

MUNICIPAL ADVERTISING.

Municipal publicity well and wisely done is an important force which in Canada has already proved itself in many cases of the makers of prosperity. It is not only necessary to make a town known to the outside world; those responsible for the good administration of the town, those who possess municipal authority, should make it their first duty to make the town known to its people. It seems ludicrous to think of teaching citizens the value of their own surroundings, but when once you try to question a man in the street about his own town, you will generally find that he knows much less about it all than the ordinary stranger who steps out of the train with a guide book in his hand.

Municipal publicity stimulates civic consciousness, and this means general interest, which promotes civic pride and results in civic improvements. Try and persuade the citizens of Hopetown that the meadows adjoining the city boundary can be turned into a beautiful park of which they will be proud, and funds will be forthcoming to buy the site the women will organize church bazaars and concerts and everyone will help to promote the scheme. Tell these same people that the fire station is defective and they are in danger of death if a bad outbreak was to take place, and they will at once proceed to ameliorate matters. Nothing is as bad as stagnation. This same municipal publicity will help people to know who's who in their own town, from which of their neighbors they can get what they need, in fact may be used to secure very definite and positive results of an increased home market for a town's product's, teach the people that the secret of success for a growing town is for everybody to buy at home until the commercial possibilities of the place have outgrown its population and it can supply the markets of the world. As for the value of making a city known to the outside world, this hardly needs demonstration.—Exchange.

\$8,000,000 for HIGHWAYS IN B. C.

Announcement was recently made by Hon. J. H. King, provincial minister of public works, that approximately \$8,000,000 will be expended on highways in the province during the next three to five years.

ROADS AND SEWAGES.

"Countries inhabited by the least civilized people, whose wants can be supplied in the immediate vicinity of their dwellings, are almost destitute of roads; hence it has come to be said that roads are the physical symbol by which to measure the progress of any age or people. If the community is stagnant, the condition of the roads will indicate the fact; if they have no roads they are savages."—Highway Construction.

EXCESS PROFITS.

Representative Rainey, of Illinois, ranking Democrat on the Ways and Means Committee, proposes soon to introduce in the House a bill under which one-third of the pre-war profits made by American industries during the period between 1914 and America's entry into the war will be taken by the Government and used to provide a two-billion-dollar bonus for returned soldiers and sailors and to relieve the present deficit of \$3,000,000,000 in the Treasury. It is estimated that such a measure would produce from five billion to eight billion dollars in taxes.—Literary Digest.

UNDERGROUND WATER RESERVOIR AIDS GROWTH OF TREES

Trees growing along the sidewalks of city streets are likely to wither unless special precautions are taken to supply the roots with moisture. A concrete pavement prevents the necessary quantity of surface drainage from reaching them, so that the needed nourishment must be collected by artificial means. Dig a pit in the sidewalk on each side of the tree, sufficiently far from the trunk to leave room for the roots. A distance of 10 or 15 ft. will be about right, as the roots extend underground for a considerable distance. Bore a number of 1-in. holes through the staves of two old paint barrels, and bury one of them in each pit, with the open end down, and the upper end just below the level of the pavement. Connect each barrel by a pipe with the gutter, and provide it with some sort of strainer to keep the dirt out while letting water run into the barrels. These will then act as a cistern, and the water accumulated in them will percolate through the holes in the staves and nourish the roots of the tree.—T. B. Lambert, in "Popular Mechanics."

ROAD ROLLING.

The rolling of roads was advocated by John Shotbolte in 1619, Robert Phillips in 1736, M. de Cessart in 1787, and P. H. Clay in 1817 and Sir John Burgoyne, the first chairman of the Irish Board of Works, who, a few years after it had found favour in France issued an excellent paper on the subject in 1843. The repair of roads by means of a steam roller was commenced in Paris about the year 1864, and in England a few years later.

ASPHALT PAVEMENT ON MACADAM FOUNDATION

Salvaging the old macadam highways is not only a common sense avoidance of waste, particularly these days of enormous costs, but is sound engineering practice. In the State of Pennsylvania the State Highway Department has completed the resurfacing of an old macadam road between Wernersville and Palmyra with sheet asphalt, the highest known type of pavement, contract price for the 1½ inch binder and 1 inch top having been at the rate of 91 cents per square yard, or \$9,609 per mile of 18 foot road.

"The highest type of asphalt surface is that known as sheet asphalt. This type is the most desirable for main arteries if its construction can be financed and if it be properly maintained.

"Asphalt surfaces have proved successful in all climates from Canada to Cuba, and from cold and rainy New England to Southern California."—George W. Tilson.

"Accurate and timely information is the chief weapon of the public-spirited citizen.

"Public-spirited citizens are the only guarantee of efficient government."—Dr. Horace Brittain.

WATER METER REDUCES BILLS OF 80 PER CENT OF CONSUMERS

The objections to a meter basis for a water supply as against the antiquated and wasteful flat rate, usually comes from those ignorant of the details of operation and of the distribution of expense in connection with a water-works system. These individuals often secure the greatest benefits from the change in having water charges based more proportionately on service rendered or the amount of water consumed.

The reduction in consumption effected by meter service is remarkable and the cost of the meters is often more than balanced by the reduction of expenditure for extensions that would otherwise have been necessary.

The difficulties and opposition to be expected in making the change were recently illustrated in a Connecticut city where the Water Commissioners decided to install meters to eliminate the waste. The water consumption had reached 133 gallons per day per capita; the maximum amount of water available from the existing sources of supply had been reached; another source would have had to be developed at great expense but for the reduction effected by the introduction of the meters. The meters reduced the consumption to 78 gallons per capita per day and it is now estimated that the present supply will be adequate for some 20 years.

To quote from the Water Commissioners' report: "The Commissioners immediately brought upon themselves the severest criticism. They persevered in their work, however, although by so doing they incurred much odium and were roughly abused. But experience now shows that their course was fully justified. There has been an enormous reduction in the consumption, and the almost total absence of complaints about water bills during the recent collection indicates that the people are satisfied with the present system.

"It was not the purpose of the meters to compel consumers to stint themselves in the use of water, but to compel the careless consumers to stop avoidable waste and leakage. The discovery and stoppage of hundreds of leaks by the consumers, in co-operation with the water department, has shown that the metering of the services has had the desired effect. Statistics of the November collections from metered services within the city show that 80 per cent of the consumers are paying less on the flat-rate basis, 18 per cent are paying more, and two per cent are paying the same as before"—L. G. Denis.