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bananas, fancy, \$1.50 to \$1.75; cranberries, Cape Cod, \$8 per barrel; sweet potatoes, 40c. per basket; Spanish onions, 90c. to \$1 per crate.

Grain.—Wheat of all kinds is steady and unchanged, but trade is on the quiet side. Barley is unchanged. Oats are up 1 cent. Rye, corn and buckwheat remain about the same. There is not much doing, and receipts are light.

Groceries.—No special feature presents itself for report this week. Business is only fair for this time of the year. Canned tomatoes, while no special change in prices has been officially made, have an upward tendency. Canned salmon is moving with some degree of freedom. Sugar is on the slow side. Dried fruits are coming forward more plentifully, with demand moderate. Teas and coffees are firmer.

Hardware.—Manila rope has gone up ½-cent in price, owing to comparative scarcity of raw material. Otherwise prices continue the same as last week. Business is good, though not better than may be expected at this time of the year. Cutlery, especially such articles as case carvers are going out in large quantities for the Christmas trade. Horse blankets and girths, sleigh bells and skates are being hurried forward before the close of navigation. A good business is being done in horse shoes and nails, window glass and putty. Metals are firm, and an active trade is being carried on.

Hides and Skins.—Offerings of hides are moderate, and the market is quiet. Lamb and calfskins are unchanged. Tallow is firm. In Chicago no additional transactions of importance are reported made in the market for packer hides. Offerings were small as the market was closely sold up. Demand, however, was reported light at the extreme prices ruling, averaging at 14c. for native steers, 12¼ to 12½c. for butt brands, 12c. for Colorados, and 11¼c. for native cows. Country hides are firm at 9¼c. for No. 1 buffs.

Live Stock.—The conditions obtaining at the live stock market this week were about the same as those reported. The demand was good for fancy and choice stock, but the quality of most offerings left considerable to be desired. The request for export cattle was limited.

Provisions.—A fairly demand exists for choice rolls, but they are not coming forward in large quantities. Poor and medium qualities drag. The cheese market is weak still. Eggs are firm. The firmness in hog products continues unabated, though prices of live hogs have gone down.

Wool.—The domestic woolen trade remains in statu quo without any export demand. At the fifth series of colonial wool sales in London, which closed on the 10th inst., the total number of bales catalogued was 283,196, as compared with 252,992 bales for the same period of last year. The prices for Australian merino wool ranged from 5 to 10 per cent. above the level of the closing rates of the preceding series. Good scoured and well-conditioned grease of fine quality showed the advance most, and these wools as well as good shafty but strong-haired Adelaide wools sold 10 per cent. above July. On the very best wools, superior Geelong grease and the lightest superior scoured the rise was proportionately less, and on heavy and faulty descriptions it did not generally exceed 5 per cent. Among crossbred (excluding the very best Victorian sorts, of which there was but little) wools of fine quality ruled about 10 per cent. higher than in July, but medium qualities and the coarsest sorts, though at first somewhat dearer than last series, barely commanded July rates at the close.

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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.

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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.

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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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Publishers American
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