

# RECORD OF CIVIC PRIDE

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The record of the **Clean Up Campaigns** in Montreal forms an absorbingly interesting story.

Initiated by the City Improvement League at the suggestion of the Montreal Women's Club in the Spring of 1912, it had its first expression of popular good will on May 23rd. of that year as a one day "Clean Up" Campaign. This effort was successfully repeated the following year with the same civic approbation, proclaimed by the Mayor, as all subsequent annual movements have been.

In 1914, the Montreal Publicity Association took the matter up, and, joining forces with the previous body, secured the co-operation of numerous associations as well as that of the civic authorities. This action culminated in a general "Clean up week" which was held from May 17th to May 23rd of that year.

In 1915, new features were added to the campaign, viz., lectures on hygiene, with moving pictures and lantern slide demonstrations, as well as the cultivation of vacant lots undertaken by the City Improvement League's Garden Committee.

In 1916, the Clean-up movement was further enlarged by a gigantic home garden competition among the children of the principal schools, with attractive prizes offered, and in which more than 3000 competitors were registered. This enlarged campaign retained all the good features of the former clean-up weeks; lectures on hygiene, distribution of booklets on fire prevention, cleanliness, babies welfare, etc., through the efficient co-operation of the firemen of the city.

It resulted in a great decrease in the loss of life and property by fire, in saving the lives of hundreds of babies, in wonderfully improving the general appearance of all streets and lanes.

For 1917, the movement has been safely entrusted to the Clean-up Committee of the City Improvement League in which is enlisted the same energetic group of citizens who made the former campaign so successful, and who have secured the same moral and financial support from the City as in the past.

The following pages contain an exposé of what the 1917 campaign will attempt. They will also serve as an indication to other cities, enquiring for our literature of former campaigns, of what has been done in the past and which is now out of print.

In former years the spring campaign served the citizens admirably. It saved many a baby by the cleanliness of home surroundings, educated the children on important hygiene questions, and implanted in the souls of all citizens a higher sense of civic duty. In 1917 it will do this and more. It will promote thrift, economy and production, and a true civic patriotism. It will help win the war against dirt and disease.

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The clean up movement, this year, embodies :

**First. — CLEAN UP WEEK, which is fixed from May 20th to 26th, 1917.**

**Second. — Home Garden Contest, rules of which appear on pages at the end of this booklet.**

**Third. — Cooperation in the patriotic vacant lot cultivation movement to increase food production on account of the war and the high cost of living.**

**Fourth. — Lectures on hygiene with moving pictures in the month of May, dates and places to be announced later.**

**Fifth. — Cooperation with Baby Welfare Conference and Exhibit.**