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SHOULD MINING ENGINEERS ADVERTISE.

"Should Mining Engineers Advertise" is the title of a clear editorial exposition in the current number of the London Mining Journal. This is a question on which an English point of view is particularly valuable. In Canada we have a considerable body of mining engineers and mining geologists whose work will stand comparison with that of engineers from any other country. But neither our mining societies nor public opinion enforces distinction as between qualified men and charlatans. Whilst it is permissible for a Canadian mining engineer to insert a professional card in technical journals and in newspapers, it is recognized as distinctly bad form to seek louder means of attracting attention. For mining men of the lower grades the inspired newspaper interview is one of the chief means of advertising. Others, again, allow their names to be used on obnoxious prospectuses. Against both these latter devices self-respecting engineers set their faces. It is, then, probable that the limit marked for Canadian mining engineers is the professional card.

Our London contemporary, however, points out that "the mining engineer . . . is not assisted by analogy from other professions, and the question is one that must be decided upon its merits, as it affects the mining profession simply." After reference to the many indirect means of keeping one's name before the public, our contemporary alludes to the fact that the mining engineer, who has worked successfully in foreign fields, may be entirely forgotten by the very people at home to whom his services would be most acceptable. This opens up the way for a revision of the code.

Our own opinion is strongly opposed to countenancing anything but the most limited advertising. Attempts to establish a laxer code of professional etiquette must inevitably lead to demoralization.

This restriction may seem a hardship to the struggling engineer. But there remains a clean and profitable channel of publicity. A professional card does little more than actually remind the readers of public that a certain engineer is alive. But a signed technical or descriptive article, appearing in a suitable publication, places the author at once in a position of more or less prominence. If the article deals with mining or metallurgical problems encountered and overcome, and if is written simply and honestly, it constitutes the best possible introduction to that section of the public with which the engineer wishes to form an acquaintance. Moreover, the man who writes an article is, obviously, willing to risk the judgment of his fellows. Therefore a certain amount of confidence in himself (always a healthy symptom) is implied.