

CLEAN UP - PAINT UP - PLANT UP

April 24th — May 1st

"A National Civic Movement"

CAMPAIGN FOR CLEAN-UP DOES MANY THINGS

Thirteen (Lucky) Reasons Why Every Community Should Clean House

FIRES ARE REDUCED

Thirteen Reasons why every community should clean house once a year.

1. Clean up and paint up campaign develops community spirit. Through this campaign all classes of people learn to work and play together. Chronic knockers are led into the ranks of the boosters.
2. This campaign helps not only to "clean up," but to publicly and permanently commit to cleanliness and attractiveness everything cleaned up. The mere cleaning is transient and futile without this public commitment to the new order of things so that being "clothed in the garb of righteousness," as it were, and in its new dress of grass or shrubbery, a thrift garden, or paint, the place will so inspire the respect of everybody that it will not be per-

Where Disease Breeds



Dirty alleys, lined with piles of ashes and rubbish, are not only unsightly and offensive to the normal citizen, but are breeding places for disease. Comparatively little effort is necessary to improve the appearance of an alley and make it as clean as Main street.

3. Streets and alleys are cleaned up, repaved and thereafter kept in good condition.
4. Fire losses are reduced through the removal of waste and rubbish. Fire traps are raked and often are replaced by modern buildings.
5. This campaign has been endorsed by the nation's fire chiefs, and the Chamber of Commerce of the United States gives cities credit for Clean Up and Paint Up campaigns through its grading committee of the National Fire Waste Council.
6. Vacant grounds are improved, mowed, cleared of rubbish and converted into playgrounds or thrift gardens, thus preventing their return to disorderliness.
7. Public buildings are renovated. Landscaping is renewed. Trees are planted.
8. Homes are cleaned and beautified, inside and out. Grounds, front and back, alleys and out-buildings are cleaned up. Garages and fences are painted and repaired.
9. This campaign saves human lives. Breeding places of disease are destroyed. Flies, mosquitoes, rats, moths and other pests are eliminated.
10. Property values are restored or increased. Warehouses and factory buildings are cleaned up and painted up to an extent that visibly improves the morale and efficiency of the workers.
11. It advertises the city. Many communities have shown a more rapid growth in population after they inaugurated these campaigns than they had ever hoped to enjoy.
12. This campaign helps business. It starts repairs and building activity. It creates a lively demand upon local dealers for everything needed in making homes clean and attractive and safe from fire, disease and the weather. It stabilizes, restores and increases the value of the real estate and helps the bankers and the borrowers.
13. It develops good citizenship and builds character.



"I Am Convinced NOW that CLEAN RUGS Brighten the Home!"

"I never actually realized what a difference clean rugs made in the appearance of a home before Irene delicately suggested I send my rugs to Ridley's to be cleaned. Well, you can see the results for yourself. The walls, the drapes, look six shades brighter. And the rugs themselves look really beautiful. Last winter they were mere floor coverings; this spring they are again the works of art for which we paid so much. Take a friendly tip from me, Tom. That's what your apartment needs—clean rugs. And I know of no other place where they'll get the same care and thorough, scientific cleaning as at Ridley's."

It Costs So Little to Have Clean Rugs

9x12 Domestic Rugs, Pattern or Solid Color, Fringe Included. **\$3.50**

8.5x10.6 Domestic Rugs, Pattern or Solid Color, Fringe Included. **\$3.00**

RIDLEY
CLEANERS INC.
Miracleclean
clean as a breath of Spring

West Maple Avenue

Phone 380

Mobilize! for the Spring Cleaning BATTLE

A Clean-up And Paint-up Alphabet

By BLANCHE ROBINSON

A is for alley, that we should keep clean;
B is for basement, neat to be seen;
C is for "Clean Up," begin it today;
D is for dirt, drive him away;
E is for Emma, who burnt the old cat;
F is for father, who helped me a lot;
G is for garbage, we burn every day;
H is for health, that dirt drives away;
I is for idle, that does not mean us;
J is for James, who cleans without fuss;
K is for Kenneth, who killed many a rat;
L is for Larry, the mite fear this cat;
M is for mosquitoes, destroy breeding places;

N is for, never neglect dirty places;
O is for odor, prevent it you can;
P is for paint, making things spic and span;
Q is for question, is this Clean Up Week?
R is for rags that the ragmen seek;
S is for safety, as well as for soap;
T is for trash, to hoard it's a joke;
U is for useful, be this to your school;
V is for vicinity, keep it clean is your rule;
W is for willingness, to help win the prize;
X is in exercise, "Use it!" May School cries;
Y is for you who are in this campaign;
Z is for zeal, which the prize for us gains.

