TORONTO MARKETS.

Toronto, Feb. 21st, 1901.

DRUGS, CHEMICALS, ETC.—Business in these lines is going on in the even tenor of its way, without anything calling for special comment. Prices remain firm and no change is expected in the near future. In New York, an increased degree of activity is to be noted, though it has been chiefly in articles required for immediate delivery The price of strychnine is falling. Opium and quinine remain quiet.

DRY GOODS.—The cold weather, which has continued almost without a break for two weeks or more, has brought about increased business in several lines of dry goods. Heavy hosiery and underclothing are in strong demand. This month bids fair to be equal, in number and value of transactions to last February, which was one of the best ever experienced. Collections are good. In dress goods, the demand for black friezes is almost unprecedented, and those of Canadian manufacture are in strong request. Prices

been done during the past day or two on the basis of \$2.57½ for 90 per cent. patents, at main line points in buyers' covers. Unless the demand from the other side increases materially or freights fall very considerably, there is not likely to be much improvement, owing to

Special Notice.

Beginning with the June number, 1901. the subscription price of Profitable Advertising will be Two (\$2) 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.

"Short Talks on Advertising"

994 pages 123 illustrations; sent post-paid

on receipt of price.

Paper bliding, lithographed cover, 25 cents.
Cloth and gold, gold top, unout edges, \$1.00.

CHARLES AUSTIN BATES

Vanderbilt Building, New York.

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 humorout 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."

"Groellent 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."—Clevel and World.
"Should be read twice."—Clevel and World.
"Should be read twice."—Clevel and World.
"Best thing we have seen."—Buffalo Express.

and Press.

"Best thing we have seen."—Buffalo Express.

"Most practical and helpful."—Bitmeapolis Journal

"Every advertiser may read with profit."—St. I.ouis.

Post-Dispatch.

"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.

"Most; nteresting of all instructive Books."—Buffalo

"Full of ideas of value."—Cleveland Leader.
"Nothing humdrum or commonplace."—Buffale
Commercial,
"Full of snappy, commonsense hints."—Boston Ad-

vertiser.

Striking and readable." Ballimore American.

"Cannot tail to prove interesting." - Pittsburg Press.

"Should be in the bands of every business man. - dull.

Philadelphia Ledger

the present state of the wheat market. Bran has advanced a little. Oatmeal is steady and is likely to go higher, as compared with the present price of oats, meal is still low.

GRAIN.—The wheat market, both for Manitoba and Ontario, is quiet, without much change in prices. Rye is somewhat firmer. Barley, oats and buckwheat remain about the same. In the States, the grain market has not changed materially, and it is on the quiet side.

GREEN FRUIT.-No new feature has developed on this market, and prices remain practically the same as last week. We quote: Lemons, new Messina, fancy, We quote: Lemons, new Messina, fancy, \$2.75 per box; choice, \$3; California, fancy, \$3.50. Oranges, Jamaica, \$2.50; Mexican, \$2.00; California navels, \$3.25; to \$3.35; Florida, \$3.00 to \$3.50; Valencia, \$3.00 to \$4.50. Bananas, fancy, \$1.50 to \$1.75; Almeria grapes, \$6 to \$6.50 per keg; Canadian onions, 85c. per bag.

GROCERIES.—Although a fair up movement is in progress, trade cannot are very firm in all lines, without prospect of change.

FLOUR AND MEAL—Not much is doing in the flour trade.

Some business has the improvement is in progress, trade cannot be called brisk, the impassable condition of the country roads proving a serious detriment to business. An improved distribution is noted in California and Oregon prunes, in consequence of the reducgon prunes, in consequence of the reduction made in prices of the larger sizes. The movement in Japan teas, hitherto restricted by the availability of the supply of old season's tea, left over, shows an increase in sales of new crop teas, nearly all the former having been disposed of. A moderate enquiry for canned salmon is in progress principally for ned salmon is in progress, principally for good brands of sock-eyes. Canned vegetables are also selling well for the season. There is only a moderate out-turn of sugars. Syrups and molasses continue to sell freely.

> HARDWARE.—Trade this week has been somewhat light. For immediate shipment, orders have been coming in pretty frequently, but they are, generally speaking. not of large amount. But this is about all that can be expected of this time of the year. Spring business promises well, and fairly frequent orders are isses well, and fairly frequent orders are coming in for such goods as nails, fence wires, green wove wire, spring hinges, screen doors, churns, poultry netting, etc. Indications point to steady prices for some time to come. In metals, business continues fairly active. From the Old Country come discouraging reports. The steel masters of the Midlands have announced that although there is now less margin in favor of American steel, the buying thereof has been considerably checked. Prices of native steel are still declining rapidly, and have nearly returned to the level of two years ago, and steel for construction work has still a de-clining tendency. In Glasgow rather more business is being transacted, owing to strong reports from the United States.

HIDES AND SKINS.—Liberal offerings of hides are coming in, but not much change has taken place in the demand. Tallow is steady and is in fair request.

Provisions.—Butter is coming in pretty freely, and the demand continues somewhat slack. Large rolls are fetching 17 to 18c. There are no fine tubs on the market, while common tubs are fetching 16c. Cheese is dull and easy. and is jobbing at, summer makes. 9 to 9½c.; fall makes, 10½ to 10¾c. In hog products, the market is very firm. Dressed hogs have advanced again, and are held at 8¼c. Eggs are coming in liberally, and new laid are selling at 19 to 20c.

-A little Canadian fleece been asked for this week, but the holders want more money than buyers are willin to give. Until an export demand is set up, however, little change can be expected in the situation, which is distinctly

Mead Office for Canada:

Assurance Co. of Edinburgh

Investments in Canada 14,600,000

Claims settled immediately on proof of death and No delay. W. M. RAMSAY, HUTTON BALFOUR, Secretary.

D. M. McGOUN, Assistant Manager. CHAS. HUNTER, Chief Agent Ontario.

Liverpool and London and Globe INSURANCE COMPANY

Insurances accepted at lowest **Current Rates**

JOS. B REED, Agent, 20 Wellington St. East, Toron G. F. C. SMITH, Chief Agent for Dom., Montreel.



Insurance Company.

ESTABLISHED A.D. 1790

Head Office, Canada Branch, Montreal. E. A. LILLY, Manager.

Total Funds.

\$20,000,000

FIRE RISKS accepted at current rates S. Bruce Harman, 19 Wellington Street Bast.

WELLINGTON MUTUAL Insurance Co.

Established 1840

Business done on the Cash and Premium Note
System
GEORGE SLEE MAN, Esq., President.
JOHN DAVIDSON Esq., Secretary.
Head Office. Greater.

Head Office, Guelph, Ont.

Still Forging Ahead

The Northern Life Assurance Co. of Canada has another successful year.

Memo. of 1900 Business as Compared with 1859

Increase in Premium Income 50% Increase in Interest Income, 11½ Increase in Total Income, 45½ Increase in Total Insurance in force. 21½ Increase in Premium Increase in percentage of expenses to Total Income 10½ Increase in percentage of expenses to Increase in percentage of expenses to Increase Income Inc.

The Interest Income alone since the claims-started business has more than paid all death claims