

The plan of showing a shaft, or anything else, turned, ground or subjected to any other process, along with the account of the time taken to do that particular job, furnishes a basis for ready comparison with the work you are already doing, and although this cannot be an exact method it nevertheless conveys definite information.

Lots of the smaller manufacturers have a keen desire to find out just how far the papers contribute to their business. They see the large concerns, whose names are familiar to shopmen all over the world, throwing their money freely into the advertising department of the trade journals and wonder at the oversight or suppose that it is a disregard for results and maybe an unnecessary desire to prove that they are still in the game. As a matter of fact the advertising of these large firms is handled by men who are as close buyers as any one in the other purchasing departments. They strain every nerve to build an advertisement so that it will hold results in good measure and then they go gunning for the printer until he frames it to suit their taste. Are they doing this for fun? Nay.

The man who has not gone into the subject looks upon advertising from two points of view: either he is too well off to need it, or times are too hard for him to bear the burden. The selling expense—and this includes judicious advertising—I consider as essential a part of the general expense account as the fund required for new equipment or the repair of the old appliances. Advertising is the lubricant of the sales mechanism, and it is just as necessary that it be freely applied in that department as that oil should be used in the manufacturing end of the business. If it fails to bring the desired results there is something wrong about the grade of the lubricant, or it is not directed at the best point of application. Poor oil is a nuisance when applied to a shaft bearing, and good oil is absolutely useless when it is put on the shaft between the hangers.

The medium that reaches the buyers is the only one available. The journal should be prepared for just the class you wish to buy your goods. Does it profit a man to mix up his machine tool advertisements with the frippery of other trades? I think not. It is simply so much shelling the woods. But the live advertising, a well displayed account of something really worth having, in the columns of a journal directed at the men you seek to interest, has the target in sight and the shot goes with all the momentum of the value that the reading matter has to the subscribers.

A word about the "keying" of advertisements. It is a doubtful expedient at best. It means the embodiment of some letter, numeral or word, in the phraseology, usually in the address or the reference to the catalogue, circular or machine. Does the reader of the advertisement charge his memory with these things? The individual reader may try to call to mind any of these, and while he may remember that such customs exist, he will have some difficulty in remembering the "key" of any of them. The advertisement has largely done its duty if it gives a lasting impression that a certain firm makes a machine and conveys a favorable idea of the manufacturer or his product. The every-day business man does not consume time in saying where he read the advertisement. Life is too short for the unnecessary, and his correspondence is already shorn of any of the embellishments the epistolary art may have had in the polite intercourse of many years ago. He is apt to think a firm cuts a diminutive figure in the world if it is necessary to address them at a specified letter box or street number. He may be punctilious in these things if he uses these devices in his own advertisements—if he be an advertiser—but I will say concerning my own experience that the breach has been as frequent as the observance.

He may think it best to state his needs frankly, and having done that, why refer to "Catalogue U 3" or some other invention? Any keying device is destined to go astray when it puts any obstacle in the way of the reader reaching the advertiser with the minimum amount of trouble. It may seem a small amount of extra labor to look up the advertisement and prepare the letter exactly in accordance with the wishes of the ad-smith, but human nature is not to be expected to hew so closely to the line. Nor is it to be cajoled beyond a certain stage; and the ad-maker who drafts his productions so that they will reach the fruit in the orchard of business, need not worry over the additional length to splice on the rod. If his advertising brings enquiries from people who have the money and can be made to feel a need for the machinery as exploited in print, then the advertiser may be sure his pole is long enough to get a good share of the persimmons.

The small firm that has all the work it can handle in good times does not intend as a rule to go out of business in bad years. And now as my friend, the advertising solicitor, suggests: The advertisement is a continuous affidavit that business is being done and that arrangements are perpetually under way to handle more of it. The rapidity with which the memory drops the name of a business house that fails to keep busy is an argument for the repetition of the reminder by a perpetual performance of the advertisement. The impression is thereby maintained during good times, and when trade is not so vigorous the aftermath of that publicity campaign will sustain the shop momentum.

#### RAILWAY BUILDING IN ONTARIO.

Without reference to the Grand Trunk Railway, and the Canadian Pacific Railway, and the lines of roads operated by them in this province, the following facts show the names of railways and their mileage very recently completed, now under construction or projected in Ontario.

	Miles.
Ontario & Rainy River Railway (now Canadian Northern), completed .....	263
Algoma Central Railway—	
Main line, Sault Ste. Marie to C.P.R. (partially built) .....	140
Michipicoten branch (partially built) .....	25
Projected continuation from C.P.R. to James Bay, about .....	300
	465
Manitoulin & North Shore Railway (contracts called for) .....	346
Thunder Bay, Nepigon & St. Joe Railway, as projected northward to the Albany River .....	250
Temiskaming & Northern Ontario Railway, North Bay to Lake Temiskaming (Government line—first sod turned May 10) .....	100
Probable ultimate extension to the 16,000,000-acre clay belt north of height of land .....	200
Branch line from Dinorwic Station to Lake Minnetakie, Algoma .....	15
James Bay Railway, from Parry Sound to Sudbury (construction commenced) .....	95
Bruce Mines & Algoma Railway (about completed) .....	16
Nepigon Railway, from Nepigon to head of Long Portage .....	14
Lake Superior, Long Lake & Albany River Railway .....	10
Projected air line from Quebec to French River, the Ontario portion being about .....	150
Irondale, Bancroft & Ottawa Railway .....	70
Pembroke Southern Railway to Township of Ross .....	15
Lindsay, Bobcaygeon & Pontypool Railway .....	19
Bay of Quinte Railway (formerly Kingston, Napanee & Western) .....	50
Total .....	2,078