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trade report conditions about the same as last week, with no special feature worth noting. Jamaica oranges are coming forward in larger quantities and are in fair demand. Shipments of apples abroad continue light, compared with last season, and the quality of many is not up to the mark. Better grading is needed. Prices are quoted as follows: Lemons, California, \$4 to \$5 per box; fancy Malaga, \$3.75 per box; Jamaica oranges, \$3.25 per box; \$4.50 to \$5 per barrel; grapes, 25 to 35c. per 10-lb. box; Almeria, \$5.50 to \$7 per keg; pears, 40 to 50c. per basket; apples, \$3.50 to \$4 per barrel; bananas, fancy, \$1.65 to \$2 per bunch; cranberries, Cape Cod, \$7 to \$8 per barrel, sweet potatoes, \$3 per barrel; Spanish onions, 90c. to \$1 per crate; Canadian, 90c. per bag.

Grain.—The only changes necessary to quote this week are in wheat, which is 1 to 2c. higher all round. Barley is dull and unchanged. Oats and peas are firm and in good demand. Corn, rye, and buckwheat remain unchanged. Receipts in the country for the most part continue light.

Groceries.—On the whole, the general grocery trade has shown somewhat more activity this week. Sugars move slowly still, but teas and dried fruits are in request. Otherwise, nothing out of the normal is to be reported. Yesterday a decline of 10c. in white sugars was reported, and an advance of 1c. in Valencias.

Hardware.—The only changes quoted this week are in window glass, prices of which have been raised owing to the approaching close of navigation. Not much more will come into the country until spring, as it costs too much to transfer from Halifax. Prices of other commodities remain fairly steady. The volume of business being transacted in shelf hardware is very good, though it can hardly be said to be above last year's total. A large bulk of the goods being shipped now go to northern points, and the region between Rat Portage and North Bay.

Hides and Skins.—In spite of some little deterioration in quality, often to be seen at this time of the year, prices of hides remain steady. Lambs and shearlings have advanced in price about 5c. Deerskins are coming in quite freely, and the market is steady at 11 to 12c. Tallow is firm. From Chicago, an irregular market is reported for packer hides. Packers generally are sold ahead on native steers, and with a fair enquiry, they hold prices firm. Branded hides, however, are beginning to accumulate, and cow hides are offered freely, and prices are barely maintained. Quotations are 14c. for native steers, 14c. for heavy Texas, 12½c. for butt brands, 12¼c. for Colorados, 12c. for heavy native cows, and 10½ to 11c. for light do. Country hides are quiet, with No. 1 buffs quoted at 9½c.

Provisions.—Butter is coming in freely, large rolls and dairy tubs selling at 16c. There has been some common butter sold at 10c. Considerable quantities of poor quality butter are on the market, for which it is very difficult to find buyers. Cheese is quiet, jobbing at 9½ to 9¼c. In hay products, the feeling is easier. Long, clear brings 11c.; breakfast, 13c.; hams, 13c.; rolls, 11c.; shoulders, 11c.; new laid eggs bring 18c.; held, fresh, 16c.

Wool.—No improvement can be referred to in the woolen market. There is absolutely no demand. Letters from England, though speaking in some cases of an improved demand for the finer qualities of wool, mention that the grades most similar to those given here, such as Lincolns, for example, can be bought at 5¼d., which is equal to 11½c., laid down, here.

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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 today. 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.

SAPOLIO.

A growing need created it—the advertising agency system. One of the earliest and most successful workers, George P. Rowell, 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.

ARTEMAS WARD,

Advertising Manager for Sapolio.

In Fame, March, 1901.

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