

simply of individual preference but of public concern. The investment in attractiveness is no longer municipal extravagance, but prudent expenditure, hence the organization of improvement associations, usually composed of people of a neighborhood, or in smaller cities of an entire community, has come to be a recognized method of encouraging an *esprit de corps* which is essential to the best growth. Such societies have as their purpose not only the beautifying of external conditions but also general improvement and instruction. The Neighborhood Improvement Association is not, it is true, a recent form of organization, but its exten-



FIG. 2635. A CORNER IN GROUNDS OF WESTINGHOUSE AIR BRAKE CO., PITTSBURG, PA.

sion and importance are more fully recognized at this time.

The improvement association seeks the general good and asks assistance from every class of kindred social, educational and civic organizations. In the list of the possible helpers are the commercial and municipal bodies of many cities. While these are formed voluntarily or by law for the promotion of business enterprises or for legislation for the city's government and the moral, physical and financial safety of the corporation, yet the application of these functions is wide and varied. Local and municipal

bodies—city, town and village councils, etc.—have it within their power very materially to assist these organizations by encouraging and passing well planned ordinances for securing the general purpose for which they are formed so far as they pertain to common interests.

It is within the power of these civic bodies

(1) To see that the streets and alleys are kept neat and attractive;

(2) To provide for the collection of garbage, refuse, etc.

Both of these are important, not only for the sake of appearance, but more especially for the sake of the general health of the community. With good laws, well enforced, backed by the interest of active improvement associations, a town may be revolutionised in a short time. Without the active assistance of well organized, interested citizens, it is difficult to enforce even the good laws. An improvement association is an excellent director of public opinion and educator of personal interests.

(3) To make reasonable but exact rules for good sidewalks, roadways, planting of trees, etc.

(4) To provide for parks.

(5) In short, to put into the form of ordinances and to provide for their enforcement, proper laws for municipal care of public health and improvement, and to enlist members of improvement associations or similar organizations in their best development.

It is important that the work be in harmony, remembering that members of other societies often are willing to give freely of their time and effort to encourage this feature.

In almost every city, the boards of trade, the commercial clubs and similar organizations are the representative bodies for business purposes. Their object is the proper advertising of the city's interests. No better means can be used to accomplish this