

PRESIDENT UNION OF MUNICIPALITIES OF QUEBEC.

For its first President the Union has secured a strong man in Mayor Beaubien, of Outremont. Essentially practical as a municipal executive and administrator he is at the same time sufficient of an idealist to place his sense of duty on a high plane. This he has demonstrated time and time again in the municipal life of the City of Outremont where he now occupies the position of chief magistrate. Largely interested in large business enterprises—too often an excuse for our business men to shake off their public responsibilities—Mayor Beaubien has nevertheless made time for many years to assist in the administration of his native community, first as an Alderman and then as Mayor. During this time he has seen Outremont rise from a village to the dignity of a city—from a suburb of green fields and old lanes to one of the most beautiful residential cities in Canada—and no one has done more to develop the community than has Mayor Beaubien himself, which largely accounts for the citizens keeping him in the mayoral chair, in spite of his efforts to retire.

Many men use municipal politics as a stepping stone to either provincial or federal politics. Not so Mayor Beaubien. He believes that the social and economic development of the nation must start with the community. In thus concentrating his energies on local administration Mr. Beaubien has become specially conversant with municipal questions—in fact has become an authority. He knows well the complexities of the many problems that beset civic administration to-day, and he knows how to handle many of them, as may be exemplified in his own city. Every question brought before him is at once analyzed by an acute mind with a determination to find the answer. Such in brief is the man who has accepted the task of steering the Quebec Union through the stream of difficulties that attend all new organizations to the waters of public confidence, and those who know Mayor Beaubien know that he will succeed.

CIVIC SPIRIT IN BUSINESS

A clever writer pointed out not long ago that one of the most interesting effects of the war upon the government of Great Britain was the introduction of business men and business methods into the national governmental organization. This country's experience in war-time Washington seems to have been very similar. However, we have not as yet seen any reference to recent changes in modern business methods due to the induction of municipal and civic executives into the commercial field.

The library has recently received a bulletin of a well-known motor truck concern announcing the creation of a new engineering service department to study the prospective truck buyer's needs, and to recommend the installation of one or more trucks only when an analysis shows that such installation will result in service improved and increased money profits."

It is a significant fact that the new transportation engineer referred to had formerly served as an engineer in various municipal undertakings and as the secretary of a civic organization in one of the larger American cities.—Dorsey W. Hyde, Jr., in the New York City Municipal Reference Library Notes.

MARCH BREAST FORWARD.

One who never turned his back but marched breast forward.

Never doubted clouds would break,

Never dreamed though right were worsted, wrong would triumph.

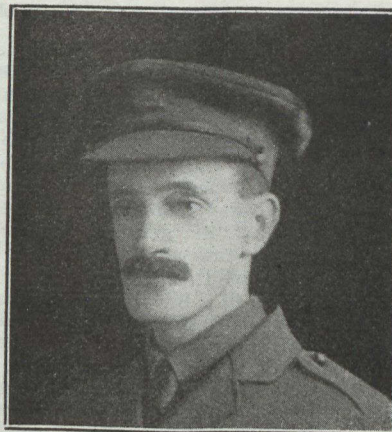
Held we fall to rise, are baffled to fight better,

Sleep to wake.

—Browning, in the "Epilogue."

"Adequate relief means preventive measures in social service. It means giving to every child the chance for health, education, moral and industrial training, so that our future citizens may be equal to the great tasks which will be demanded of them. It means in the last analysis that we maintain American standards of living and labor at home, even as we are depending upon our brave men to uphold American standards abroad."—Esther de Turbeville, State Board of Charities and Corrections.

ANONYMOUS MUNICIPALITIES.



JOHN KIDMAN.

Taking a river trip from Montreal down to the mouth of the Gulf of St. Lawrence in the fall we passed a busy-looking industrial town, when the usual cry arose—"What place is this?" There were only a few passengers aboard—for it was a cargo vessel—and each of us had a different guess, and our curiosity was only satisfied after we had left it when one of the ship's officers came along. Yet only a short time before the writer had noticed that this same city was advertising itself in the press as a desirable centre for factories. Why then should it not at least indicate to passers-by what city their eyes fell upon? A big sky-sign would repay its cost over and over again in the publicity that the city would receive with the thousands of passengers going up and down the river.

The same argument applies to the whole country in relation to railways and highroads. In the United Kingdom the most effective advertising is done by the boards in fields on the edge of railways, for by the time that one has journeyed from London to Manchester, he has been confronted every half mile of the route with the fact that somebody's pills are good for the liver. In Canada it is extremely difficult to discover the name of a station, and it is safe to say that the average person who has done the trip between Montreal and Quebec on any one of the railways fail in a test as to the principal stations passed en route.

But the inconvenience is more felt with the motorist who approaches a small burg but does not meet anyone to enlighten him as to where he is. The men who have been overseas will recall how in France at the entrance to and exit from every town or village there was on the highroad a sign showing the name of the place and the distance to the next municipality. It is true that these signs are rather too small for the speeding motorist of to-day, but they were mostly erected before the advent of the automobile. Even the Hun with his usual method, was in the habit of putting up huge boards bearing the direction "Nach Albert" (To Albert) and so forth.

This use of publicity on the part of municipalities and of railways, in addition to proving a convenience and incidentally advertising the place, would serve to educate the public geographically. Next year the tide of immigration will begin to roll in. Why not let strangers know the names of places, for none more than the new arrival looks out of the railroad car window? One other great need in Canada, particularly in the railroad stations, is that of wall maps. In most countries such as France and Germany, there were to be found big maps on the walls in station waiting rooms, which could be studied by people as they awaited their trains. These should be in sections for this country, since no folder may possibly convey any geographical conception to the stranger, and generally the print is far too small to be read unless there is a previous acquaintance of the map.

It will well repay any publicity or information bureau of city or transportation corporation to avert the position of the man in the old coster song—"E duuno were'e are."

London, Ontario, which owns an electric railway twenty-five miles length, is reported to be making a profit of something over \$25,000 a year from the line. The population of the city is about 58,000.—New Jersey Municipalities.