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"Short Talks on Advertising"

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patents, \$2.75 is quoted at main line points, in buyers' bags, and for choice grades \$2.95 to \$3 is quoted. In barrels, prices are \$3 to \$3.10, west; but buying is going on very slowly at that price, and millers to-day are asking 5c. or so more. For Manitoba, strong bakers, the mills are quoting \$4.05 to \$4.15, and patents at \$4.35 to \$4.50. We note that in Liver-\$4.35 to \$4.50. We note that in Liver-pool, flour is steady at 18s. 9d. to 20s., and in Paris it is 25 centimes lower, be-ing quoted at 25 fr., 60c. Bran is steady at about \$12 to \$13.

GRAIN.—As is to be expected at this time of the year, the wheat market is dull, and though there are some who seem to take an uneasy view of the situation, yet it is hardly warranted by the facts of the case, more especially when the comparative activity of the earlier part of the summer is borne in mind. The Manitoba wheat crop is going to be short—very short, there is no doubt about that—in fact, there is no certainty yet that there will even be a good half-crop. On the other hand, latest reports seem to favor a very considerable shortage in the United States crop as well, so that, unless the Argentine and Russian crops prove to be very much above what is expected now, prices will adjust themselves, and western farmers will not do so badly, after all. Barley is down 2c., and nominal at that. Oats are unchanged. Peas are steady at 60 and 61c.; the new crop has not commenced to move yet. Corn is down 2c., though an advance in price is expected very soon. Country offerings are light, and stocks are decreasing. Rye is steady at unchanged prices, while buckwheat is nominal.

GROCERIES .--- There is not much to record this week. Strange to say, there has so far been no further change in sugars, although prices in New York went up 10 to 20 points last week. Still, it is more than likely that the IuII will be followed by two or three advances close together. Teas of all grades and kinds are steady, backed by the position in China and Japan, which was noted in last issue. The past month was the heaviest known in the tea trade for many years, the cause being not far to seek, in the Eastern troubles. In Singapore, there is an advance of 2s. on tapioca, which will cause an advance of $\frac{4}{2c}$, per pound here. The situation in currants is very strong, and prices have advanced considerably.

HARDWARE.-What was said under this heading last week holds good for this one also, the conditions having changed but very little. Business is holding up very well for this time of the year. In heavy goods, little remains to be said; some lines being quite brisk.

HIDES AND SKINS .-- With regard to hides, the market continues very quiet, out of sympathy with the leather trade and with the condition of things in Chicago. No immediate improvement is looked for, the tendency being, if any-thing rather the other way. Calfskins thing, rather the other way. exhibit the same conditions. Tallow is also low, with a weak demand.

LUMBER.-In several grades of pine, there is a decline in our prices, compared with former quotations. Business for the present appears rather slack, but pros-

pects appear brighter for the early fall. PROVISIONS.—Butter is firmer this week, choice, selected stock, bringing week, choice, selected stock, bringing 16 to 17c. There are no prints or rolls coming to hand. Cheese is quiet and steady. Eggs are weaker, fresh stock bringing 12 to 12½c.; the market being overstocked. In hog products a good trade is being done at unchanged prices. Roll bacon and shoulders are practically out of the market, there being no stocks in hand.

WOOL.-In fleece wools, the large

dealers are doing practically nothing, the price quoted being nominally 16c. Some dealers, who paid more than this price, are not disposed to sell yet. American buyers, who naturally look toward the British market for Irish wools, are pay-ing 7¹/₄d. to 8d. Literally nothing is being done in pulled wools.

CATTLE SHIPMENTS.

The cattle shipments this year from the port of Montreal from the opening of navigation up to the 25th of July show a marked falling off, as compared with the number of head shipped during a corresponding period last year. Up to to-day, there were 8,124 less head of cattle, 8,188 less head of sheep, and 785 less horses to go from the port of Montreal than were shipped up to the 25th of July in 1899. In May, 1900, there were 11,426 head of cattle, 2,314 head of sheep and 727 horses shipped, as compared with 12,983 head of cattle, 3,365 head of sheep, and 674 horses shipped in May, 1899. In June last there were 14,151 head of cattle, 4,817 head of sheep, and 672 horses shipped, as compared with 15,854 head of cattle, 8,470 head of sheep, and 879 horses in June last year. As far as this month has gone, there have been shipped from the port 9,625 head of cattle, 4,074 head of sheep, and 169 horses. Last July, during a similar period, there were 14,689 head of cattle, 7,558 head of sheep and 800 horses shipped. The total shipments from the port during the present season amount to 35,202 head of cattle, 11,205 head of sheep, and 1,568 horses. Last season, up to the 25th, were shipped 43,326 head of cattle, 19,393 head of sheep, and 2,353 horses. The same decline in volume of trade applies to the shipments of United States cattle from, this port; 8,958 head of United States cattle have been sent from Montreal up to to-day, while 10,963 head of cattle from the same source went by way of the St. Lawrence last May, June and July. The shipments of cattle from Quebec, owing to low water in the river, have not yet commenced. Last year cattle were forwarded to that point by rail at a much earlier period .--- Montreal Herald.

DISAPPEARED.

A little thing that has disappeared from view, but which was common a few years ago, was the little tin sign the insurance company stuck over your door when you had your home insured. By this means every house that was insured was made the standing advertisement of an insurance company. No one sees those little tin signs any more. The in-surance companies long since discovered that the money they cost brought better returns when judiciously invested in newspaper and magazine advertising. And there never was any good reason why a man's house should be made the advertisement of an insurance company.---Unidentified Exchange.

-Physics.-First Boy: "Did you take physics at your school?" Second Boy: "No; but Ma made me take physics at home."-Boston Transcript.

-A Saving Habit.—"I can't see," said the shoe clerk boarder, "why a Scotchman 'should say 'hae' for 'have.'" "It is his very saving disposition. He saves a 'v' every time he does so," said the cheerful Idiot. Indianapolis Brass Idiot .- Indianapolis Press.

-The Tables Turned.-Friend: "You took your son into your establishment some months ago to teach him the busi-ness, I understand. How did it turn out?" Business Man (wearily): "Great success. He's teaching me now."—New York Weekly.