

Advertising Business Methods.

MANUFACTURER, WHOLESALER,
RETAILER, CLERK.

Would a free sample copy of the publication

AD SENSE

interest you? We can truthfully answer for you "YES."

A postal card will bring it.

To its thousands of occasional readers we will say that this MODERN, FAULTLESS EXPONENT OF ADVERTISING JOURNALISM is published in CHICAGO, at 373 RECORD HERALD BUILDING. Its thousands of regular readers need no information on this point.

The subscription price is 1.00 the year and the PREMIUM OFFERS on the side will be of much interest to you if you have an office or a store.

All sample copies are equipped with the regulation subscription blank.

Every Business Man

in search of valuable up-to-date Ideas
should send for a copy of

Profitable Advertising.

It contains from 80 to 130 pages of original text, profusely illustrated. TEN CENTS for a sample copy. \$2.00 for 20 Months (until the end of 1902). After June, subscription price will be \$2.00 per year. Address

Profitable Advertising,
Boston, Mass.

KATE E. GRISWOLD.

Two dollars means only two hundred cents, but an idea may mean two thousand dollars.

THE

National Banker

84 & 86 La Salle St.,
Chicago, Illinois.

A journal of national circulation. Is read by bankers, capitalists, investors, retired merchants. If you want to reach a good class of buyers and the moneyed and investing public, advertise in the National Banker. Sample copies free. Advertising rates on application.

"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. Bowell.

"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.

time past, having made no change. The demand for sugars has fallen off somewhat. In teas but little is done, in anticipation of the arrivals of Japans, which are to begin next month.

Hardware.—We hear of no particular change during the week. Farm implements, such as hay-rakes, forks, and snathes are being called for in large quantities. Campers' supplies, too, are selling well, and such articles as fishing appliances, hammocks, awnings, oil stoves, etc., are the rage. Some of the travellers are now taking their holidays, otherwise business would be still more active than it is actually. Payments are normal. In the heavy metals, a fair trade is being carried on, without any particular feature presenting itself.

Hides and Skins.—The reduction in prices, in sympathy with the decline in Chicago, prophesied in last issue, has come about, and green cows are now selling for 7½c., and steers at 8c. Business continues fairly active. Tallow is about the same.

Live Stock.—Heavy offerings have been the order this week, but the heavy demand cleared them out without any difficulty. Prices remain the same. Exporters' and butchers' cattle have been most in request. Sheep are easier.

Provisions.—Hardly any alteration in prices has taken place, under this head, during the week. For smoked meats, active demand continues, and factories are a little behind with orders. Stocks generally speaking, are light. Fair supplies of dairy butter are coming forward, but the quality of much is but second-rate. Cheese is rather quiet. Good receipts of eggs are reported, but the quality is still poor, and this is affecting the demand.

Wool.—No improvement is visible in the demand for wool for export, and business is at a standstill.

THE WORLD'S COAL.

The coal fields of the world are estimated to contain an area of 471,800 square miles. Over this an area of 200,000 square miles is credited to China and Japan, while 194,000 is found in the United States. The remainder is distributed as follows: India, 35,000; Russia, 27,000; United Kingdom, 9,000; Germany, 3,600; France, 1,800; other countries, 1,400. Two facts are strikingly shown by these figures, says the Chautauquan. One is the advantage of the United States among the world powers; the other is the importance which vast and rich coal fields give to China in the eyes of the European powers, whose coal supply is gradually failing them. The year 1899 saw the United States jump to the front as the heaviest coal producer of the world, and also enter the market as an exporter, selling to Japan, Italy, Great Britain, Germany and Russia. That the United States should sell coal to Great Britain seems, indeed, like carrying coals to Newcastle. The reason is that in England the mines have been so heavily worked that operations now have to be carried on at such depths that the coal cannot be taken out and delivered at British ports, like Malta, at prices low enough to compete with those offered by the American exporter. The actual production of coal in eight of the largest-producing countries in 1899 was, in metric tons:

United States	228,717,579
United Kingdom	223,606,668
Germany	135,824,427
Austria-Hungary	36,000,000
France	32,779,965
Belgium	21,917,740
Russia	13,000,000
Japan	6,650,000

If
Every
Dealer

in the Dry Goods Business possessed a Knowledge of the trade such as is contained in

Cole's
Encyclopedia

of Dry Goods, there would be fewer failures and more rich dry goods merchants in this country.

The work is descriptive of all the standard Fabrics, Garments and related articles of merchandise handled by the general dry goods trade.

TOGETHER WITH

A history of Cotton, Silk, Wool, Flax, Jute, Ramie, Hemp and other commercial fibers.

And a full description of the processes of carding, spinning, weaving, bleaching, dyeing and printing.

The net price of the book, which contains 640 pages, when purchased in Chicago, New York or St. Louis, has been \$3.50, carriage and duty unpaid.

Every person ordering direct from us will receive this valuable and up-to-date book for \$3.50 net.

Remit with order and address—

THE MONETARY TIMES

BOOK DEPT.

62 Church Street - TORONTO, ONT.