

EDUCATION IN CITIZENSHIP.

The following memorandum on the very important subject of the education of our future citizens which was recently sent out by City Clerk Baker, of London (Ont.), to the local societies is full of practical suggestions which might be profitably followed in other Canadian municipalities.

The influx of immigrants into cities has created a social and political problem. Canada is beginning to feel it; the United States has attacked the question seriously and with considerable success. Why should Canada wait for the inevitable danger? Would it not be wiser to educate now? Our "rising generation" need instruction in order that they may appreciate the glorious heritage they possess in a municipal system, perhaps the best in the world.

The unrest occasioned by the times, the clamor for reforms here and in the United States, and the admitted defects of our present system are forcing this question upon the voters. No one will claim that the average ratepayer has sufficient knowledge to intelligently vote. Indeed, the indifference of the voter to all municipal affairs, excepting at tax paying time is admitted freely. The question, therefore, of education in citizenship is a most important one.

"The burden of the education of citizenship must, inevitably fall upon our evening schools." Private agencies, while very valuable, are irregular in effort and incomplete. It is a public enterprise and the funds must be provided, or augmented, by public money. With the question are inseparably connected instruction in "factory laws, rates of wages, regulation of hours of work, health and sanitary regulations." It includes all matters affecting the good government of Municipalities, Provinces and the Dominion. Special classes, lectures and normal training methods must be used. The Public Library Board, the Boards of Education, Universities and Municipal Councils must co-operate with private organizations.

The trend of public service in a number of American public libraries, is worthy of extension and limitation. The Bureaus of Research are dropping destructive criticism for constructive suggestions and educative methods. If Rotary Clubs and kindred associations are interested, some method could be devised by which the co-operation of these several boards could be made effective, and a great step in advance would be made. Will the Board of Trade Special Committee, and Rotary Club consider this matter?

A course of lectures in the public schools of this city in the coming fall could be productive of much useful service. A number of city officials, members of the several boards would be willing to take part I believe. The factory inspector, Mr. Burke would co-operate. Dr. Hill would lecture on Health and Sanitary Regulations. Prizes could easily be secured for young men or women who would take up the course. Active assistance might be asked from the Mothers' Clubs, the Women's Suffrage Society and the Trades and Labor Council.

The importance of the education of the ratepayers to the proposed municipal reforms is such that it should demand the active co-operation of all persons in municipal affairs. There cannot be bad government where the ratepayers are interested. This interest will, in a large measure, have to be created. The old time "town mote" idea is democratic and essential to complete and efficient citizenship.

The following programme is suggested for criticism:

Sept. 15th—Canadian Municipal Government, Prof. Braithwaite.

Oct. 1st—Factory Laws, Inspector Burke.

Oct. 15th—Sanitation, Dr. Hill.

Nov. 1st—Wages, Rev. Dr. McGregor.

Nov. 15th—The Budget of the City of London, Mayor Somerville.

Dec. 1st—Reform of London Council, Mr. Silverwood.

The meetings should be held in one of the Public Schools or the Public Library and be open to all citizens. The lecture must be not longer than forty-five minutes and be followed by open discussion. Prizes should be offered for the best essay proving attendance and effort to grasp the purpose of the meetings. The following Spring an extension of this course could be followed.

In submitting this communication, I am simply following what I consider to be my duty as City Clerk. I am willing to assist in carrying out, but have no wish to do anything that anyone else will do. That the question should be taken up, I believe all will admit. Some have given the question attention and appear to be waiting for an opportunity to act. Will you let me know what you think of this matter?

CO-OPERATIVE ADVERTISING OF THE PACIFIC COAST.

Under the title of "Selling the Pacific Northwest," the Northwestern Motorist recently published an account of an association that is remarkable in more ways than one—as a practical demonstration of true reciprocity between Canada and the United States—as an illustration of the value of public advertising—as an example of co-operation and co-ordination for a common purpose. This organization is called the Pacific Northwest Association, and has for its President Mayor Todd, of Victoria, and for its secretary, Mr. Herbert Cuthbert, of Seattle, in the State of Washington. Its purpose is to advertise the two American states of Washington and Oregon and the Province of British Columbia by a series of splendidly gotten up booklets describing the beautiful scenery, etc., and by display advertisements. The fund to carry out this propaganda aggregates \$112,000 supplied in equal proportion by the governments of the two states and the province. How the Association was brought about is best told in our contemporary's account from which the following extracts are taken:

"The organization is unique in that it is the first time that three great units of the Western Hemisphere have been able to eliminate jealousies to the extent of joining their funds for a definite purpose. . . . In the Pacific Northwest the imaginary line between Canada and the United States was wiped out before Canadians and Sammies were joined as comrades of the battle line.

"The plan of organization was worked out by a few enthusiastic citizens who held a vivid realization of the splendors to be enjoyed in the Northwest as a whole. Oregon, for instance, has the eighth wonder of the world in mysterious Crater Lake, the weirdly beautiful body of blue water in the heart of the extinct crater of Mt. Mazama, the Columbia River highway, Mt. Hood at the back door of Portland, and numerous other attractions of lesser magnitude. It was found that Oregon business men could not be counted on for raising a sufficient fund to properly advertise them.

"Washington had such noted scenic spots at Lake Chelan, Rainier National park, the Georgian Circuit. British Columbia offered its numerous mountain resorts, Capilano canyon and wonderful Vancouver Island.

"Consultations with big men of Washington and British Columbia developed a situation as to finances strongly resembling that of Oregon business men. Then came the idea of combining all these feature attractions and offering them to the public as one continuous tour. It begins with Yellowstone National park and swings through to the west coast and then down the coast to Crater Lake National park.

"Instead of attempting to have the commercial organizations of the various cities of Oregon, Washington and British Columbia finance the association through asking overburdened business men for donations, it was determined to go to the various governments and ask for money to be raised by direct taxation, thus placing the burden evenly on all citizens—every one of whom profit through the movement of a large volume of tourist travel.

"Speakers went before the various clubs and organizations to present the plan, while every member of the legislature was personally interviewed and later bombarded with letters. The hotel associations got into the game, as well as other organizations of business men.

"Oregon was the first to respond with an appropriation of \$45,000 for the biennial period. Washington matched that appropriation and then British Columbia came through with her proportion.

"The association is governed by a board of 30 directors, 10 for each governmental subdivision, the president is Mayor A. E. Todd of Victoria, the secretary is Herbert Cuthbert of Seattle, and the treasurer is J. C. Ainsworth of Portland.

"The directors and all officers, other than the secretary, serve without pay, not even being allowed to be reimbursed for their railroad fare and hotel bills while attending meetings.

"That is typical of the spirit that intends that all Americans and Canadians shall know of the great out-of-doors region along the sunset shore of the continent. Citizens of the northwest are surrounded by the scenic treasure house of America, they are spending millions of dollars to make them accessible over good roads and seeing to it that comfort plus shall attend every visitor."