

the City service; anything else is poor economy and wasteful to a degree. As "Efficiency" should be our watchword, so "Permanency" should be our slogan; lay out and execute our public works with this always in view. Victoria's past experience is perhaps not so different from the other cities represented here. Much money and much valuable time have been wasted in temporary expedients. In the matter of our street improvements we now have a well defined plan, and all our improvements are made to fit into that plan, and must be permanent in character. In less than a year we shall have paved every trunk road, all the area confined in the fire limits, and many of our residential streets, provision being made for placing wires underground in the business area and also for future extension.

The visitor to the older lands in Europe is struck with the perfect system in vogue. You could not be in Glasgow or Berlin an hour without knowing they are well governed. Another thing that strikes the visitor to these and other great centres is the way private interests are subordinated to the common good. The writer strongly believes that all public utilities collectively used ought to be collectively owned and administered for the benefit of the municipality or the state. The last report of the street railways of Glasgow showed receipts of \$4,479,000 and a balance of \$2,032,000 above working expenses; and after all interest, sinking fund, depreciation, income taxes, and permanent way renewal fund were paid, a net balance of over half a million remained to be devoted to the common good, and when you consider that 88 per cent. of the passengers paid only 1 or 2 cents fare, a powerful argument is made out for municipal ownership of public utilities. Our Municipalities, particularly our younger ones, ought to profit by the experience of these older centres, in the laying out of thoroughfares, which should be wide, and direct in their course thus avoiding expensive widening schemes. Also public squares should be reserved in our cities against the day when teeming with population, we shall have to provide them, cost what they will. The large cities of the Old Land bestow the most careful attention on outward appearance; great pains are taken to maintain the public service utilities, and particularly in maintaining the streets, public parks, and gardens, and sanitary requirements. Offensive accumulations are not permitted, and should damage occur it is repaired while yet in the initial stage. With the advent of permanent roadways comes the problem of keeping them clean economically. The writer believes that the problem will be solved by the use of motor driven sweepers and flushers; our own department has one on order, guaranteed to clean a street with one passage.

Third: What shall we discard as unworthy of incorporation in the building of a City? Avoid a vacillating policy. "It is said that all the world stands aside for the man who knows where he is going." The same is true of a City; determination to reach the appointed goal, will ultimately win. Flee all appearance of evil in the shape of class legislation; don't allow any one interest, however legitimate, to dictate the policy; don't legislate for the business interests or the working man's interests; but endeavour to unite both interests in the governing body. The law in Berlin requires that one-third of the 144 Aldermen shall be working men; the result I was told was satisfactory. The shortness of the term of office in B. C. is a cause of disintegration, especially the law that requires all the Council to seek

re-election each year. This, together with the iniquitous Ward system, may at any time, cause a reversion of policy at the hands of a Council uninitiated in latest methods or routine.

Finally the most important thing to build is character, for upon that more than all else depends the strength and stability of a City. You can't have a great city if lawlessness and viciousness reign, or exist openly; we must create an atmosphere morally good and pure, if we are to rear a generation who shall be strong, capable, virile. Only upon such a foundation can we rear a true democracy, a structure that the citizens may well be proud of, and Master Builder approve.

(To be Continued.)

A Sad Blow

A great blow has fallen upon us.

Some days ago we received a request for free advertising under the guise of "News Notes" from Mr. A. Eugene Michel, "Advertising Engineer." (By the way, does this new profession mean engineering of free advertisements?)

The alleged "news" consisted of a list of recent orders received by a client of Mr. Michel's, and had no news value whatever.

We replied, saying that Mr. Michel evidently believed that publicity in the Journal was of value to his client, and we would be glad to publish the "news" at the usual rate, or to print it without charge, if his client became an advertiser, pointing out that any free notices belonged to those who supported us by regular advertising. We thought, and still think, this fair, not only to ourselves but to our advertisers.

But Mr. Michel has taken a very cruel stand. He replied curtly saying that he has cut our name from his mailing list.

Really this is too severe. We cannot imagine what a flood of "news" notes for free insertion we shall miss. And really it is self-sacrifice on Mr. Michel's part for he will lose his commission for not being able to get his "free" notices into the Journal.

We heartily endorse the stand of the Canadian Press Association in urging every newspaper to refuse free reading notices to those who are not decent enough to pay for regular space, and trust that Advertising Engineers like Mr. Michel may find that they cannot earn money by fooling the papers.

A Real Catalogue

We have been asked to list the Journal in a catalogue of Technical Publications, to be issued in Chicago, but—the insertion of the name depends upon a payment. True the amount asked for the simple listing is very small, but the principle is bad. Any catalogue which is of the slightest value must be perfect as far as possible. It must contain everything which it purports to cover, irrespective of payment. Otherwise it is not a general catalogue, but only a list of subscribers. It will be like a handbook of Trade and Technical papers recently issued, which contained only 280 papers as compared with 669 in the Directory issued by "Advertising and Selling." But the Directory listed every known paper, irrespective of whether the paper gave it any support, while the handbook listed only such papers as were willing to hand out the fee asked, and actually omitted some of the most important on the Continent. No reliable paper will be "held up" by such a palpable game.