

The Canadian Engineer

WEEKLY

ESTABLISHED 1893

VOL. 18.

TORONTO, CANADA, APRIL 15th, 1910.

No. 15

The Canadian Engineer

ESTABLISHED 1893.

Issued Weekly in the interests of the

CIVIL, MECHANICAL, STRUCTURAL, ELECTRICAL, MARINE AND MINING ENGINEER, THE SURVEYOR, THE MANUFACTURER, AND THE CONTRACTOR.

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Present Terms of Subscription, payable in advance:

Canada and Great Britain:		United States and other Countries:	
One Year	\$3.00	One Year	\$3.50
Six Months	1.75	Six Months	2.00
Three Months	1.00	Three Months	1.25

Copies Antedating This Issue by Two Months or More, 25 Cents.

ADVERTISEMENT RATES ON APPLICATION.

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Address all communications to the Company and not to individuals. Everything affecting the editorial department should be directed to the Editor.

NOTICE TO ADVERTISERS.

Changes of advertisement copy should reach the Head Office by 10 a.m. Monday preceding the date of publication, except the first issue of the month for which changes of copy should be received at least two weeks prior to publication date.

Printed at the Office of the Monetary Times Printing Co., Limited, Toronto, Canada.

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CONSERVATION: WHAT IT INVOLVES.

The Canadian Institute of Toronto, during the winter season, holds some very interesting and successful lectures. The range of subjects discussed is wide, and it is doubtful if any other organization in Toronto presents so varied and valuable a series.

Last Saturday evening Dr. Fernow, of the Faculty of Forestry, Toronto University, addressed the Institute on "Conservation: What it Involves." Dr. Fernow, having for his life work forestry and its allied studies, is naturally greatly interested in the present movement, which has for its object the conserving and reserving for future generations the wealth of forest and stream.

In classifying natural resources the lecturer divided them into two classes, exhaustable and inexhaustable. The exhaustable ones were grouped into restorable and non-restorable, and the restorable ones into those liable to deterioration under private activity and those which yield increased returns under increased activity.

As might be expected, Dr. Fernow gave special attention to forest resources. In forest preservation a differentiation must be made between agricultural soil, which should be left entirely to the activity of the individual, for their removal is necessary to secure farm lands; those situated at head waters of streams, on shifting sands or other localities where the productive value of the forest cover is paramount, and public ownership can alone guarantee maintenance in necessary good condition; and third, those of absolute forest soils.

Conservation involves the development of sense of public responsibility. Without a care for the generations to come, enthusiasm in the preserving of natural resources cannot be attained.

In considering conservation, it must not be forgotten that there are times when it is wasteful to attempt to conserve. Many of the most valuable forest tracts of Canada have been wasted in the name of conservation, and some of the most suitable water-powers of the continent are undeveloped, and large areas without their benefit, in the name of the same movement. It requires just as much judgment not to be wasteful in conserving as not to be wasteful when using.

ADVERTISING.

Many firms are carrying on an advertising campaign in Canada to-day. The results from advertising are no more uncertain than the results in other lines of activity. Advertising is as exact an undertaking as many of the other occupations which we term sciences. The uncertainty in advertising is due to the unsuitable field selected and the lack of vitality and life put into the advertising. Alertness and resourcefulness are as necessary in conducting an advertising campaign as in selling if you wish to bring the desired results.