

THERE'S WORK FOR EVERYBODY



The Power of An Idea.

The Story of the Clean Up and Paint Up Campaign--Written by Captain H. L. Wells of the St. Louis Globe-Democrat.

In the spring of 1912, an idea was born that has saved millions of dollars and the lives of thousands of American people.

This idea was not born in some great experimental laboratory, nor in some university. It came into the mind of a plain citizen who possessed the power of straight thinking and the executive ability and the energy to transmute his thoughts into practical action.

This man was not the first who saw that our American cities and towns, for all their comparative newness, are woefully dirty and unkempt; but he was the first to conceive a practical and popular plan to make them clean and attractive and kept in that condition. The desire to clean them up was not a new idea. What was new was the plan that solved the problem of how to do it and keep it done.

Nobody knows everything that the author of this idea imagined for its future when he launched it through the press in May, 1912. But he saw and said this much in that announcement: "The object is the organization of a national campaign, recognized, observed, and practiced everywhere, every year; national in its scope and its recognition and utilization by the Public, the Press, the Civic Organizations, and the Business Community."

That definite plan and object was the result of clear thinking, and once he had thought out the big idea and its scope, he felt that it should be put to test. Like most new ideas, however, its inventor had difficulty in getting others to see it—they declared it "too theoretical" and even "too altruistic!" Indeed, the plan itself would have amounted to nothing if he himself had been without the determination and ability to put it through. Therefore, ever since he has been directing a nation-wide campaign for cleaning up American cities, destroying disease-breeding refuse and making "homes and towns beautiful," with

ness, so that the wanton desecration will respect and not defile them with further accumulations of filth and disorder.

This was the gist of Mr. Clark's idea, that prompted his creation of the plan by which the people might be induced to get into this cleaning up and keeping it up.

There is a whole lot of the hurrah spirit in our way of doing big things. The way we took hold of the big thing that had to be done during the war was proof of this. When public interest is aroused and the people get the idea of acting together to put something over, that thing is bound to go "over the top." That is the secret and success of this idea. In cities and towns, now numbering several thousand, where the people have caught the idea and had their active pride aroused, they have taken hold of the Clean Up and Paint Up Campaign and performed wonderful prophylactic feats. Thousands of tons of refuse have been carried away, and many square miles of dirty backyards, alleys and vacant lots have been cleaned up and made, and kept, both sanitary and presentable.

An old shack may be a fire risk that menaces adjoining buildings or a whole block, but anything that breeds or spreads disease menaces the lives of the whole city. That fly does not belong to you, not to me, nor to anybody. Neither does a mosquito. I maintain the breeding conditions, and he may take disease to a neighbor; or a neighbor may be his godfather, and he may visit my family with his germs; or he may be the product of a refuse-laden vacant lot belonging to some absentee owner. Therefore it makes little difference in the menace to my family if I merely keep my own premises spick and span. That is my first duty, but from the health standpoint alone, no man, owner or tenant, can say that he has no interest in the property conditions of his neighborhood.

Health Not The Only Reason.

But health is not the only reason for this campaign. The clean city is the beautiful city, the attractive city, and therefore, the prosperous city. Just as it is necessary for the individual to keep himself clean and his clothing looking well, if he wants to be well received and do business, so it is necessary for a city to present a clean and attractive appearance. The great idea is to get the people to go

into this campaign through a spirit of awakened loyalty to their town as much as, or more than, for the benefits in health and living conditions and the preservation and increase of their property values.

How To Have Good Neighbors.

Are you proud of your city? Do you think it is a fine place in which to live and do business? Do you feel a sense of satisfaction when sight-seers from other cities drive past your own home and notice your yard and its shrubbery and flowers and lawn, that make the fitting setting for your attractive, well-kept home? Well, you know that one swallow does not make a summer. One single clean and attractive home will not impress visitors except to show the hideous contrast of its surrounding neighborhood. It is the whole neighborhood and the whole city which furnish visitors their impressions. The cleaner you keep your own premises the more interested you should be in seeing that the whole city is kept clean to match your own standards. It is your right to expect cleanliness and orderliness all around you for the protection of both your health and your property.

That is the way the originator of this community betterment idea talks to the people in whom he seeks to arouse the spirit which is essential, to start and put over this Clean Up and Paint Up Campaign. But that is not all he says. Possibly the home owner may want to sell his property. The attractive, thriftily cared for home, in a clean and pretty neighborhood of such homes, will bring so much more money and such a quicker sale or rental than one in a dirty, run-down neighborhood, that it becomes patent that beside all the safety and comfort and pride one finds in Clean Up and Paint Up, there's real money value and profit in it. But in this, its perfection, one must have good neighbors. Houses, like men are judged by their associates. The way to have good neighbors is to be a good neighbor.

