

The National Banker

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Chicago, Illinois.

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Vanderbilt Building, New York.

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"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*.

\$18.50 to \$19.50. Domestic bars are firm at \$1.70 to \$1.75. Canada plates easy at \$2.50 for 52 sheets; black sheets, \$2.75; Ternes, lower at \$7; tinplates, steady at \$3.25 for cokes of standard weight and make; charcoals, \$3.65. Ingot tin is easier at 29c. for Straits; lead also lower at \$3.55 to \$3.60, and antimony at 9¼ to 9½c.; zinc and spelter firmer if anything. Cast steel is quoted at 8c.: tire, \$2.10; shoe, \$2; toe-calk, \$2.40 and machinery, \$2.75.

OILS, PAINTS AND GLASS.—Shipments are being actively pushed out, and orders are still coming in very fairly. Quotations are without change at the moment, but linseed oil is higher in England, and a change is likely at any moment. Quotations are: Single barrels, raw, and boiled linseed oil respectively, 72 and 75c. per gallon, for one to four barrel lots; 5 to 9 barrels, 71 and 74c.; net, 30 days or 3 per cent. for four months' term. Turpentine, one barrel, 57c.; two to four barrels, 56c.; net 30 days. Olive oil, machinery, 90c.; Cod oil, 35 to 40c. per gal.; steam refined seal, 55 to 57½c. per gallon; Castor oil, 9 to 9½c., in quantity; tins, 10 to 10½c.; machinery castor oil, 8½ to 9c.; Leads. (chemically pure and first-class brands only), \$6.25; No. 1, \$5.75; No. 2, \$5.50; No. 3, \$5.25; No. 4, \$4.75; dry white lead, 5½ to 6c. for pure; No. 1, do., 5c.; genuine red, ditto, 5c.; No. 1, red lead, 4½ to 4¾c.; Putty, in bulk, bbls., \$2.00; bladder putty, in bbls., \$2.20; do., in kegs, or boxes, \$2.35; 25-lb. tins, \$2.45; 12½-lb. tins, \$2.75. London washed whitening, 45 to 50c.; Paris white, 75 to 80c.; Venetian red, \$1.50 to \$1.75; yellow ochre, \$1.25 to \$1.50; spruce ochre, \$1.75 to \$2; Window glass, \$2 per 50 feet for first break; \$2.10 for second break.

WOOL.—Locally, business still rules quiet. We quote: Capes, 13 to 14½c.; Australians, 22 to 24c.; B.A., scoured, 25 to 33c.; Chilian, 11 to 12c.

WOMEN IN ADVERTISING.

A nice-looking woman (according to her portrait) with the rather puzzling name of Clara Agathe Slaterbec, contributes to the "Practical Advertiser," of Chicago, an article on the subject of women in advertising. She upholds the superior adaptability of women in some respects for the business. We give some specimens of her argument:

How many men can portray effectively the various "frills" of feminine fashion? How many can pass on Ed. Sabin's three little verses "To Man," which run as follows:

"O Solomon of bonds and stocks,
The market's ups and downs,
Who sneers at girlhood's love for frocks,
And woman's craze for gowns!
Whose knowledge is so sure and great,
In nothing is it scrimp;
From your abundance, kindly state,
Quite briefly, what's a guimpe?"

Pronounced your own peculiar way,

What's poie de soie? Foulard?

Beige? Taffeta? Ruching? Pique?

Crepon? Don't think too hard.

You may discuss the Philippine

Embroglio—alas!

On bias satin serpentine

You'll never, never pass!

Explain a passementerie,
Batiste, and surah, too;
Or gros grain silk, or point d' esprit;
The women know, do you?
And Henrietta, balero,
Or crepe de clince, well shirred;
Guipure; glasse; faille; basque; jabot.
What, stumped so soon? Absurd."

Let's grant it then, that a woman is best fitted to do the advertising for a millinery, dry goods, or department store.

Turn to groceries: Who uses the baking powder, flour, cottolene, beef extracts, sapolio and gold dust? Who knows the why and whereof of soggy bread or bitter cake? Who knows whether it is more economical to buy sugar by the pound or by the barrel? Surely she who daily does it out.

Take hardware next. Whose ideas are best concerning the kitchen range or heater? How about cooking utensils, laundry supplies, hard-wood floors, screen doors, locks, hinges, gas-fixtures or kettles? The petty details that are a bore to men are of vast moment to women. If a man does recommend them, he begins with "My wife thinks—"

Well, then, there's furniture. Doesn't a woman know at once just how it will look in the room, how useful, how beautiful, how well made or how artistic and much better than would his lordship?

—A novel relief association is that existing among the clerks in a store in Indianapolis. By it the clerks do not lose their wages in case of illness. Each receives, when sick, one-half the weekly wages from the relief organization, paying therefor corresponding weekly dues, ranging from twenty cents, when the wage is \$24, to two and one-half cents when the wage is \$3. The other half of the salary for the ailing employee is paid by the firm, the latter finding its return in the good-will of the employees and in their increased interest and efficiency. That the employees do not abuse the system is apparent from the fact that in the sixteen months of the existence of the society, it has accumulated a surplus of \$318. When this surplus amounts to \$600, dues will cease until it falls to \$400, when they will be resumed.

—A writer in the London Daily News thus refers to the omnipresence of the trust system in the United States. The moment a traveller lands, he comes under the control of the trust. The newsboys, who board his incoming vessel, the telegraph office, whence he cables his safe arrival, the baggage porters, and the cabs are all trust-controlled. His hotel is probably a "free house," but 75 per cent. of what he eats and drinks therein is trust property. The Booth trust, with its, £1,000,000 capital, supplies the fish; the £11,000,000 biscuit trust bakes his biscuits; whilst the £4,000,000 cigar trust, and the £2,500,000 match trust give him his after-dinner smoke. The £30,000,000 flour trust provides his bread; the £4,000,000 United Fruit trust, his dessert and vegetables; the £3,000,000 dairy trust, his milk and butter; one of the two great whiskey trusts, whose capitals aggregate £36,000,000, provides his grog; the £15,000,000 candy trust, and the £25,000,000 sugar trust supply him with all manner of sweet things; his feet sink into the luxurious wares of the £10,000,000 carpet trust; his journeys are made in the cars of the Pullman trust, which glide almost noiselessly over the rails supplied by the £50,000,000 Carnegie steel trust. In short, in a land which boasts an aggregate of £1,950,000,000 of trust stock, it is not surprising to find that the grip of this octopus-like creature is upon every saleable object, from the baby's bottle to the centenarian's coffin.

London and Lancashire Life

Head Office for Canada—Company's Bldg., 164 St. James St., Montreal

CHAIRMAN CANADIAN BOARD:

THE RIGHT HONORABLE LORD STRATHCONA & MOUNT ROYAL

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