CALVIN COOLIDGE SAYS

"The home has been and ever must be a source of profound influence and inspiration in the lives of all citizens. It plays a chief role in the development of the children of our nation for stability and uprightness. To raise the standards of the American home is, therefore, a substantial contribution to national well-being."

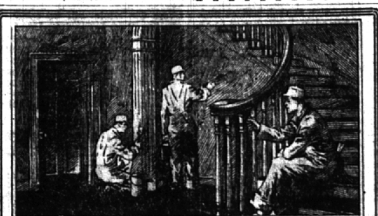
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What You Can Do

- See that the street, pavement and gutters in front of your home or place of business are clean.
- Clean up the front yard, side yard and back yard.
- See that the alleyways are clean.
- See that the vacant lot next door is clean.
- Eliminate breeding places for flies and mosquitoes.
- Repair and repaint broken-down fences and outbuildings.
- Remove rubbish and ash piles.
- Clean up the porches.
- Stack up old lumber orderly.
- Clean the street sign on the side of your house with kerosene.
- Gather up old cans and trash.
- Sell off all old junk.
- Plant Grass plots, flower beds, vegetable gardens, trees, shrubbery.
- Trim up the trees.
- Paper the rooms. Varnish the floors and woodwork. Paint up the house.
- Help Conserve Human Life. Help Beautify Birmingham.
- Diesel engines will be chiefly used in airplanes of the future, according to predictions by engineers.

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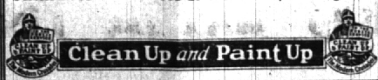
Wall Paper Samples brought to your door. Estimates given for work, and furnish material. Good paper hanger in attendance.

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WHAT PAINT DOES TO MAKE BEAUTY

Dr. Lee K. Frankel, vice-president of the Metropolitan Life Insurance Company, suggests that: "1. By using light paint on dark corners and in dark halls statistics have proved that accidents have decreased in factories and in tenement buildings."

"2. Paint is a disinfectant. After any epidemic painting up helps to kill the germs. Hospitals are repainted sanitarium (in part at least) through enamels and white-painted surfaces. The National Tuberculosis Association is quoted as saying, 'The easiest way to get rid of germs that have nested in your house and around your premises is to Clean Up and Paint Up.'"

"3. Paint is a preventer of building decay, helping property to retain its original value."

"4. Paint is a beautifier. A street of freshly painted houses—at least fresh enough to be clean—always enters into our mental picture of the perfect, tree shaded, clean boulevards in 'Spotless Town.'"

"5. Paint may be important as an additional followup step to help keep things clean but of course the most important first and last step is to clean up."



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We carry a complete line of power and hand sprayers, also a complete line of hose, guns and nozzles.

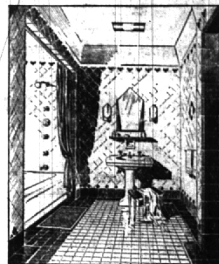
BIRMINGHAM LAWN & GOLF SUPPLY CO.

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Birmingham
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W. A. Gibbons, Owner

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Telephone 313



Community Pride

An air-mail pilot made an interesting observation the other day. Said he—"I have an opportunity to look down on many cities, many communities, many streets, and it is surprising to see how civic pride differs with each locality. There will be miles of charming little homes, glistening bright in the sunshine, their yards immaculate, their roofs a pattern of beauty against green lawns."

"Then again, there will be miles of run-down and rickety houses, in yards that are uncared for."

"And I say to myself, as I fly over such sections: 'People must live there who don't care very much about their towns or their own personal pride.'"

We are glad BIRMINGHAM possesses a Community Pride so that even Pilots who might judge us from the air where live a group of persons of respectability. May Birmingham always be a beautiful community, "a good place to live."

First State Savings Bank

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