

vassed 14½ to 14¾; sweet pickled 13c. There has been no movement in round lots.

SUNDRIES.

Lard 14 to 14½; dried apples 9½ to 10¾c; oat meal \$5.30 to 5.35; corn meal \$3.75 to 3.90 Apples \$2 to 3.50; peas 80c.

Markets by Telegraph.

Special Despatches to the Commercial.

TORONTO, June 11.

STOCKS.

Stocks were rather firmer during the week, but most of the advance was lost to-day; close bids to-day were: Montreal 196½, sales 197½; Ontario 111, sales 111 and 111½; Toronto 185½; Merchants 122; Commerce 135½, sales 135½; Imperial 145; Federal 158½, sales 158½; Dominion 196; Standard 117½, sales 117½; Hamilton offered at 113; North-west Land 72½, sales at 71 to 72; Ontario and Qu'Appelle Land sold at 156; close sellers 160. North-west Co's dividend is payable on June 14. No cause is assigned for the fall and in the face of it the general feeling to-day is dull.

TORONTO, June 11.

GRAIN AND PRODUCE.

Produce has been very dull for several days. Flour is neglected; Superior extra is quiet at \$4.70; extra at \$4.60. Prices quoted are nominal. Bran is worth about \$11. Oat meal is steady at \$5.30 to 5.40. In wheat there is a slack shipping demand and prices are weak. No 2. fall sold at \$1.07, and for July delivery at \$1.09; No. 2 spring is held at \$1.09; No. 3. sold at \$1.07 to 1.07. Oats are steady; western sold at 47c; barley is inactive; No. 3 is offered at 50c; peas easy at 79c; Potatoes are weak at 50c; butter is coming forward more freely; fine tubs are worth 15 to 17c; eggs are steady at 15 to 15½c for round lots; meats are quiet; stocks are small and are held very firmly at previous prices. Lard is selling in round lots at 13½ for tinnets; new wool is beginning to move very slowly at 17 to 19.

CHICAGO, June 11.

The market to-day was dull and still unsettled. Prices were generally lower. Quotations are: Wheat, June, \$1.10, July, \$1.11½; corn, June, 55½c, July, 56½c; oats very weak, 39½c June, 39½c July; provisions quiet and prices not materially changed.

MINNEAPOLIS, June 11.

The market to-day opened dull and there was but little business done. This was in some measure due to the stormy weather that has prevailed. No. 1 hard wheat is quoted at \$1.13½ to 1.14. There were no transactions worth mentioning in corn, although receipts continue to be large. Oats No. 2 mixed, 38c; rejected 36 to 37c.

Winnipeg Labor Market.

The demand for labor in the city and country is not much greater than it has been for the past two or three weeks, still work is more plentiful than it has been. There are not nearly so many idle men in the city as there were a short time ago. A good many of those have obtained work either in the city or in the country adjoining, and a number have left the city. The Canada Pacific Railway Company have established a labor bureau of their own under the management of Mr. Neilson, and this has had some effect upon the business of the other employment agencies in the city. Laborers' wages now run from \$1.50 to \$2 per day, and a man who is anxious to get work does not have as a rule to wait long before

procuring a job. Carpenters wages are from \$2.50 to 3 per day and other mechanics are paid in proportion. There is still a keen demand for domestic servants, and very good wages are paid. On the whole there is a general improvement in the labor market, and it is not likely that the supply will again exceed the demand as it did a few weeks ago. As the season advances and harvest approaches there will be quite a demand for laborers for the country.

The Secret of Advertising.

The grand secret of advertising is repetition. Iteration and reiteration compel attention. An occasional advertisement is barely sufficient to keep the advertisers name from falling into the great receptacle of utterly forgotten things. Constant, steady, persistent, habitual and ubiquitous advertising, keeping a certain fact before the eye of the public at all times and in all places is one of the stepping-stones of success in modern business, in fact it is the stepping-stone. Where, says a leading trade journal, there is so much vigorous opposition and sharp competition, the purchasing public cannot possibly hear your invitation to come and buy unless you toot your advertising horn loudly and continuously. They cannot discover your whereabouts unless your advertising flag is always floating in the breeze. They cannot feel your attractive influence unless you make them feel it by spreading it in all directions through the magnetic influence of the press. By continuous dropping in the same spot a light drill will penetrate deeply into the hardest rock, whereas the scattering blows of the heaviest sledge will have scarcely any effect. The three P's of successful advertising are Persistent, Perspicacious Persuasion.

