

ARTISTIC PUBLICITY CONTEST

Profitable Advertising and Art in Advertising. THE ADVERTISER'S TRADE JOURNAL offers \$375 in CASH PRIZES for best original NEWSPAPER and MAGAZINE DESIGNS. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address PROFITABLE ADVERTISING, BOSTON, MASS.

Every Issue of The Office Magazine

A. O. KITTREDGE, F.I.A.C.P.A., Editor
contains information on office topics

Worth Many Times its Price Per Year.

It publishes only practical articles on practical subjects by practical business men.

Sample Copy Free

Issued monthly, subscription \$1 a year. Advertising rates on application.

ACCOUNTING ASSOCIATION, Publishers
23 Pine St., NEW YORK CITY

"Short Talks on Advertising"

294 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 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. F. Rowell.

"Excellent Work."—*Buffalo Evening News*.
"Interesting and profitable."—*Baltimore Herald*.
"Lively and Sensible."—*Philadelphia Evening Telegraph*.
"Handsome and Clever."—*New York Press*.
"Should be read twice."—*Cleveland World*.
"Should be on the desk 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*.

Do You Ever Have Occasion To Use a Legal Directory?

Forty-two law firms who jointly forward over two hundred and fifty thousand items of business to their legal correspondents annually, and who are necessarily posted as to the best attorneys to use at a distance, communicate to a central office constantly their experience with their various correspondents, and from this information is compiled monthly the directory which they use. That such a list is superior to one compiled in the ordinary way and published annually or semi-annually, goes without saying. Each issue contains, in addition to the legal list, a complete Bank Directory, the collection laws of the various States, tabulated, besides a good deal of general information of value to lawyers and credit men.

The directory (complete each month—no supplements) can be obtained for Five Dollars per annum by addressing

The Mercantile Adjuster,

P. O. Box 609,

150 Nassau Street, New York

genuine red ditto, 5c.; No. 1, red lead, 4½ to 4¾c.; Putty, in bulk, bbls., \$1.95; kegs, \$1.90; bladder putty, in bbls., \$1.90; smaller quantities, \$2.25; 25-lb. tins, \$2.35; 12½-lb. tins, \$2.40. London washed whitening, 60c.; Paris white, 75 to 82c.; 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.

TORONTO MARKETS.

Toronto, June 7th, 1900.

FLOUR AND MEAL.—The flour market is quiet and steady, with a light export demand; prices remain unchanged. Bran is down 50c. this week, and is now quoted \$14.50 per ton. Shorts show a similar decline, and are now \$15.50. Oatmeal is steady at \$3.40 to \$3.50, with a fair demand for the season. Cornmeal is \$2.75 per barrel. Wheat products are in fairly good demand.

GRAIN.—The grain market has been decidedly flat during the past week. Wheat is down 1c., and hard to sell at the decline; winter is now quoted 63 to 64c.; spring, 62 to 63c.; Manitoba hard, No. 1, 77 to 78c.; No. 2, 75 to 76c., and No. 3, 72 to 73c. Oats are down another ½c., and are dull at 25½ to 26½c. Peas are again 1c. lower at 56 to 57c. Corn has lost its grip, and the predicted high prices have given way to a steady decline; this week it is down another 1c., and is 44 to 45c. The barley season is over. Rye and buckwheat are unchanged.

GREEN FRUITS.—There is a brisk market for green fruits of all kinds, and prices are firm. The first Canadian strawberries arrived in the city on Tuesday. They sold at 12½c. per quart box. Oranges and lemons still continue high. We quote: Extra fancy, Messina lemons, \$3.50 to \$3.75 per box; extra fancy Messinas, 300's, \$3.75 to \$4 per box; choice Messinas, 360's and 300's, \$3.25 and \$3.50; Sorrentos, \$4.50 per box; Messina oranges, 80's, \$2 half-box; Valencias, 420's, \$7.50 per case; Sorrentos, 180's, \$3.25 per three-quarter box; bananas, fancy, \$2 to \$2.75; choice, \$1.60 to \$1.75; pineapples, 8c. to 18c. each; and strawberries, 12½ to 13c. per quart box; tomatoes, 6 basket crates, \$4 crate.

