

## Advertising For Industries

In a very interesting letter to the Quebec Telegraph the Industrial Commissioner of the border cities of Ontario objects to the system of advertising adopted by many Canadian municipalities to attract industries, and in particular is the writer opposed to bonuses, exemption from taxes, etc. Part of the letter reads as follows:—

"The writer is vehemently apposed to the whole principle of inducements to industries, which in his opinion, is fundamentally wrong. It may be necessary for certain pseudo-industrial centres to grant more or less unintelligently generous inducements with a view to building up their industrial life; but, as a rule, the industry, whose location depends on the attractiveness of the bonuses, exemptions, etc., is not of a very desirable or substantial character. At the same time, during my twelve years' experience of this work, I have more than once been thoroughly astonished at the absolutely unscrupulous way in which very large and very wealthy corporations seeking a new location have played one point against the other for all they were worth. In such cases, the corporations in question knew beforehand the point at which they really wanted to locate; but they approached that point last of all, and used for their own fullest, meanest advantage, all the offers made them by points which they never really had any intention of locating.

"I cannot believe that any responsible, substantial industrial concern will be really influenced in the selection of a location by inducements of a merely preliminary character, such as exemption, free taxation, bonus, free sites, etc. In my respectful opinion, the compelling factor must always be the volume of business which can be expeditiously and economically handled from a given point."

While we agree generally with the sentiments expressed above we see no harm (in fact we can only see good) in any municipality using the best means possible to secure industries, these best means not including concessions. The writer says that "the compelling factor (to secure industries) must always be the volume of business which can be expeditiously and economically handled from a given point." This is not so in many cases that we know of. For instance one firm located in a Canadian city because of the healthy environments for the work-people, another because of the good social conditions, and a third because of the splendid school accommodation. Of course, location and transportation facilities are two important factors in encouraging industries, but without workers in industries cannot exist, and the workers of to-day will not move from one vicinity to another unless the living conditions offered are up to date. Many industrial commissioners in their publicity campaigns seem to lose sight of this fact altogether and then wonder why they have not been so successful as they expected.

Every municipality in Canada has a right to increase its population and the quickest means is by the establishment of industries. What is more, every new industry established not only increases the wealth of the community but of the nation, but no municipality should advertise for industries in an unseemly manner, and certainly none should offer bonuses, or even tax exemptions.

## Human Safety First

The Chief of Police of Calgary, in an address before the local auto club, stated his determination to enforce the laws governing the vehicular traffic of this Western city. As over 1,000 auto accidents occurred last year in Calgary it would seem about time for more rigidity to be put into the carrying out of the local traffic regulations. But Calgary is not by itself by any means in its chapter of auto accidents. According to statistics there are other municipalities where auto accidents are just as frequent, while in still others comparatively few accidents occurred last year. We find that the Eastern cities have come off better so far as street accidents are concerned, than the Western cities. Whether the discrepancy is caused through our Western citizens caring less for broken autos and limbs than our Eastern citizens we know not, but we do suggest that the streets are for pedestrians as well as for vehicular traffic. This the police seem to forget at times, as instanced by the answer of a traffic policeman to an elderly pedestrian, who after waiting in vain for a chance to cross the street at a crossing, asked "Robert" to stop the traffic for a moment. "You will have to take your chance; I'm here to control the traffic, not look after every old fool that wants to cross the street." As the "old fool" happened to be someone in au-

thority at the local city hall, that policeman was soon dismissed. The point is that this particular member of the police is typical of many of our traffic policemen—not in his discourtesy, for the Canadian policemen is one of the most courteous men in the world—but in his point of view that traffic control is just to prevent accidents between one vehicle and another. He did not take into account at all that every pedestrian has the right of special protection while crossing the street at any point where a traffic policeman is stationed.

It seems to be human nature for the average automobile driver to break the speed laws as often as he can, and the more easy the police in the carrying out of the laws, the more accidents occur. It would seem that the little device, "Safety first," now so popular in public places, could very profitably, so far as traffic regulations are concerned, have one word added so that it will read "Human Safety First."

### A GOOD CITIZEN.

"A good citizen is one who is willing at all times to make some sacrifice of his time, means and convenience to advance the common welfare, and has such an abiding interest in this that he is always watchful and needs no urging to do his duty."—Ex-Governor Judson A. Harmon, Ohio.