The Women Made The Campaign.

This idea never would have proved its power but for the women and their love for cleanliness and beauty, their public spirit and their practical energy. They appreciate the City Beautiful. Clean streets bordered by shade trees, well-kept yards with lawns and flowers, vacant lots cultivated in thrift gardens, appeal to them. They may not think so much

as do the men of the business advantages, of the preservation or increase of property values, of the inducement for new industries, the new residents. But the love of cleanliness and orderliness and beauty makes the women the most aggressive organizers and workers in this campaign.

Women's clubs have supplied some of the most zealous and successful managers of the campaign details. In many cities where this campaign is an established institution, conducted regularly from year to year, its steady, continuous inspiration comes from the women. They hold the initiative, keep the men's organization and the city authorities starting new features of the work, and then keep right along with them in doing it. Women are not only idealists, but they are practicalists in behalf of their ideals, and for that reason this campaign, with its means for arousing community cooperation, finds in them its most earnest promoters.

The Symbolism of the Slogan.

This great idea does not stop with getting the city cleaned up. Its originator did not quit thinking there; he thought it clear through to the end to "keep it clean." He said, "What's the use of urging a seedy, unkempt, unfortunate, almost a down-and-out, to 'take a bath' unless the man is certain to go further and wholly restore himself, and publicly commit himself to self-respect and its maintenance in all its forms? There must be the basis of physical fitness in condition and appearance to justify his self-respect and that basis must be so substantial and visible to all as to be a constant incentive to stay clean and presentable. Accordingly, he must abjure his old and seedy garments and clothe himself in new habiliments that reflect his restored self-respect, that publicly pledge him to its continued maintenance, and that are a constant actual incentive for his observance of all the things necessary thereto."

Some Simple Psychology.

"Paint a neglected back yard or vacant lot," said Mayor Henry W. Kiel, of St. Louis, "with the green of grass or shrubbery or a thrift garden, or publicly commit it to any other useful purpose, and it will not revert to its former disorderliness. Otherwise it inevitably and speedily will do so."

In household and neighborhood and community cleanliness there is no

such constantly impelling incentive as money through this campaign. That was no abstract generality. Cincinnati's first Clean Up and Paint Up Campaign, in 1914, reduced the annual fire loss more than \$900,000, and brought an annual saving of \$160,000 in fire premiums, as the result of these campaigns, is reported by Capt. Jno. J. Conway, the superintendent of the City Salvage Corps, who for all this period has been chairman of the Cincinnati Clean Up and Paint Up Campaign, conducted annually by the Chamber of Commerce.

The Results of An Idea.

All over the United States there are better homes because of this great idea. From one end of the country to the other there are cleaner and healthier cities as a result of putting this idea into practice.

Cities are profiting in many ways from the spirit aroused and the cooperative energy created.

Where the spirit has been properly developed the Clean Up and Paint Up Campaign is conducted every year and almost all the year round, in the continuance of some of the features of the campaign throughout the year. In cities that have been cleaned up, the work now is to keep clean. Food conditions are constantly looked into. The thrift gardens and flower gardens are kept up. Vacant lots are not permitted to revert to the tin can and tall weeds state. Health and police officers find it easy to keep their forces and the people keyed up to vigorous enforcement of the sanitary ordinances and regulations. Formerly neglected properties and neighborhoods find themselves on the map of restored values and respectability. Civic spirit pervades all classes and is constantly on the alert.

That is the ideal condition. When that condition shall have been reached in every city and town in the United States this great idea will have achieved its highest purpose.

The Power of Community Spirit.

Of course, if a man does not keep his premises clean and attractive as a measure of health and economy and personal pride, he is not likely to do so as a concession to good neighborliness, unless the moral pressure of such a campaign as this is brought to bear upon him. But this, power of community sentiment works wonders in stimulating the improvement of neglected premises.

Saves Cincinnati \$850,000 a Year.

I spoke of the annual savings of millions of dollars of the people's

KIELLEY'S DRUG STORE

SPECIALS:

See our window for the best display of Toilet Soaps in the City. Marked down to fit your purse.

The following are our specials:

Packer's Tar Soap (in metal box) 40c. cake
The Box (3 cakes) \$1.00
Cuticura Soap 50c. cake
The Box (3 cakes) \$1.00
Woodbury's Facial Soap 30c. cake

The Box (3 cakes) 85c.
Erasmic Carbolic and Glycerine (in tin box) 20c. cake
Erasmic Carnor Balls 15c. cake
Per dozen \$1.55
Erasmic Gaiety 15c. cake
Per dozen \$1.55
Pears Unscented Glycerine 30c. cake
Erasmic Cold Tar 15c. cake
The Box (3 cakes) 40c.
If you don't want to buy! Don't! But look.