Canadian Trade with Brazil.

It is said to be extremely doubtful whether the steamers of the Canadian Brazilian line, which were withdrawn some two months ago, will be placed on the route again. The boats did not belong to the company which endeavored to establish the line, but were only chartered until the success of the undertaking could be established beyond doubt. The Dominion government has again voted \$50,000 as an annual subsidy for this service, while the Brazilian government grants a similar amount; yet with this combined subsidy the line has not paid running expenses, owing to the comparatively small exchange of natural products between the two countries. The projectors of the line now ask the Dominion government to allow their steamers to call at Boston on the way up from South America, and also on the downward trip, which they hold would enable them to give Canada all the service her merchants might require, while it would at the same time enable them to fill up their vessels with American freight instead of running them with half cargoes. It is doubtful if the government will comply with the demand, the ground for objection being that it would virtually be subsidizing a line of steamers to ply between the United States and Brazil, after the United States government had withdrawn the subsidy formerly granted for the service.

Commercial Travellers Rates.

To the Editor of the Commercial.

The Secretary of the Commercial Travellers' Association of Canada writes me that he has arranged with the C.P.R. Co., to sell our members tickets over their line at three cents per mile, and to allow our members to carry 300 lbs. of baggage free, upon production of certificate of membership of our association. Manitoba travellers can become members and can obtain certificates from Mr. Bull, of Messrs. Henderson & Bull city. Commercial travellers have long enjoyed similar privileges in the east. This is a very important concession to the travellers here, where rates are high both for travel and excess baggage.

S. O. SHOREY,
V.P.C.T.A. of Canada.

Wheat Milling vs. Iron Manufactures.

The following from the New York *Shipping Gazette* in reference to the profits of flour mills as compared with mills engaged in iron manufactures will prove of interest to our readers in this great wheat producing North-west. That authority says that it has been until recently a supposed fact in connection with American manufactures that the second in importance as to the value of products is the grist mill, which it is actually first in the value of material used. The iron and steel makers produce annually \$551,543,109 of manufactured products, and use \$319,594,000 of raw material, while the grist mills produce \$505,185,000, and use \$41,545,000 of raw material—that is, grain. There is of course a great difference in the number of hands employed and amount of wages paid. The iron and steel men employ 306,593 hands, and pay \$138,787,000 a year in wages, while the millers employ but 58,400 hands, and pay \$17,422,000 a year in wages. The capital invested in mills is \$178,000,000, against \$405,636,000 in iron and steel works. The value of the milling raw material, subtracted from the value of the manufactured products, leaves \$64,000,000; deducting from this the \$17,422,000 paid for wages, we have left \$46,578,000, which represents the yearly profits on \$178,000,000 capital invested, less interest, insurance, wear and tear. It is over 26 per cent, while the profits of iron and steel manufactures, whose operating expenses are much greater in proportion, and who are besides liberally protected, are less than 25 per cent, interest, insurance, etc., deducted from this. Hardly any other manufactures pay as well as those of the millers. The iron and steel men take cheap raw material and expend a great deal of labor upon it.

The proposition to flood the great Desert of Sahara, and thus change over a hundred million acres of barren land to agriculture, seems at first glance to suggest a reversal of the scheme of the creation; but M. de Lesseps certifies, after a careful and thorough investigation, that it is entirely feasible. It will cost about \$30,000,000, he estimates, and he is already "working up" a scheme for raising the money and doing the necessary digging. As an irrigator, M. de Lesseps has a supreme contempt for what that other unique Frenchman, Vira beau, used to call "that blockhead of a word impossible."