

A letter from London says that the latest advices from France are that the prune crop will not be over one-quarter of last year and that Bosnia and Servia both have very light crops.

A Halifax letter states: "As acknowledged from all sources now, there will not be as many lobsters packed this year as last. As nearly as we can tell from reports received, the pack to date is 25,000 cases less than that of last season at this time."

Ex-Mayor Laurie, of New Glasgow, has bonded over 2,000 acres of marsh land in Cumberland County, and expects to secure large additional areas. Much of this land has had thousands of dollars expended on it, and is now producing two tons of prime hay to the acre.

In Milwaukee, Wis., the health authorities insist that the grocers, bakers and butchers shall expose no food to the air, not even loaves of bread. All must be covered up, and the fruit for sale outside of grocery stores must be elevated 18 inches above sidewalk level.—*Merchants' Review*.

There is a potato famine in Rossland, B.C., and many restaurants have quit serving them on account of price. The price last Saturday, says *The Miner*, had advanced to \$5 a sack, or about 4½ cents per pound, by the sack. The famine is caused primarily by the fact that large quantities are being shipped from the Pacific Coast, especially in the United States, for the use of the American soldiers, in addition to which the demand for Alaska is large.

Mr. Agamemnon T. Cremidis writes from Patras, Greece, on June 24th as follows: "New retention bill has been passed by the Chamber on its first and second reading as presented by the Government, and will also pass the third one, becoming a law, but to all appearances with slight alterations being made. Stocks now existing in Greece are about 20,000 tons. New crop is progressing satisfactorily and promises to reach about 160,000 tons unless damaged in the meanwhile."

The California Fruit Canners' Association has been organized with a capital stock of \$3,500,000 divided into 35,000 shares of \$100 each, and has acquired the plant and business of eleven packing concerns, which betwixt them constitute 75 per cent. of the fruit and vegetable canning capacity of the State. The property of the absorbed concerns has been handed over to ten trustees, chosen from as many companies. There are six or seven packing firms or companies not included in the above deal, from which the San Francisco Grocer concludes that the combination is merely for the purposes of economy in production of distribution, and does not pretend to be a monopoly.

#### IN THE DRY GOODS STORE.

How about ladies' initial handkerchiefs?

Ruts are the bane of many a Canadian business.

Prices of linen goods are stiff with an upward trend.

The "tone" of a store is an all-important consideration.

Strengthen your millinery department for the autumn trade.

If you miss a customer find out the reason, and, if possible, remedy it, or you may lose another.

Goods lose value with the advance of a season. Remember this when marking prices.

In some branches of the textile trade manufacturers are already working on ideas for the spring of 1900.

Do not buy too freely from samples—go frequently to the central markets and pick out your goods from bulk.

Be famous for at least one line in each hosiery division—men's, women's and children's. Adopt a striking name or trademark and advertise it.

Many fall shapes of millinery are of the Amazon, modified shepherdess, round sailor effect, with rather more of a broad brim than purely sailor.

Armure effects are again coming to the fore, with damask weaves in small effects more or less prominent in the new season's silk collections.

In the plain weaves of silks taffetas easily lead in the demand, but satin finishes are well ordered, particularly by the cloak and suit manufacturers, to be used for lining purposes.

In the United States the advances over last year on serges are from 2½c. to 7½c., while on clays the new prices show a rise in some instances of 10c. a yard from the prices ruling at the beginning of the year.

Advertising will not work miracles. It will not make a badly managed business pay. It is not a substitute for careful buying, cash discounts, wise arrangements, or effective organization. You must have the right article, purchased or manufactured to the best advantage, handled in the best way, offered at the right price, or advertising will prove a useless expense. Organize your business so as to secure for the public the best that is going for the money; buy in the best market; get your cash discounts and all other advantages, and—advertise!—*Des Moines News*.

The following have arrived in Britain: Mr. E. B. Crompton, Toronto; Mr. John White, Woodstock, Ontario; Messrs. J. A. Ogilvy and W. Fullerton, Messrs. Ogilvy, Sons and Co., Montreal; Mr. P. H. Burton, Toronto; Mr. John Murphy, Montreal; Mr. R. W. Macdougall, Montreal; Mr. Ansley, Messrs. Gillespie, Ansley and Dixon, Toronto; Mr. J. Geddes, London, Ontario; Mr. A. Fraser, London, Ontario; Mr. J. W. O'Hara, Messrs. Gordon, MacKay and Co., Toronto; Mr. J. A. McElroy, Toronto; Mr. J. Edgar, Messrs. Edgar, Swift and Co., Montreal; Mr. R. Williams, Messrs. Greenshields, Sons and Co., Montreal; Mr. Stewart, Messrs. Tooke Bros., Montreal.—*Draper's Record*, July 8.

—The following is the explanation we obtain from Ottawa as to the British Government's present attitude towards the Canada-Australia cable: In August last the Governments of New South Wales, Victoria, Queensland and New Zealand each offered to contribute two-eighteenths of the total cost of the Pacific cable, making eight eighteenths to be paid by Australian colonies, on the express condition that the United Kingdom and Canada would together contribute the remaining ten-eighteenths. British Columbia offered to contribute two-eighteenths after Great Britain declined to do anything else than grant a subsidy of about equal to what would be her share—the understanding being all along that she would not only pay the five-eighteenths, but become interested with the colonies. The latest information the Government has is that the British Government will now contribute the five-eighteenths, and will be responsible along with the other colonies for the amount of its share.

—On the subject of incendiarism in Texas, Hon. D. E. Grove, general agent in Dallas of the Hartford Fire, recently said: "If the country stores, farm dwellings, barns and gins in Texas that have been destroyed within twelve months by fires of suspicious or incendiary origin, insured in one company alone, had been burned in one night, the glare would have reddened the sky from Red River to the Gulf. If a single incendiary has been punished, I have not heard of it. These facts tell you as plainly as words can, why a small percentage of the insurance companies doing business in the State write these risks; why so many companies that have written them write them no longer, and why fewer yet write the gins. If the rates were high enough to secure a reasonable chance for a profit, however small, every company in the State would write them. With a few incendiaries in the penitentiary, better construction and more careful operations, rates would immediately decrease.

#### CLEARING HOUSE FIGURES.

The following are the figures of Canadian clearing houses for the week ended with Thursday, July 20, 1899, compared with those of the previous week:

CLEARINGS.	July 20th, 1899.	July 13th, 1899.
Montreal.....	\$15,656,670	\$16,017,648
Toronto.....	9,114,898	9,912,440
Winnipeg.....	1,876,999	1,928,126
Halifax.....	1,441,229	1,482,818
Hamilton.....	787,310	853,843
St. John.....	826,943	707,138
Victoria.....	832,754	613,009
Vancouver.....	811,581	807,646

\$313,48,384      \$32,322,668

Aggregate balances, this week, \$5,816,166; last week, \$4,826,185.