

## TOWN PLANNING THAT PAYS.

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situation, your enterprise, and whether or not you have the "goods."

Taking a broad outlook on the world horizon, I am one of those optimistic enough to believe that the troublous and unrestful times we are now passing through are but the staging, the prelude, preparatory to the real action of the grand and mighty drama that will shortly be played in the great world theatre. We are at the commencement of a new era; the death-knell of selfish individualism, and the doctrine that the weakest must go to the wall has been sounded, and in its place is coming co-operation, brotherhood, and team play. If in reading the lines of the Great War we have not reached the understanding of how little one man counts for in this world, but Mankind for so much, then we have failed to learn our lesson. And I believe that the Dominion of Canada with its limitless untapped resources, stands today on the threshold of the most tremendous development it has ever known.

Are we ready to take advantage of it? That too depends upon ourselves, and on our keen sight and our foresight.

The Watchword of the World is Production, and the prime and basic consideration is the Products of the Soil. Let the factories come afterwards, and they will surely come. Do not let us put the cart before the horse; they are doing that in Ontario and getting rich maybe and flocking to the cities, but they are knocking the underpinning from the bottom of the structure, the soil is being neglected and the people are leaving it.

What we need in every Province in Canada is the vigorous and healthy young community in the centre of the rich agricultural district and there can be no question about its future. Do not let industrialism swallow every thing up, but try to take a bite off the big city whenever you can.

There is a distinct and well defined movement of decentralization of industries from the big cities going on and growing a pace. They are getting tired of burdensome taxation, excessive cartage costs, congestion of traffic, and a variable labour market, and are seeking fresh fields and the freedom of the open, and would rather build up new communities around themselves that they can rely upon.

That is a movement that is well worth watching and taking advantage of.

Are you going to get some of these industries that are dissatisfied with their present surroundings to locate amongst you? Not if you are wise. That is an unhealthy, hot-house, method of development that can never stand the stress of evil times. It is like the man who built his house upon the sand, and the storm comes and the win and the rain and washes it away. How many old factory buildings do you already have with boarded up windows and crumbling walls that have been built up under a weak-kneed spineless system, like that? It is in the first place a tacit admission of inability to deliver the goods, savours of bribery on the one hand, and becomes a species of black mail on the other, and it is always the people who have to pay both going and coming.

If you want to learn what the real bona-fide factories that are at all worth having are after, you will find that it is above everything else facilities for carrying on their work.

They want steady power, good railway transportation conveniences, minimum cartage costs, and reasonably cheap and reliable labour, and the first thing you will have to do is to set your house in order before you ask them to visit you. You will see to it that the very first factory that comes is located in the most suitable place, bearing in mind that a few cents a foot cuts very little figure in a matter which may mean success or failure. And thereafter you will see to it that all the other factories are herded together and located in a zone by themselves adjacent to the railway, where you can give them the best transportation facilities, and an economic concentration of power, water and sewerage services, and special fire protection. If their cartage costs are not entirely eliminated, you will arrange it so as to pass over streets that are paved strong enough to withstand it. Then you will be

able to secure for your residential section that sweet, clean, and quiet reserve that is in keeping with the idea of the home. You will not need to have such wide and heavily paved streets in the other sections of your town, nor such large water and sewage pipes and fittings. You will not need to have power wires strung over all your streets. You will save it in your paving bills, your water, sewerage, and insurance rates. You will save it in your rentals for you will stabilize land values, and do away with that constant condition of makeshift and turmoil which benefits nobody but the wily real estate exploiter clever enough to take advantage of the opportunity to speculate, manipulate, and run away with the swag.

But above everything else and that can hardly be counted in dollars you will gain immeasurably in the health, stamina, well-being and content of the people, and that is what constitutes the reliable labour market that is the strongest kind of magnet to induce the factories to come.

If therefore you will devote the money you are prepared to pay prospective factories in bonussing and so forth, and spend it on improvements, well studied and carefully and comprehensively planned before hand, you will have small difficulty in getting the factories to come, and what is more important to stay and make good, and you will be sowing seed which will spring up and return to you a hundred fold.

Before closing I would like to revert for a moment or two to the esthetic side of Town Planning, for after all appearance count for a whole lot even from a money point of view. We all know it is the well dressed shop windows that catch the customers, have already expressed the belief that neither the times nor the country were ripe for ambitious and extravagant schemes of embellishment. Indeed I am inclined to doubt if such embellishment comes within the sphere of sound organic Town Planning at all, but rather is supplementary to it. These are the finishing touches and should be the Landscape Architect's job, as the decorators and not the designers or builders of the the decorators.

But there is one thing that proper Planning should do, and that is to preserve and develop all the existing Natural Beauty, and goodness knows we have lots of it in this good Dominion, through we seem to be doing our best or rather our worst to desecrate and destroy.

I have in my mind's eye at the present moment more than one enterprising town of this country, where Nature has beneficently endowed them with beautiful and picturesque rivers flowing through their midst, bordered with lovely green slopes and shaded with majestic trees. Well they have chopped down most of these trees, and on those slopes they are bulding gaunt and ugly factories, and here and there in between they are dumping down the banks all the garbage and old tomato cans they can gather. Now if only for a moment they could offer an economic excuse for such action, we might try our utmost to pardon it.

But these factories could more easily have been built elsewhere, say alongside the railway, and they could have had their power transmitted to them by wire at an infinite small loss by waste, and they would thus have saved themselves the trouble and cost of cartage both on their raw material and their finished product, and the taxpayers would have been saved many dollars for the paving and upkeep of roadways.

But it must not be imagined for a moment that these good people are wanting in public spirit, far from it, for we find that instead of the magnificent God-given natural park they might have had on both sides of the flowing river, with shady nooks and pathways, sylvan bowers and rustic bridges, they are building on the outskirts of the town a bran new, and perfectly up-to-date, artificial park, levelling it off, and laying it out on the conventual union-jack pattern, and are planting straight rows of trees spaced so many feet apart, and erecting a wooden band stand painted in three colours, and a cast iron drinking fountain.

In conclusion and in general I would like to say that the main thing is to make a beginning on well thought out lines. It is not necessary to do everything all at once, and spend big sums that will only get you into difficulties. But it is necessary to have clearly fixed in your minds what your general objective is, and gradually and steadily work up towards that however and whenever you can afford to.