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note." -Goo. P. Bowell.
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"Should be read twice."-Clew York Prest.
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"Full ot ideas of value."-Cleveland Leador "Nothing humdrum or commonplace."-Butfalo
"Striking and "Cannot tail to prove interesting"-Pitteburg Bran. "Should be in the bands of every businest mane." piladelphia Ledger.

No. I slaughter, 27c.; No. 2, ditto, 25c.; common, 22 to 24c.; Union crop, 29 to 30c.; waxed upper, light and medium, 30 to 35 c .; ditto, heavy, 27 to 30c.; grained, 32 to 35 c .; Scotch grained, 30 to 35c.; Western splits, 18 to 21c.; Quebec, ditto, 15 to 17 c .; juniors, 15 to 17c.; calf-splits, 30 to 35 c .; imitation French calfskins, 60 to 70 c .; colored calf, American, 25 to 26c.; Canadian, 20 to 22c.; colored pebble cow, 13 to 15 c .; russet sheepskins linings, 30 to 40 c .; colored sheepskins, $61 / 2$ to $71 / 2 \mathrm{c}$.; black, ditto, 6 to $61 / 2 \mathrm{c}$.; black Indias, 7 to 8 c .; harness, 31 to 33 c . ; buffed cow, 11 to 14 c . ; extra heavy buff. 15c.; pebble cow, in to 13c.; glove-grain, II $1 / 2$ to 13 c .; russet and bridle, 35 to 45 c .

Metals and Hardware.-Hardware travellers are mostly on their routes again, and orders are beginning to flow in fairly. Foundrymen are in many cases shut down, and the movement in iron and heavy metals is comparatively restricted. The English market for tin and other plates is easier, but with high winter freights not much change can be expected in local prices as yet. $\$ 24$ to $\$ 25$; Hete: Summerlee pig iron $\$ 24$ to $\$ 25$; Hamilton, No. I, $\$ 19$ to $\$ 19.50$; Ferrona, No. I, \$19 to \$19.50; Midland, $\$ 19$ to $\$ 19.50$; machinery scrap, $\$ 18.00$; common ditto, $\$ 13.00$ to $\$ 14.00$ : bar iron, Canadian, \$1.50 to \$1.55; Hoops, $\$ 1.85$; bands, \$3.10; Canada plates-Pontypool. or equal, fifty-two sheets to the box, $\$ 2.80$ to $\$ 2.90$; 60 sheets, $\$ 2.95 ; 75$ sheets, $\$ 3$; all polished Canadas, 3.60 to $\$ 3.75$; Galvanized Canada plates, $\$ 4.60$ per box of 52 sheets; Terne rcofing plate, $20 \times 28, \$ 8.25$; Black sheet iron, No 28, $\$ 2.85$ to 2.90 ; No. $26, \$ 2.85$ No $24, \$ 2.80$; I.C., cokes, $\$ 4.10$ to $\$ 4.20$; charcoal, do., $\$ 4.60$; I.X., cokes, $\$ 5$; do., charcoal, \$5.35; galvanized sheets, No. 28 , Queen's Head, $\$ 4.60$; No. 26, $\$ 4.40$; No. 24, $\$ 4.25$, in case lots; tinned sheets, coke, No. 24, 61/2 to 7c.; the usual extra for large sizes. Steel boiler plate, one-quarter inch, \$2.10; $\operatorname{tank}$ steel, $\$ 2.10$ for $1 / 4$-inch; threesixteenths, \$2.20; heads, seven-sixteenths, and upwards, $\$ 2.50$; Russian sheet iron 10 to roizc. lead, per 100 pounds, $\$ 4,30$ to $\$ 4.40$; sheet, $\$ 4.75$ to $\$ 5.00$; best cast-steel, 8c.; toe calk, $\$ 2.25$; spring, \$3.10; sleigh shoe, $\$ 2.00$; tire, $\$ 2.10$; round machinery steel, $\$ 3.25$; in got tin, $311 / 2 \mathrm{c}$. for L. \& F.; Straits, $301 / 2 \mathrm{c}$. bar tin, 33c.; ingot copper, $173 / 4$ to 18 c .; sheet-zinc, 6c.: Silesian spelter, $\$ 4.85$ to $\$ 5.00$; Veille Montagne spelter, $\$ 5.25$; American spelter, $\$ 4.85$ to $\$ 5$; antimony $93 / 4$ to IOc.

