

able period afterwards it is not probable that monetary conditions will permit of the issue of securities, even of the highest character other than for war purposes, in any such volume as that to which we have been accustomed in the past.

"This interruption of the influx of capital has necessarily meant marked curtailment of expenditure upon undertakings, works and buildings in all parts of Canada, with consequent reaction upon the industries, trades and businesses furnishing material and supplies therefor. The result has been a material slackening of general constructional activity, considerable unemployment and attendant diminished buying power on the part of the community. Commercial houses are exercising prudence in commitments, and the public generally are practising economy, that is to say, they are buying less, both of domestic and imported produce."

TOWN PLANNING.

A summary of what municipalities can do in the interests of town planning during the present inactive stage of development is given by the Commission of Conservation as follows:—

1. Map and Survey.—Prepare map of existing conditions in city or town and environs, showing areas already built upon, and physical features.

Enquire into existing conditions as regards industrial development and location, transportation, housing, distribution of population, defects of by-law administration, local improvements, building lines, width of streets, air space, heights of buildings, etc.

2. Town Planning Scheme.—Prepare skeleton map showing main arterial roads and suggestions regarding transportation facilities, zone map of industrial and residential areas, building lines on existing and proposed streets, open spaces, sites of civic and educational centres and other general proposals—without consideration of detailed development of sub-divisions.

Prepare scheme of provisions setting out the regulations under which it is proposed to carry out the plan, the principles on which it is proposed to fix building lines, height and character of buildings, widths of streets for different purposes, proportion of areas occupied by buildings, air space in houses, etc.

Before the second step is taken enabling legislation should be secured from the Provincial Parliament on the lines proposed in the Draft Town Planning Act of the Commission of Conservation. The first step should be taken forthwith by all municipalities and the work done will be good investment apart from town planning.

SELLING TO ENGINEERS.

Engineers, large contractors and manufacturers are nearly always skilled buyers. Their training and experience have taught them to disregard the catch phrases, the best-in-the-world and the finest-ever-produced kind of claims, and to look further and more keenly into the merits of the material or machinery which they purchase.

That is why the men who have things to sell to readers of technical papers are, slowly but surely, beginning to realize the greater effectiveness of the type of advertising that reasons why,—not necessarily argumentative advertising, but "copy" that is interesting, educative, of value, well worth reading.

"Advertising is simply giving information about my business," said one of the leading American manufacturers recently, "and the more information I can give about my business to the men to whom I want to sell, the better it will be for me; because, as they appreciate more what my ideals are in this business, when they know better what the name of my house stands for in service, in up-to-date machinery and methods, and in quality of raw materials the larger my business will become."

A large number of Canadian advertisers are now using this kind of "printed salesmanship," as they call it, writing advertisements that will be found instructive, interesting and useful. Good samples of the "reason-why" type of advertising may be found in the splendid new series of advertisements of The Northern Electric Co., and in many of the advertisements of The Eugene Phillips Electrical Works, The Asphalt & Supply Co., Ideal Incinerator and Contracting Co., Canadian Ingersoll-Rand Co., Canadian H. W. Johns-Manville Co., Creosoted Block Paving Co., De Laval Steam Turbine Co., Barber Asphalt Paving Co., and scores of other leading advertisers in the technical press.

MINING IN ONTARIO IN 1913 AND 1914.

Ontario mines made a good showing in 1914. Production was not quite as large as 1913, but development work in 1915 will likely see big increases. The silver mining industry, while showing a falling off in production and profits, is in a fairly satisfactory condition. Especially noteworthy in the record of 1914 is the improved condition of the gold mining industry in Ontario.

In spite of the large output there has been, during the year, a large addition made to the known nickel ore reserves in the Sudbury district.

Gold.—In 1913, Porcupine produced 207,583 ozs., of gold, valued at \$4,250,000. In 1914, the production was 270,000 ozs., valued at \$5,750,000. A large production in 1915 is to be expected. War should not retard operations at the gold mines that have reached a self-sustaining position. The demand for gold is increased, not decreased, by present conditions.

Silver.—A decrease in the production of silver in Ontario during the year was expected. The output of 1913 was 29,724,931 ozs., valued at \$28,350,000. The output in 1914 was less by 4,500,000 ozs., and is valued at \$23,850,000. In August the market for silver practically disappeared and several mines were closed down. The 1915 output depends largely on the price of the metal. We hope for an advance.

Nickel and Copper.—The Sudbury district has made important additions to its nickel-copper ore resources. Recent prospecting and exploration work has resulted in the discovery of large bodies of ore. The matte output for the year contained 22,000 tons of nickel. In 1913 there was smeltered in the Sudbury district 823,403 tons of ore which produced 47,150 tons of matte. The nickel contents amounted to 24,388 tons valued in the matte at \$5,237,477.

Dividends.—The dividends paid by Ontario gold and silver companies in 1914 and previously amounted to \$52,015,475 at the end of 1913, and in 1914 to \$8,349,809.

No steel reinforcement should be painted or oiled, as either treatment will lessen the adhesion of the concrete. No grease or foreign matter of any kind should ever come in contact with the steel.