

# The Canadian Engineer

WEEKLY

ESTABLISHED 1893

VOL. 17.

TORONTO, CANADA, AUGUST 13th, 1909.

No. 7

## 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

ADVERTISEMENT RATES ON APPLICATION.

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Business and Editorial Representative.

London Office: 225 Outer Temple Strand T. R. Clougher, Business and  
Editorial Representative, Telephone 527 Central.

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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Copy and cuts for changes of advertisements must  
be in our hands by the Monday preceding date of  
issue. If proofs are to be submitted, changes should  
be in our hands at least ten days before date of issue.  
When advertisers fail to comply with these conditions,  
the publishers cannot guarantee that the changes will  
be made.

### THE COST OF ACCIDENTS.

In this issue we give a list of the more serious rail-  
way accidents during July.

The list of killed is large and the number of acci-  
dents in which injury was done and rolling stock  
damaged make an aggregate of casualties which is con-  
siderably above the average.

Strictly speaking every accident could be avoided  
by care on the part of some one and it is worthy of note  
that trespassers were the greatest sufferers. Frequently  
we hear great complaints against the railways because  
they will not allow people to take "short cuts" along or  
across their tracks yet such regulations are undoubtedly  
in the best interests of the community.

Every accident to the rolling stock of the railway  
is a direct financial loss and each victim represents an  
economic drain on the country. To prevent this drain,  
an avoidable drain, a campaign of caution must be car-  
ried on. Many of our steam and electric railways are  
publishing literature on how to alight from trains, how  
to board trains, cautions to be regarded and a dissem-  
inating information among their employees in regard to  
protecting themselves and those who might be under  
their care and direction.

The newspapers may assist the railways in this  
matter. The municipalities should. Everything that  
can be done ought to be done to make it hard for acci-  
dents to occur. So long as human judgment is fallible  
accidents will occur but let us reduce them to a min-  
imum.

### A EUROPEAN OFFICE.

Because of the increased editorial and business in-  
terest of The Canadian Engineer it has been found  
necessary to open a European office. This office will be  
in charge of Mr. T. R. Clougher and is situated at 225  
Outer Temple, Strand, London, England. Mr. Clougher  
will have at his disposal both an editorial and business  
staff and will be pleased to render assistance to readers  
and advertisers of The Canadian Engineer.

### THE ADVERTISING PAGES.

One of our good friends said over a year ago. "Why  
don't you cut out all your advertisements and give us  
a journal made up of editorial matter only?"

We could not do it if we wanted to and we would  
not if we could for to-day the advertising pages have  
an editorial value—a value that is being more and more  
appreciated. What with display advertisements, and  
frequent changes of copy an examination of the adver-  
tising pages of a technical journal is worth while.

Many new ideas and suggestions may be found in  
the advertising pages of to-day and the reader who is  
seeking the newest and best glances through the adver-  
tising pages of this journal before spending time on the  
reading pages.

It is for this reason that the advertising pages have  
a value to the seller that he cannot always trace. Many  
advertisements that have made sales were not answered  
directly. Publicity impressed upon some one that this  
was an enterprising firm; that they supplied certain