

ARTISTIC PUBLICITY CONTEST

Profitable Advertising and Art in Advertising. THE ADVERTISER'S TRADE JOURNAL offers \$375 in CASH PRIZES for best original NEWSPAPER and MAGAZINE DESIGNS. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address PROFITABLE ADVERTISING, BOSTON, MASS.

Every Issue of The Office Magazine

A. O. KITTREDGE, F.I.A., C.P.A., Editor
contains information on office topics

Worth Many Times its Price Per Year.

It publishes *only practical articles* on practical subjects by practical business men.

Sample Copy Free

Issued monthly, subscription \$1 a year. Advertising rates on application.

ACCOUNTING ASSOCIATION, Publishers
23 Pine St., NEW YORK CITY

"Short Talks on Advertising"

224 pages 123 illustrations; sent post-paid on receipt of price.
Paper binding, lithographed cover, 25 cents.
Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES

Vanderbilt Building, New York.

"Mr. Bates' Masterpiece. It is interestingly and readably 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 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 interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."
—Geo. P. Rowell.

"Excellent Work."—*Buffalo Evening News*.
"Interesting and profitable."—*Baltimore Herald*.
"Lively and Sensible."—*Philadelphia Evening Telegram*.

"Handsome and Clever."—*New York Press*.
"Should be read twice."—*Cleveland World*.
"Should be on the desk of every advertiser."—*Cleveland Press*.

"Best thing we have seen."—*Buffalo Express*.
"Most practical and helpful."—*Minneapolis Journal*.
"Every advertiser may read with profit."—*St. Louis Post-Dispatch*.

"Mr. Bates has rendered a service to all progressive business men."—*Philadelphia Record*.
"Most interesting of all instructive books."—*Buffalo Times*.

"Full of ideas of value."—*Cleveland Leader*.
"Nothing humdrum or commonplace."—*Buffalo Commercial*.

"Full of snappy, commonsense hints."—*Boston Advertiser*.
"Striking and readable."—*Baltimore American*.
"Cannot fail to prove interesting."—*Pittsburg Press*.
"Should be in the hands of every business man."—*Philadelphia Ledger*.

Do You Ever Have Occasion To Use a Legal Directory?

Forty-two law firms who jointly forward over two hundred and fifty thousand items of business to their legal correspondents annually, and who are necessarily posted as to the best attorneys to use at a distance, communicate to a central office constantly their experience with their various correspondents, and from this information is compiled monthly the directory which they use. That such a list is superior to one compiled in the ordinary way and published annually or semi-annually, goes without saying. Each issue contains, in addition to the legal list, a complete Bank Directory, the collection laws of the various States, tabulated besides a good deal of general information of value to lawyers and credit men.

The directory (complete each month—no supplements) can be obtained for Five Dollars per annum by addressing

The Mercantile Adjuster,
P. O. Box 609,
150 Nassau Street New York

strong market in Japan for common and medium grades is another. Sultana raisins have been restored to former rates. Some importers, who held large stocks, having reduced prices two or three months ago, in expectation that there would be a surplus this year, find that the outlook is exactly the other way. Definite news has been received that the greater portion of the growing crop is a failure. A blight is reported on the prune crop from some parts of California, but dealers do not appear very apt to give the report much attention.

HARDWARE.—In heavy goods, iron and steel, there has been a decided downward tendency, though iron is somewhat steadier now. In shelf hardware, business is very good for this time of the year, though, as travellers are away, many of them for their summer holidays, it is mostly of a letter-order character. The poets continue to hold up fairly well, and, except where buyers have bought too heavily at high prices on the strength of "prosperous times," business results have been satisfactory. Metal prices have probably reached their lowest limits now. The present low state of the market is, to a certain extent, due to the methods of the Americans, who are greatly given to plunging. Often, under their system, a rise to the top limit is followed by slump, and this is what we have seen the results of. In copper, the feeling is very strong, and a material advance is probable. The production is heavy, but the demand is heavier still. Tin is very scarce, and is high in price. A fair business for this time of year is being done in metals.

HIDES AND SKINS.—The market is very quiet, and little business is doing. Several cars of cured hides sold at 8½c. For sheepskins, prices are nominal. Lambskins are in fair supply, with a fair demand, and the market is steady at 35c. Calfskins remain about the same, 9c. being quoted for No. 1. Tallow keeps steady, local dealers offering 4½c., and for cake 5c.; the askings being 5½ to 6c.