GROCERIES.—A good steady sorting trade is doing, though the orders are not large, as retailers are waiting developments. Sugar has taken another jump upwards of 10c., and prices now range from \$3.95 to \$5.20. The exceptional strength of the New York market, owing largely to the scarcity of raw sugars, is responsible for this advance. We also note some changes in the prices of salmon; Horsehoe, tall, are down 10c., and are now quoted \$1.55; Horsehoe, flat, go to \$1.60, and Anchor are marked \$1.50. These are the only changes in our Prices Current this week.

HARDWARE.—Country merchants are bent on reducing stocks at present, but notwithstanding this, there is a fair volume of general trade. Prices are firm and appear likely to remain steady. The fact that the Canadian Hardware Association met in Montreal this week, and the trade have been notified of no changes in prices, indicates that immediate advances are not looked for. At the same time, conditions are hardly favorable for a decline. We make no changes in our Prices Current this week.

HAY AND STRAW.—Loose hay is in fair supply on the St. Lawrence Market at \$10 to \$11.50. Loose straw is \$8 to \$9.50. Baled hay is quoted \$8.50 and baled straw, \$4.75.

HIDES AND SKINS.—The hide market is very quiet, and prices are weak. The depression in Chicago still continues, and

till an improved demand for shoes and harness material relieves the glut, not much better conditions can be expected. This naturally affects the local market, and a further slight decline in prices is the result. Cured and inspected hides are ¼c. lower, at 8½ to 9c. Calfskins, green, are down 1c., at 8 to 9c. Sheepskins are \$1.10 to \$1.35 each. Tallow is holding its own at 3½c. for caul, and 5 to 5½c. for rendered.

LIVE STOCK.—The arrivals of live stock at the stockyards, for Tuesday's market, amounted to 72 cars, consisting of 1,144 cattle, 1,648 hogs, 284 sheep, and 120 calves. The quality of fat cattle was good, with prices steady for export cattle, while butchers' cattle were 10 to 15c. higher than last week. Prices for hogs again advanced 25c. per cwt., all round. Choice lots of export cattle sold at \$4.80 to \$5.12½ per cwt., while lights sold at \$4.60 to \$4.75. The bulk of exporters sold at \$4.85 to \$5. Butchers' cattle brought all the way from \$3.45 to \$4.60, good and medium going at \$3.90 to \$4.25. Milch cows sold from \$30 to \$50 each. Sheep were \$3.50 to \$4.25 for ewes, and \$3 to \$3.50 per cwt. for bucks; yearling lambs were steady at \$4.50 to \$5.25 each. Hogs were: Best select bacon, \$6.87½; thick fats, \$6.25; lights, \$6 per cwt.

PAINTS AND OILS.—There was a big rush of trade at the end of the month, and during the past week it has been keeping up fairly well. Prices are firm, but the expected rapid advance in linseed oil has not materialized, and though it is not expected to decline, there is a feeling that the oil will not go much higher at present. We make no changes in our Prices Current.

PROVISIONS.—There is a steady trade doing in provisions, with prices generally firm. Supplies of dairy butter have been light, and tubs are firm at 14 to 15c., while rolls are up a little at 15 to 16c. It is expected, however, that the rains of the past few days will increase the supply and make prices easier. Creamery boxes are also a little higher at 17½ to 18c. New cheese is holding its price well owing to heavy exports, and is just a shade lower, at 10 to 10½c. There is a brisk demand for meats, but, though live hogs have advanced 25c. during the week, there is no change in prices. Eggs still remain 12 to 12½c. per dozen. Other prices are unchanged.

WOOL.—There is very little of the new clip coming in yet, and the market is quiet. The price quoted is 15c., but dealers are not very hopeful as to the future market. A letter received by a prominent dealer from London states that the market there for domestic wool is dragging. Selected Irish hogs (lambs' wool, first clip) the correspondent states, can be bought for 7¼d. The London sales had been going off better until a few days ago, when a fresh break in prices gave a check to the better feeling.

—It has been proposed to employ the phonograph as an aid in learning foreign languages. In learning a language, it is necessary first of all to have the ear trained to catch and recognize the sounds, and the only way to accomplish this is to listen to the continual repetition of the sounds until the ear becomes familiar with them. Many persons have to learn a foreign language without any aid from a teacher that can speak that language correctly, and even those that are so fortunate as to have a competent teacher cannot constantly have the teacher at hand. Now it is proposed to have phonographic records of language lessons; then the student can have the machine repeat the lesson over and over again, until he is perfectly familiar with it.