## 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 EXPONDENT 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 or a store.
All sample copies are equipped with the egulation subscription blank.

## Every Business Man

n earch of valuable up-to-date Ideas should send tor a copy of

## Profitable Advertising.

It contains rrom 80 to 130 pages of original text.
profusely illustrated. TEN CENTS for a sample copy. $\$ 2.00$ for 20 Months (until the end ${ }^{-} f$ rooz). After June, subscription price will be $\$ 2.00$ per year. Address

## Profitable Advertising, Boston, Mass.

KATE E. GRISWOLD.
Two dollars means only two hundred cents, but an dea may mean two thousand dollars.

## THE

National Banker

## 84 \& 86 La Salle St., Chicago, illinois.

A journal of national circulation. Is 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.

## "Short Talks on Advertising

224 pages 123 illustrations; sent post-paid
on receipt of price.
Paper binding
on receipt of price.
Ploper binding, lithographed cover, 25 cents.
Cloth and CHARLES AUSTIN BATES

Vanderbilt Building, New York
' Mr. Bates' Masterpiece. It is interestingly and possible on so hackneyed a subje than one would believe possible on so hackneyed a subject as advertising-and turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an pothegms, every one of which rings hour. It is full o -Geo. P. Rowell.
"Excellent Work.
"Interesting and profitable."-Baltimore Her "Lively and Sensible."-Philadelphia Everala, "Handsoram.

Handsome and Clever."-New York Press.
Should be read twice,"-Cleveland World. and Press.
"Best thing we have seen."-Buffalo Express. " Most practical and helptul."-Mifforneapolis Journal "Every advertiser may read with profit."-St. Liouis Post-Dispatch.
"Mr. Bates has rendered a service to all progressive business men."-P品 nteresting of all instructive Books."-Bufalo Iimes
"Full of ideas of value."-Cleveland Leader. "Nothing humdrum or commonplace."-Buffalo Commercial.

Full of snappy, commonsense hints."-Boston $A d$. vertiser.

Striking and readable."-Baltimore American.
"Cannot fail to prove interesting."-Pittsburg Press. "Should be in the hands of every business man."-
about I to 2c. Manitoba remains unchanged. Barley also is the same. Oats are Ic. or more higher, and there is some excitement in the market, owing to Imperial enquiries, through the Agricultural Department, and to a demand from New York. Peas are I to 2c. higher. Rye has gone up ic. Corn and buckwheat are unchanged. There is a good demand for wheat for local milling. Receipts from the country are increasing a little.
Hardware.-Trade has fallen off a little the last few days, but this is to be expected about this season of the year. Prices, as a rule, remain firm, especially for holiday goods, for which there is a fair demand. A good Christmas trade is being looked forward to with keen anticipation. Saw setts (Canadian), have been reduced to $\$ 4.75$ per dozen, while sad irons have gone up a little. Rope continues very firm. Prices of heavy metals are very steady, and a good business is being transacted. Pig tin is a little dearer, as are also tin plates.
Hides and Skins.-The only change in prices is in lambs and shearlings, which are now worth 65 to 70 c . In other lines, the poor quality seems likely to affect prices. Offerings are liberal. Lots of sheepskins are coming forward, but the demand is a little slack. Deer skins are firm at $12^{\mathrm{t}} / 2 \mathrm{c}$. The demand for tallow is good. In Chicago, a quiet but steady market is reported for packer hides. Offerings are light, packers having no stocks of importance on hand, and they are indifferent sellers, holding for full values. Prices quoted are $133 / 4$ to 14 C . for native steers, $13^{1 / 2}$ c. for Texas, $12^{1} / 2 \mathrm{C}$. for butt brands, $1 \mathbf{I L}^{1 / 4} \mathbf{c}$., for Colorados, I2c., for heavy native cows, $101 / 2 \mathrm{c}$. for light do., and to to $101 / 4 \mathrm{c}$. for branded do. Country hides are steady. It is reported that within a few days sales will be made of about 45,000 buff hides for forward delivery at 9 c . for No. I.
Leather.-The leather belting manufacturers have decided to increase their prices by 20 per cent., owing to the high prices of hides. Prices in this line were advanced across the border some little time ago. Business in ordinary lines is a trifle slack just now, though a keener demand is anticipated as soon as the sleighing season opens.
Provisions.-Butter remains in about the same situation as reported last week. Receipts are plentiful. The market for hogs is advancing stiffly, and packers are now paying $\$ 7.75$ to $\$ 8$. As a consequence, hog products are very firm. Poultry has been in large supply. Prices range from 7 to 8c. for turkeys, and 5 to 6 c. for geese. The quality, however, has hardly been up to the mark. Offerings of new laid eggs are light, and the market is firm.
Wool.-The woolen market remains in the same position as that which it las held for so long. That is there is nothing doing. Following are the particulars of the latest London wool sales, which took place on the 2nd: The offerings at the wool auction sales numbered 14,109 bales, including a good selection of New Zealand which was in good demand at firm prices. Slipes were flat. Cape of Good Hope and Natal was taken freely, fine greasy selling at firm rates. Following are the sales in detail: New South Wales $-2,500$ bales; scoured, $53 / 4 \mathrm{~d}$. to Is. $4^{1 / 2} \mathrm{~d}$; greasy, $4^{1 / 4} \mathrm{~d}$. to 1od. Queensland $-2,800$ bales; scoured, $9^{1 / 2 d}$ d. to Is. 7d.; greasy, 4 d .
to $81 / 2 \mathrm{~d}$. Victoriato $81 / 2 \mathrm{~d}$. Victoria-400 bales; scoured, 7 d . to 1 . $61 / 2 \mathrm{~d}$.; greasy, $4^{1 / 2}$; to $10^{1 / 2 d}$ d. Tasmania- 300 bales; scoured, 5 d . to $61 / 4 \mathrm{~d}$.; greasy, 3 d . to $7^{1 / 4} \mathrm{~d}$. New Zealand6,900 bales; scoured, 4 d . to Is. $3^{1 / 2} \mathrm{~d}$.; greasy, $23 / 4 \mathrm{~d}$. to 9 d . Cape of Good Hope and Natal-I, Ioo bales; scoured, 7 d . to is. 5d.; greasy, $4^{1 / 2}$ to $7^{1 / 2 d .}$

## American Newspaper Directory.

Tells the circulation of all American newspapers. Revised. corrected and reissued every three months. Sixteen hundred pages: Price Five Dollars 2 volume or $\$ 20$ a year.

## SAPOLIO.

A growing need created it-the advertising agency system. One of the earliest and most successful workers, George $P$. Rcwell, is still in the field. He originated methods. Others followed. A first early step in advance was his publication of a list of all the papers-the American Newspaper Directory. He has never ceased to love it, and labor for it. Soon, out of the gross stupidity of imitation, it became a rule that every agency down to those of Oshkosh or Oklahoma, must issue its own directory. An awful waste, for not more than one out of ten was worth shelf room. If the National Association of Advertising Agents could agree long enough to buy Mr. Rowell's Directory, publish it officially, and drop all the others, it would accomplish something.

Advertising Manager for Sapoli
In Fame, March, Igor.
Five Dollars a Volume or $\$ 20$ per annum. Sent, carriage paid, on receipt of price. Address
GEORGE P. ROWELL \& CO., Publishers American Newspaper Directory,
10 SPRUCE STREET, NEW YORK.