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Feb. 3, 1925

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Dodge Brothers Set New Record

Deliveries and Production Exceeded Best Previous Week in History.

Dodge Brothers have been establishing new high records continuously for several months, as compared with similar periods for previous years. In the record of the week ending April 11 is the best in the company's history. With retail deliveries aggregating more than 7,000, an average of more than 1,300 each production day, the best previous week was surpassed by several hundred cars. New retail orders exceeded the corresponding week of 1924 by 1,000, or approximately 19.7 per cent.

Although Dodge Brothers Motor Cars are now being built at the rate of 1,100 a day, both deliveries and new orders are some 200 a day in excess of production.

"Had dealers' stocks permitted, the number of deliveries for the record week would have been even greater," said John A. Nichol, Jr., Vice-President in Charge of Sales. "It is not a spur, but a steady, healthful climb."

ROYAL GARAGE.

Prescription Compound.

is the most important work we do. We take a great deal of pains to do it right. As soon as you leave your prescription in our store it is placed in the hands of a man of high qualification and special training in prescription work.

BRING IT TO

PETER O'MARA, THE DRUGGIST, THE REXALL STORE.



"Over the hills and far away Where the Little Bunnies play, The Fairy Bunnies dance to their tune And the roses smile in the month of June."

sang Bobbie Redvest at the window of the little rabbit's house in the dear Old Bramble Patch one morning, oh so early, as Mr. Happy Sun along the pathway of the skies his journey had begun.

"I'd love to see the Fairy Bunnies," cried the little rabbit, hopping out of bed and into his clothes. Then parting his hair down the middle of his back, he hurried down to the kitchen where Lady Love, his pretty bunny mother was making the breakfast. Such a nice breakfast! Clover Cereal, Carrot Cakes and Turnip Tea, and, Oh yes, I almost forgot! Lettuce Leaf Marmalade.

"Do you know where I'm going to-day?" he asked, as he fitted with bird seed the pretty Canary's dish.

"Haven't time to guess," answered busy Lady Love. "Cousin Cottontail is coming over for lunch with the Lady Grasshopper Postmistress. You tell me while you polish the front door-knob."

"To see the Fairy Bunnies," cried the bunny boy. "I believe in fairies, don't you, Mother?"

"Of course I do," she answered, with a smile. "All mothers do."

As soon as her little rabbit had brought in the knitting wool, he put on his knapsack and, kissing his pretty bunny mother goodbye, hopped down the winding path through the bushes out to the Sunny Meadow. Then up the Old Cow Path he went, clipperty clipp, lipperty lipp, his little knapsack bouncing up and down on his back and his red-striped candy cane swinging from his left paw. By and by, after a while, and a bump and a smile and more than a mile, he came to a clearing in the Shady Forest, where the sunshine twinkled on the grass and the bluebells twinkled in the wind.

"This must be the place," thought the little rabbit. "It's over the hills and far away," and sitting down by a bush, he slipped off his knapsack and looked about him. All of a sudden out of a beautiful Jack-in-the-Pulpit flower peeped a fairy bunny. What a pretty fellow. Little wings on his shoulder and a pink pointed cap on his head. The next minute from hidden places here and there and everywhere out sprang the fairy bunnies, and forming a ring they danced on their hind legs over the green grass.



Little wings on his shoulder and a pink pointed cap on his head.

"Hip, hurrah!" shouted the little rabbit. But, Oh dear me! At the sound of his voice, away went the fairy bunnies, goodness knows where. But in places where the little rabbit couldn't see them. Wasn't that too bad? Well, I guess it was. And in the next story you shall hear what happened after that unless, of course, the Ragged Rabbit Giant should all of a sudden blow on his great whistle and scatter dry leaves all over the dancing place of the fairy bunnies. But I guess he won't.

Misses' Tan, Crepe Sole Laced Oxfords, only \$3.20 pair at F. SMALLWOOD'S. June 19, 1925

MINARD'S LINIMENT USED BY PHYSICIANS.

Queenly Efforts in Journalism

A CANDID CRITICISM.

