

The college graduate who wishes to become a surveyor must serve one year. This term of apprenticeship will be enforced, and perhaps lengthened, and the civil engineer, who finds that just when he requires the assistant that he has trained and put in the way of experience he has lost him, will be very much inclined to bind his men under articles also.

The time is almost ripe for such a step, and when it does come it will mean the production of men more highly specialized than engineers now usually are.

The careful, systematic and long training that has made the skilled engineer of Europe will have to be adopted in this country if we wish to keep abreast of the best work in older lands.

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### GUELPH AND HER PURE WATER SUPPLY.

In another section of this issue we give a detailed description of the recent additions to the water supply of Guelph, Ont.

The enlarged system was designed by Davis & Johnson, consulting engineers, Berlin, Ont., who were retained by the Guelph Water Commissioners, Messrs. G. B. Ryan, R. L. Torrence and John Newstead.

The formal opening of the new system during the last week of September was made the occasion of much speech-making, and incidentally of some editorial comment.

The system cost to date over \$300,000, and now supplies water at an average cost of \$9 per year for ordinary householders.

Guelph and her council and her visitors made great ado over the success that has attended their various public enterprises. Rightly so. A municipality that can handle electric light, gas, and an electric railway and show a surplus annually has much to be thankful for. We enjoyed hearing the Commissioners complimented for their loyalty and unselfish service. It is fortunate that men of prominence, ability and standing are willing to give their time and best thought to questions that concern the whole community. Hats off to the Guelph Commissioners and council, but do not let us forget the men who did the detail work. The men who accepted the responsibility for their recommendation, the men who, by continued application, by looking after the little things, worked out the success.

Guelph has a successful system, due largely to the ability and skill of William Malcolm Davis, their consulting engineer, and the aggressiveness, practical knowledge and administrative power of James J. Hackney, manager of the waterworks, lighting plant and street railway.

After all it is the men who do the work, the men that are not often in the limelight, that make public or private ownership a success. And just here we take pleasure in congratulating Guelph on being able to secure such careful, loyal municipal officials.

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### THE TECHNICAL PRESS AND ADVERTISING.

The technical press, in addition to furnishing reading material and technical information for the engineer has also another field—a field just as necessary and just as useful—that of bringing closer together with the least cost the seller and buyer. It is just as necessary for the engineer to know where he can get a turbine or a gen-

erator as it is for him to know how to place it or protect it. You may design and stake out, but unless you can secure the material to build with your planning will be of little avail, and it is part of the duty of the technical press to assist in furnishing the engineer with supplies. That is why just as much care is exercised in selecting the class of advertisements that appear in a technical paper as in selecting the articles for the reading pages.

And it is just as necessary for the producer (the manufacturer) to advertise if he wishes to secure business as it is for the engineer to read and study if he wishes to maintain his position in the profession.

A couple of years ago a large Canadian firm spent several thousands annually in advertising. A year ago they cut the advertising appropriation down to as many hundreds. For a time they did not notice any falling off in business. Their firm name and their goods were well known. A year later their salesmen found enquiries dropping off; the travelling salesman found it harder to talk business. Smaller firms were advertising, getting a little of the business, first one place and then another. New buyers were in the market—buyers who did not know the older and larger firm. As a result they must spend money to regain their former field.

Another firm doing a large business with contractors cut out all advertising, trusting to salesmen in various supply houses to place their goods. In just one year they went from the top to the bottom of the list of sales of those supplies in Canada.

Not long ago a salesman for storage batteries—a former advertiser—called and said: "Why do you take our competitor's advertisement? For years we carried an advertisement with you. They are newcomers. We have quit, 'tis true, but only for a short time. The worst part is we have **not made a single sale** since we quit and the other fellows commenced."

The right kind of advertising, like the right kind of technical literature, is read, and if not immediately used is put by for reference, and the right kind of engineer reads advertisements as well as editorial matter.

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### EDITORIAL NOTES.

Over eight million dollars worth of new buildings have gone up in Winnipeg during the last nine months.

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October the 1st saw the tides in the Peticodiac River, N.B., higher than at any time since October 4th, 1869. Great damage has been done in districts bordering Fundy Bay. Dykes have been broken down and much marsh hay land flooded.

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Mr. A. W. Campbell, Deputy Minister of Public Works for Ontario, has been for years carrying on a campaign on behalf of "good roads." First and always he has endeavored to educate the municipalities to adopt the best in management, design and construction. Mr. Campbell has made good as an educationalist (on roads) and as a builder, and when the late Timothy Eaton left \$10,000 to be spent by Mr. Campbell on three miles of the Dundas Road in Etobicoke township, it was a merchant prince's tribute to Mr. Campbell, his work and his success.

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Some of our readers are anxious as to the binding of **The Canadian Engineer**. The new size and binding will work with the old size, and the binder will find no difficulty in making Vol. XVII. as neat as Vol XVI.