

The Canadian Engineer

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The Canadian Engineer

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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.

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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.

MUNICIPAL OWNERSHIP.

Canada is just now on the crest of a wave of public and municipal ownership. The National Transcontinental Railway, the Ontario Hydro-Electric power line, and the hundred and one municipal lighting and street railway lines all indicate the general interest in this method of control, and go to strengthen the belief that municipal ownership is here to stay.

Municipal ownership has many advantages, but it has one or two great disadvantages, and perhaps the greatest is the number of indifferent employees such a system keeps on the pay-roll. The method of promotion, system of payment and control make men time-servers, and do not encourage that resourcefulness nor interest which one meets with among the employees of private corporations. The older a municipal-operated plant becomes the more inefficient workers you will find on the pay-roll. The ratepayer is in many instances finding municipal-controlled enterprises a distinct disadvantage.

Not only is this becoming true because of the inefficient employees on the pay-roll, but also because of the system of bookkeeping employed.

The board or committee having charge of such undertakings are up for election annually. Among the electorate are a large number of their own employees, and frequently their vote is organized and directed with a view of electing a friend of the employer instead of the community.

Then, again, alderman or councillor must keep the tax rate down, and many items that should be charged to current account are placed in capital account, and the general tax pays many bills that should be charged to special accounts.

Our present system of municipal bookkeeping and municipal management is not the best friend of municipal ownership.

PROFESSIONAL ADVERTISING.

In Great Britain the etiquette of the engineering profession and the regulations of some engineering societies are opposed to engineers advertising by inserting cards in technical or class papers.

This may be a very proper stand to take, but we venture the opinion that it will not be long before British engineers follow the business methods of the professional man in other countries. The British engineer, instead of using the professional card in the technical press or daily paper, keeps himself before the public and the profession by their published expert reports, addresses and papers before societies and institutes, and even by having their social and domestic affairs reported in the social columns.

To these leaders cold-blooded advertising would bring little return—therefore they make it non-professional.

To the younger man, advertising by the line or inch would bring returns. It would place him on a more equal footing with the older practitioner. As it is now, in the Old Land, he must wait for some lucky moment when he is called as a witness in some large law suit or arbitration, or, as a junior, becomes associated, on a report, with a senior in the profession.