

To Justly Estimate
the value of a
Subscription List

Judge it by the extent to which it represents the substantial element of the trade or profession to which you cater.

Indiscriminate solicitation would easily expand the subscription list in a comparatively short time to even double its volume and keep it at those large figures by means far less expensive than required by the policy of selective circulation.

The object of selective circulation is two-fold. There is no profit in circulation and subscribers of no value to the advertiser are not desired. Then again, advertisers can very readily estimate the percentage of subscribers of money value. The indiscriminate method would admit the subscriber of absolutely no value to the advertiser. It is the recognition of this that has led us to adopt this selective policy. A large circulation is to be desired, of course, but each reader should have a direct money value to the advertiser.

In compiling our subscription list of prospective subscribers only selected names are entered—those that we feel are directly interested in engineering and contracting lines, gotten mainly by correspondence, from reports of various societies, news notes, newspaper clippings, reports of staff members and local correspondents.

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Such selection means waste circulation reduced to a minimum. Is it worth anything to you?

ORDERS OF THE RAILWAY COMMISSIONERS

(Continued from Page 135.)

- 9265—January 12—Authorizing the C.P.R. to construct spur for Messrs. A. & F. Fraser, Pembroke Township, Renfrew County, Ont.
- 9266—January 13—Approving location G.T.P. Railway, Prince Rupert, easterly, mileage 299.15 to mileage 359.00, R. 5, Fort Fraser, District British Columbia.
- 9267—January 4—Dismissing application of city of Montreal for Order directing the C.P.R. to bear and pay cost of construction of sidewalks and pavement under subway where its railway crosses Iberville St.
- 9268—January 10—Directing the C.N.R. to erect and maintain fences on each side of its right-of-way where the same passes through lots 124, 125, 126 and 127, in Parish of Portage la Prairie, Manitoba.
- 9269 January 14—Approving steel pipe line of Messrs. Smith, Kerry & Chace over track of the C.P.R., for construction purposes in connection with construction of new concrete dam on the Illecillewaet River near Revelstoke, B.C.
- 9270—January 14—Authorizing the G.T.R. to construct several branch lines in the 1st Con. Tay Tp., near Midland, Ontario.
- 9271—January 12—Directing the M.C.R.R., the C.P.R., and the T. H. & B. Railway to publish and file not later than March 1st, 1910, a joint rate not exceeding two dollars and sixty cents per ton, in carloads of the customary minimum weights, from Black Rock, New York, and Suspension Bridge, New York, to Sudbury, Ontario, on coal.
- 9272—January 14—Extending until 1st March, 1910, the time within which additional protection may be provided at Crossing of G.T.R. and the Galt, Preston, & Hespeler Railway at Hespeler, Waterloo County, Ont.
- 9273—January 14—Authorizing the Corporation, city of Winnipeg, Man., at its expense, to construct bridge over tracks of C.P.R. connecting Brown Street, on the north, and Brant Street on the south of the yards of said railway company.
- 9274—January 13—Authorizing the Nipissing Power Company, Limited, to place its wires across wires of the Bell Telephone Company five miles south of Callandar, Ontario.
- 9275—January 14—Authorizing the Gillies Hill Telephone Association to place its wires across track of the G.T.R. at mile post 140, 7th concession, Elderslie Township, Bruce County, Ontario.
- 9276—January 14—Authorizing the Rural Municipality of Pipestone, Man., to place its wires across C.N.R. at public crossing 1½ miles north-west of Bellevue Siding, Man.
- 9277—January 14—Authorizing the Shawinigan Cotton Company to lay water pipe under tracks of the C.N.Q. Railway at a point one-fourth of a mile north of the town of Shawinigan Falls, P.Q.
- 9278—January 14—Approving location of the C.P.R. branch line known as the Kipp to Aldersyde Branch from mileage 50 to 84.45, Sec. 6, Tp. 29, R. 28, west 4th Meridian, Alberta.
- 9279—January 15—Authorizing the G.T.R. to construct five bridges on the 20th Dist. of its line of railway.
- 9280—January 14—Authorizing the G.T.R. to construct branch line on Walnut Street, Collingwood, Ontario.

MARKET CONDITIONS.

Following the quotations of the various articles listed in the markets will be found in brackets numbers, thus (10). These numbers refer to the list number of advertisers on page 3 of this issue and will assist the reader to quickly find the name and address of a firm handling any particular article. Buyers not able to secure articles from these firms at the prices mentioned will confer a favor by letting us know.

Montreal, February 9th, 1910.

Prospective legislation in the United States is exerting an influence on the general market in the United States, particularly upon the action of the railway companies. The general feeling is that, sooner or later, some sort of action for the exercise of greater control over the railways, by the Government, will take place, although it would hardly seem that President Taft is specially anxious to bring it about. This may be causing a little nervousness, although, according to reports, there has been a little better buying during the past few days. It would seem that there have been concessions in price by some of the Virginia furnaces, for shipment to Atlantic Coast points, but the central and western furnaces are apparently holding their prices steady. These continue to ask firm figures and are apparently looking forward to further advances, as soon as the present nervousness has passed. Most furnaces throughout the country are sold ahead, and, in view of a pretty good outlook for the future, are not disposed to accept lower prices just now. The general impression is that as soon as demand starts in again there will be an advance on present prices. Meantime, things are in a waiting condition and not a great deal of new trade is being put through. At the same time, furnaces are nearly all fully occupied with orders which were taken some time ago, so that there is no uneasiness.

The situation in Great Britain is unchanged. Scotch and English markets are fairly steady and a moderate amount of trade is passing. As for the export trade, the situation is decidedly better than it was last