PROVISIONS.—The demand for butter continues languid, the persistent rainy weather throughout the province having considerably benefited the pastures, with the result that there has been an increased supply of this article. Cheese remains quiet, though fairly steady in price; Old Country markets are easy. Eggs remain unchanged with fuller supplies entering the market. In hog products, there is an active jobbing trade at unchanged quotations. Dressed hogs are coming in in small quantities, as buyers do not feel particularly anxious for them during this warm weather. At farmers' wagons, choice dressed bring from \$7.50 to \$8. for butchers' use. On the whole, provision stocks are moving satisfactorily, and there is nothing of any importance to be added, quotations being practically unchanged.

WOOL.—Considerable quantities of wool are being offered on the market, but the dealers appear indisposed to pay the prices asked, so the market continues dull. Country buyers have in many cases paid more than the situation justifies. In fleeces, plenty are being offered by these dealers, but, as stated, buyers and sellers have divergent views. For washed, local dealers quote 16c., and 10c. for unwashed. Holders ask 17c. to 18c. for washed. Pulled are likewise dull, extras being quoted at 20 to 21c., and supers at 18 or 19c.

—The directors of the McKay Milling Company, who lost all their property at Ottawa in the disastrous fire of April 26th, have received an advantageous offer from the town of Prescott which will give a free site and exemption from taxation if the company will agree to locate there.

BRITISH MARKETS.

Messrs. Gillespie & Co.'s Prices Current, dated Liverpool, July 6th, 1900, say: Sugar.—The market is firm, and prices have not altered since our last.

Rice.—Prices are keeping steady, and there has been a good demand for the lower qualities lately.

Chemicals keep quiet but steady. The only important changes consist of chlorate of potash and blue copperas, both of which are easier.

Oils.—Linseed is scarce at slightly higher prices. Palm has gone up £23 10s. to £23 15s. for Bonny. There is a good enquiry for olives which are dearer at £34 10s to £35 10s. Castor oil is quiet, and the price for Calcutta ex-quay, is 3 5-8d.

CHANGES IN FACTORY LIFE IN NEW ENGLAND.

A change is gradually taking place in the nationality of cotton mill employees in New England, says the New York Post. This has become more noticeable with the recent increased activity of the mills. In some Connecticut and Rhode Island mills Greeks are being hired, while in many Fall River mills preference is being given to Portuguese and Polanders, who have been arriving there quite rapidly in the last twelve months. Russians were quite acceptable at one time, but it was found that they sought work outside of the mills as soon as they had saved a little money. The influx of French-Canadians has long ceased to be a subject of comment. Of all the foreign elements manufacturers say the Portuguese are the most docile and faithful. The Canadian element is a much more independent one to handle, and is more mercurial in its movements from mill to mill. The Poles find it difficult to get beyond the more simple operations until they have made some attempt at mastering the English language. But the change in the nationality of the help in the mills is not quite so striking as the substitution for women and young girls of men varying in age from twenty-one to forty-five years. This is more noticeable in the "country mills," but there are many examples of it in Fall River.

UNITED STATES POLITICS.

The United States presidential contest has some curious features. Mr. Bryan is the candidate of the Democrats, the Fusion Populists and the Silver Republicans. The Middle-of-the-Road Populists have nominated Wharton Baker. The United Christians have put Rev. S. C. Swallow in the field, and Mr. John G. Wooley for vice-president. Mr. Wooley is also the presidential candidate of the Prohibitionists. The Socialists have three men up, the labor wing, Mr. Job Harriman, the Democrat section, Mr. Eugene V. Debs., and the De Leons, Mr. Joseph F. Mo'oney. Mr. McKinley has one nomination, that of the Republicans, a section of whom are out for Bryan. The cranks will have plenty of room for showing their various crankinesses.—*Gazette*.

—According to Faith Fenton's special to the *Globe*, the Government sale of mining claims and fractions was held on July 2nd, as advertised. About three hundred and eighty properties were sold, the total amount realized being twenty-six thousand dollars. Prices were good only where the properties were known. One 40-foot fraction brought \$16,000.

—"What was Coldfax's idea in going to the Thousand Islands on his summer vacation this year?" "I don't think he had any idea on earth, except to count them and see if there are really a thousand."—*Chicago Tribune*.