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inside quotation on spot lots. There is not much buying interest, and that seems to be almost wholly of a jobbing character. There is little improvement in the demand for quinine, but the market has a steady tone. There are several enquiries for round lots of Java, but the buyers are not prepared to meet holders' views.

Flour and Meal.—The flour market is firmer, ninety per cent. patents being quoted at \$2.68, in buyers' bags, middle freights. Holders, however, are standing out for still a few cents higher. Oatmeal continues quite firm. Bran also is firmer, as also are shorts.

Fruit, Etc.—Shipments of apples to the Old Country are hardly more than one-third as large as those which went away this time last year. Complaints still come forward as to poor quality, the idea of the growers no doubt being to get rid of everything at the present high prices. This is a principle, however, which does not pay in the long run, as will be found out in due course. Jamaica oranges are being received in the local market in fair quantities, and prices are good. Floridas are also being received, and sell for high prices. We quote, as follows: Lemons, California, \$4 to \$4.50 per box; fancy Malaga, \$3; Florida oranges, \$4 per box; Jamaica, \$2.75 per box; \$5 per barrel; grapes, Almeria, \$5.50 to \$7 per keg; apples, \$3.50 to \$4.50 per barrel; bananas, \$1.65 to \$2; cranberries, Cape Cod, \$7.50 to \$8; Budd's long keeps, \$9 per barrel; Spanish onions, \$3.50 per case; Canadian, 90c. per bag.

Grain.—A general rise has taken place in grain prices during the past week; wheat is up 1 to 2c. per bushel, and is firm at the advance; oats have gone up again from 2 to 3c.; peas are 1c. higher; rye, 1c. higher; corn remains unchanged; buckwheat is 2 to 3c. higher. The market is firm all round.

Groceries.—Brisker conditions have prevailed in the general groceries market the last few days. Prices remain just about as quoted before. Sugars are moving slowly. Dried fruits are selling fairly, but with no special activity for this season. Valencias are on the upward turn. Teas continue strong, especially the cheaper brands.

Hardware.—The demand for holiday goods in the shelf hardware line is quite active, especially for skates, hockey sticks, guns and ammunition, etc. Rope is very firm. Wire nails have a downward tendency, in sympathy with the decline in the United States market. Heavy metals are moving briskly at firm prices. Pig tin is very strong. Old material is moving freely.

Hides and Skins.—Prices for hides remain steady with fair supplies coming in. Tallow is firm.

Leather.—Business in the leather trade has not been quite so brisk latterly, though dealers think that it will pick up again shortly.

Provisions.—There is practically no change in the state of the market. A fair trade is being carried on in hog products, at last week's quotations. Receipts of live hogs have not been so large as was anticipated. Considerable quantities of butter are coming forward, mostly large rolls, which sell at 16c. Choice dairy tubs are the same. Low grade is salable only at about 10 to 11c. Cheese is dull and quiet. Poultry is now selling freely. Turkeys bring from 8 to 9c.; geese, 6½ to 7c.; chickens are 30 to 40c.; ducks, 50 to 60c. Eggs, strictly new laid, are 20c., while other grades remain unchanged.

Wool.—No change has yet taken place in conditions under this heading. There is no demand for export, and no indications of such arising are yet visible.

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If an advertiser spends only \$100 a year he should have the American Newspaper Directory. For his business may grow, and his right expenditure of his money become increasingly important. The time to learn how to spend \$10,000 a year is before it is spent, otherwise the spending may be disastrous.

Many times the best paper in town costs the advertiser no more than the poorest. The American Newspaper Directory tells which is which.

The paper that was the leader in its town five years ago may lag behind to-day. Even one year may witness astonishing changes. If you are spending money for publicity, it is vastly important that you should know where to get the most of it for the price. The American Newspaper Directory gives not only the present circulation rating of every paper in America, but shows their history by quoting past ratings.

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All newspaper directories but one are erroneously optimistic about circulations. The American Newspaper Directory may occasionally err on the other side, but that makes it all the safer for the advertiser.

CHARLES AUSTIN BATES.

New York, June 24, 1901.

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ARTEMAS WARD,

Advertising Manager for Sapolio.

In Fame, March, 1901.  
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