

Advertising Business Methods.

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AD SENSE

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KATE E. GRISWOLD.

Two dollars means only two hundred cents, but an idea may mean two thousand dollars.

THE

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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'

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Paper binding, lithographed cover, 25 cents.
Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES

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"Mr. Bates' Masterpiece. It is interestingly 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."—*Baltimore 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 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 Advertiser.*

"Striking and readable."—*Baltimore American.*

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

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

HELP WANTED.

Here are some orders alleged to have been received by a druggist in the United States at different times:

"This child is my little girl. I send you five cents to buy two sitless powders for a groan up adult who is sike."

"You will pleas give the lettle boi 5 cents worth of epecac for to throw up in a five months' old babe. N. B.—The babe has a sore stummick."

"I have a cute pain in my child's diagram. Please give my son somting to release it."

"My little babe has eat up its father's parish plaster. Send an antedote quick as possible by the enclosed girl."

"I haf a hot time in my incides and wich I wood like it to be extinguished. What is good for to extinguish it? The inclosed money is for the price of the extinguisher. Hurry please."—Exchange.

TOBACCO THEORIES.



In the Ontario County of Essex much tobacco is grown, and the growers ship most of it to manufacturers in the province of Quebec, whence it reappears in the market in various forms. The Leamington Post, published in the heart of the tobacco district, makes selections about the plant for its columns. Here is one:

A Toronto teacher recently asked the girls in a junior class to write an essay on tobacco. Following is a verbatim copy in part of one of the compositions: "Tobacco is a leaf of a tall plant it takes all the rich soil out of the ground then you can not plant the tobacco in that field the next year. A drop or two of Nictine that is in a strong cigar will kill a man. The Nictine is poison. The Nictine gives the tobacco its taste and smell. Why man says he smokes tobacco one man says it makes him think better, another man says it to make him not too ioake him think better another says it help digest their food. Another smokes to keep him with company, boys smoke to nake themselves to look like a man the right reason man use tobacco, is becaus they like it and they do not care if it harms them or if it don't."





THE statement is made that the fiscal year, ended 30th June, 1901, shows the largest customs revenue in the history of the Dominion. According to figures just in from Ottawa the customs revenue of the year (exclusive of the Yukon and the Coast, from which returns have not yet been received), is \$28,990,254. This is an increase of \$81,236 over the previous year. In 1896 the customs revenue was \$20,000,000, in round figures.

—The following is a record of patents recently granted to Canadian inventors, in this country and the United States: Canadian patents—F. G. Gale, mattress frames; E. Cote, machines for scraping snow roads; Miss A. E. Wagner, device for suspending ladies' and gentlemen's clothes; H. W. Wilcox, liquid measuring devices; E. J. Wasbrod, castor socks; C. Bates, fire escape chute; R. Sander-son, rotary engines; S. H. Pocock, car brakes; A. H. Canning, weighing machines. United States Patents—J. Arnoldi, exhaust ventilator; A. E. Brown, setting-up machinery; F. Dow, car fender; W. Firstbrooke, machine for jointing lumber; G. Guymer, lamp chimney fastener; D. O'Neil, flour-sifting machine.

**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.

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And a full description of the processes of carding, spinning, weaving, bleaching, dyeing and printing.

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THE MONETARY TIMES

BOOK DEPT.

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