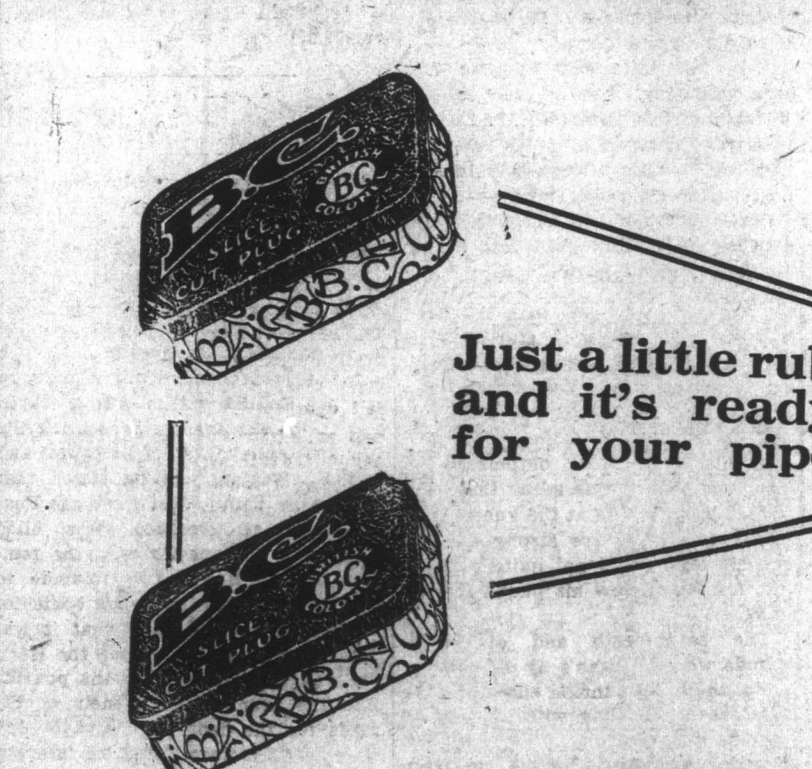
The Queen of Rumania continues her journalistic efforts in a Sunday paper. She has moderated her style, or, at any rate, grown more discreet in her choice of subjects. Still, one cannot help feeling that it would have been more dignified and a great deal wiser if she had kept her opinions to herself, or aired them only in the presence of those privileged with intimacy. Even in these democratic days it is a little jarring to find a Queen Consort writing in the style of a movie star or musical comedy actress. The literary quality of her Majesty's contribution on the subject of "Beauty: Is it a Blessing or a Curse?" is negligible, and her reflections, no more profound than those of a "Social Butterfly" in the current number of a magazine.

Truly the old order changes (writes our Society correspondent). Queen Victoria, for all that she was so misguided as to allow her journal of "Our Life in the Highlands" to be published, would have shaken her head over these effusions of her lovely granddaughter, who herself is a grandmother. Perhaps she would have done more (had she the power) than shake her head. By the way, Princess Helena, Queen Marie's youngest and (as she told a journalist friend of mine) favourite daughter, is undergoing "finishing" touches at the school at Ascot where her sister, the Queen of Yugoslavia, completed such education as the august receive at schools other than the school of life.—Liverpool Post.

A Picture of Extraordinary Entertainment

IS "THE AGE OF INNOCENCE," NOW PLAYING AT THE NICKEL.

Literary gem in motion pictures! This statement may sound a bit strong but "The Age of Innocence," which opened at the Nickel Theatre last night, is not "another one of those pictures made from a book." On the contrary, it is Edith Wharton's greatest novel come to life, a breathing, vibrant thing of emotional and social struggle for love, untrammelled by



Just a little rub and it's ready for your pipe



June 30, 21, t. u. h.

narrow conventions.

Beverly Bayne, in the leading role of the Russian Countess Olenka is unbelievably lovely to look at and her interpretation of this character is nothing short of an artistic triumph. Playing the envied part of her leading man in this photoplay, Elliott Dexter completes a very happy combination, by matching her subtle, European irregularities by his own restrained ardor and sympathetic personality. A third outstanding performer is Willard Louis, the "Bluebeard" of the story, who gives many laughable interludes by his inimitable drollery. "The Age of Innocence" is actually a photoplay that no one should miss!

Personal

Mrs. T. J. Cooper accompanied by her daughter Alvena, left by to-day's express for Boston, on a visit to her sister Mrs. T. Harris. Mrs. T. J. Cooper will also visit New York before returning to Newfoundland.

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Advertise in The Evening Telegram.

Facts About Cotton

The total world's mill consumption of cotton for the half year ended January 31, 1925 was 11,168 thousand actual bales regardless of weight. This compares with consumption of 10,615 thousand bales in the previous half year, and 10,415 thousand bales in the corresponding half year ending January 31, 1924 according to advice received by the Bankers Trust Company of New York from its British Information Service.

On January 31 the mills of the world had on hand 3,959 thousand bales as against 3,574 thousand on hand at the end of the previous half year and 4,988 on January 31, 1924.

It is estimated that on January 31, 1925 the total number of spinning spindles throughout the world was 159,904 thousand, an increase from 158,773 thousand on July 31, 1924.

Men's Black Crepe Sole Boots, only \$5.50 pair at F. SMALLWOOD'S. June 19, 1925