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The "Made in Canada" Sample Train

France in the mind of Canada is the nation that has, above all nations found herself. The titanic struggle that was waged for five long years on her soil, though it drained the life blood of her best and almost crippled her industrially and financially, would seem to have rejuvenated that spirit and that mentality which made this wonderful country the leader for ages in everything appertaining to the world's progress—in art, in literature, in science, in industry and in thrift. Her devastated territory has been made again the scenes of peaceful and productive industry. The fields are rich in new crops, the cities and towns and villages have been rebuilt, not as they were before the war, it is true, for nothing can replace those wonderful monuments of the ingenuity of man, so wantonly destroyed by the Germans, and the inhabitants, at least those who are left, have taken up the occupations which they left off in August, 1914, with renewed hope.

Throughout France the same rejuvenated spirit prevails, the citizens being determined that if reconstruction means anything at all it means reassertion of those things that count, whether it be in things material or things spiritual.

In things material France is looking out for new markets for her products, and knowing well that her best markets are in those countries which have goods that she requires, and that require her goods, she is beginning to cultivate Canada in earnest. And if Canada is wise she will reciprocate the attention to the fullest extent of her power. In the first place France is Canada's third best customer already, and in the second place France produces goods not made but wanted in Canada. Why then should there not be an exchange of the commodities of the two countries for the mutual benefit of the two peoples?

This was evidently the thought that came to Senator C. P. Beaubien in 1916 when he was in France doing war work, for since that date Mr. Beaubien has given much of his attention to the advocacy of better and larger trade relations between Canada and France.

He has urged the idea before every public body and organization and in every city in France, and now success is about to crown his efforts. Starting in August a train made up of eight cars—carrying samples of French products will tour the length and breadth of the Dominion for the purpose of interesting and educating the people in what France produces in art, science and manufactures. The itinerary will include every large city and town in Canada, as well as many agricultural centres, so that every Canadian will have an opportunity of seeing something of the craftsmanship of France.

Following this tour it is hoped and expected that a "Made-in-Canada" train will tour France, made up of samples of the produce and manufactures of Canada. Of course there can be only one result of such an exchange of business ideas between old France and new Canada, and that is increased trade. But for Canada to get the full benefit of the propaganda every city and town must take an active part in seeing to it that the "Made-in-France" train is visited by every citizen. The French mission accompanying the train, must be made to feel that their efforts, not counting those of Senator Beaubien and his colleagues, are appreciated, so that when the "Made-in-Canada" train tours France the French people will better appreciate the efforts of this country to find a market for its products.