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THE EXHIBIT

A programme for civic betterment, no matter how desirable, cannot meet with success if the citizens are not in possession of the facts upon which it is based. There will be suspicion and mistaken hostility, because that full and complete publicity which would enable the community to intelligently judge of the merits of the project, has been lacking. In truth the very essence of the survey idea is that all the citizens shall know the social facts of their city's life so that civic betterment may become a community enterprise.

Heretofore much valuable data has been locked up in blue books never read by the average citizen, but after a survey the workers feel they have a body of facts that would bring new life to the community if placed in possession of them. The survey findings constitute a social serum which, however good it may be in itself, can work no change until introduced into the body politic. The social exhibit is the means of inoculation. By charts, maps, models, pictures, lantern slides and other devices the exhibit makes graphic display of the most significant findings of the survey. This is supplemented by the presentation of reports to public meetings, by a series of public addresses, by newspaper publicity and such other methods as seem best adapted to the situation in hand.