Oils, Paints and Glass.-Orders are now reported as coming in quite freely for general goods for spring shipment. The linseed oil market is quoted as stronger in England, but the prices here are unchanged; for delivery after May crushers quote lower figures. Turpentine steady. Ground leads firm at late advance, and mixed paints at \$1.25 for best, and $\$ 1.10$ for No. I. The quotations are: Single barrels, raw and boiled linseed oil, respectively 80 and 83 c . per gallon, for one to four barrel lots; 5 to 9 barrels, 79 and 82 c .; net, 30 days or 3 per cent. for four months' terms. Turpentine, one barrel 59 c .; two to four barrels, 58 c .; net 30 days. Olive oil, machinery, 90c; Cod oil, 35 to $371 / 2 \mathrm{c}$. per gal.; steam refined seal, 55 to $57 \frac{1}{2}$ c. per gallon; Castor oil, 9 to $91 / 2 c$., in quantity; tins, io to $101 / 2 c$. machinery castor oil, $81 / 2$ to $9 c$. ; Leads. (chemically pure and first-class brands only), $\$ 6.75$; No. 1, $\$ 6.371 / 2$; No. 2, $\$ 6$; No. 3, \$5.75; No. 4, \$5.25; dry white, lead, $5 \frac{1}{2}$ to 6 c . for pure; No. I , do., 5 c .: genuine red, ditto, 5c.; No. I, red lead. $4^{1 / 2}$ to $43 / 4$ c.; Putty, in bulk, bbls., $\$ 2$; bladder putty, in bbls., $\$ 2.20$; do., in kegs, or boxes, $\$ 2.35 ; 25-\mathrm{lb}$. tins, $\$ 2.45$; $121 / 2-\mathrm{lb}$. tins, $\$ 2.75$. London washed whit-
ing, 40 to 45 c .; Paris white, 75 to 80 c .; Venetian red, $\$ 1.50$ to $\$ 1.75$; yellow ochre, $\$ 1.25$ to $\$ 1.50$; spruce ochre, $\$ 1.75$ to first Window glass, $\$ 2$ per 50 feet
Wool.-As an second bi eak. London
Wool.-As antucipated, the London
ool sales opened with an advance of from $71 / 2$ to opened with an ad merinos. Mediums and crossbreds about same as last sale. Locally there is not much doing outside moderate business in Capes 16 c.; I5c. We quote: Capes, $14 \frac{1}{2}$ to 25 to Natals, 16 to 19c.; B.A. scoured, 25 wool 35c. Some small stock of Australian wo in is available
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METHOD AND ORGANIZATION IN BUSINESS.

Sir Courtney Boyle, permanent secretary of the Board of Trade, Lonthod recently delivered a lecture on Methoch and Organization in Business, in which he told the following story:

Not very long ago there came to a large poulterer's shop a gentleman who stut tered, and he said:
"I-I w-want to s-see some t-turkeys."
He was shown some.
"Some are $t$-tough and some are $t$-ten' der ?"
The shopman admitted the fact.
'I-I s-suppose there is a d-difference in the price?

He was assured there was none. would 1-1 k-keep a b-boys' school; "m-mind you," with a wink of the eye,"
p-picking out the t-tough ones."

The tough ones were taken out and put on one side.
"C-can you m-make any d-difference in the price ?"
This was refused.
"Then I will t-take the t-tender ones."
-General activity would appear to prevail in shipbuilding circles all along the Pacific coast. The latest news is are Vancouver and Victoria capitalists ally organizing a company to build locally owned vessels, particularly of the wooded schooner type for the lumber carrying trade. The industry would be run ine conjunction with the Esquimault marine railway.
The directors of the Dominion Iron and Steel Company, at a meeting held ${ }^{2}$ short time ago, decided to begin at on the erection of a plate and roll mill in connection with the other important works which they have under construction at Sydney, Cape Breton. The capital required for the new industry would of provided for by the issue of $\$ 5,000,000$ of prepared stock, and this entire amount a has been already underwritten by to strong syndicate, which, in addition some of the present directors of the com pany, includes Mr. Robert Jaffray and Senator Cox, of Toronto.
AFTER becoming tired of farming, A. W. Bice thought that the occupation of eweller would suit him much better, and he sold his farm for \$1,800. In May H. he bought the shop and fixtures of W. The Parker, Ailsa Craig, for $\$ 1,200$ cash. in balance of his money was invested goods. He then hired a man to assist him His assignment now will be no surprise to the trade.-Early this year Alex. Mant Kinnon opened a tailoring shop in Brant ord, under the style of McKinnon $\underset{\text { I }}{ }{ }^{2}$ is He too has had a short career; a bailiff now in possession of his stock.
Danville has passed a bylaw granting loan of $\$ 30,000$ to Messrs. Whiteford Angus to aid them in establishing a paper mill near the town.

