

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 372 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 \$4.00 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 interesting 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. Rowell.

"Excellent Work."—Buffalo Evening News.

"Interesting and profitable."—Cleveland 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

and 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 Ad-

vertiser.

"Striking and readable."—Baltimore American.

"Cannot fail to prove interesting."—Pittsburg Press.

"Should be in the hands of every business man."—

Philadelphia Ledger

and 60 to 90c. for yellows. Plums, 30 to 50c. per basket. Pears, 25 to 40c. Apples, 25 to 40c. per basket, and \$2 to \$3 per barrel. Blueberries, basket, 75 to 90c. Lawton berries, 6 to 7c. Black currants, basket, \$1 to \$1.10. Bananas, 8's, \$1 to \$1.20; do., 1's, \$1.50 to \$1.60 per bunch. Lemons, box, \$4 to \$4.50. Oranges, Valencia, \$5. Cucumbers are worth from 9 to 10½c. a basket; tomatoes from 12 to 14c.; watermelons, 20 to 25c. each, and muskmelons from 15 to 20c., a 12-quart basket; larger baskets, from 25 to 50c. each.

Groceries.—Trade is reasonably active, and while many people are out of town, the large number of visitors about evens matters up, and causes a steady movement. There is no feature of consequence in the local market. Prices are firm and unchanged. Sugars are quoted as follows: St. Lawrence and Redpath, granulated, \$4.58; Acadia, \$4.53; cream, \$4.48; bright, coffee, \$4.43; medium to dark yellows, \$3.83 to \$4.03. Prices at outside points vary with freight rates from Toronto. We do not hear of any quotable changes in prices of other goods.

Hay and Straw.—Hay is quoted at from \$13 to \$13.50; new hay is worth \$9 to \$10.50 per ton; baled from \$8.50 to \$10. Straw is worth from \$10 to \$10.50; ditto, baled, from \$5 to \$5.50.

Hides and Skins.—No. 1 green hides are worth 7½c., and No. 2, 6½c.; No. 1, green steers are worth 8c., and for No. 2, green steers, 7c. is paid; cured hides are worth from 8 to 8¾c. Calfskins, No. 1, are worth 9c., and No. 2 fetch 7c.; pelts are worth 35 to 40c. each; and deacons (dairies), from 50 to 60c. each.

Leather.—There is a steady movement and prices are well maintained. A good and increasing demand from the North-West is reported. We make a few changes in quotations.

Live Stock.—Owing to smaller receipts and better quality, cattle is ten to fifteen cents per cwt. dearer than it was at the close of last week. Choice export cattle is quoted from \$4.75 to \$5.15; small shippers at from \$4.25 to \$4.60 per cwt.; choice butcher cattle is worth \$4 to \$4.50 per cwt., and ten cents more for extra choice. Export ewes are firm at from \$3.40 to \$3.60 per cwt.; butcher sheep, \$2 to \$3 each; lambs from \$2.50 to \$3.50 each. Choice hogs are firm at \$7.25 per cwt.; light and heavy hogs are worth from \$6.50 to \$6.75 per cwt. Canadian cattle in London is quoted at from 11 to 12½c. per pound (dressed weight), and refrigerator beef sells at from 8½ to 9c. per pound.

Provisions.—Dressed hogs are quoted at \$9.25 to \$9.50, and all hog products are firm. Long, clear bacon, case and ton lots, is 11¼ to 11½c., and shoulders, 11 to 11½c. Hams are worth 14 to 14½c.; breakfast bacon, 15 to 16c.; backs, 15 to 15½c.; and shoulders, 11 to 11½c. Lard is firm; guaranteed pure, 50-lb. tubs, 11½c.; pails, 11½c.; and tierces, 11c.

Seeds.—Quotations for seeds are as follows: Red clover, \$6.75 to \$7.50; alsike, No. 1, \$7.25 to \$7.75; alsike, No. 2, \$6.25 to \$6.75; timothy, \$2.25 to \$2.50.

Wool.—There is little doing, and the market is unchanged. For fleeced wool, quotations are from 12½ to 13½c. for washed, and for unwashed from 7 to 8½c. For pulled wools the prices are for supers from 15 to 16c., and for extras from 17 to 18c.

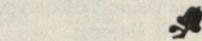
—"Maud felt awfully cut up about her wedding presents." "What was the trouble?" "Why, she didn't get a single duplicate, and so there was nothing she could change."—Cleveland Plain Dealer.

**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.