

CLEANLINESS NOW IS SPECIAL NEED IN CITY OF ROSES

Coming of Thousands of Visitors Should Find Portland Spick and Span in Everything.

The census this year shows a great growth in population, especially in the towns and cities. We know from the bank statistics and from many other sources, that the United States has grown tremendously in wealth. The people have more savings deposits, more bonds and stocks, more life insurance and more of everything that shows great material prosperity. Prices are all high, but most people seem to be able to pay them and have a surplus.

Now, also we are given figures to show we have more people. Our cities are growing at a rapid rate, so far as population and wealth are concerned.

Is that the only way a city should grow? Should it not grow in beauty, in the things that make life more worth living, in conveniences for recreation, in social activities in those things which uplift the spirit and especially should it not grow in the promotion of health and the reduction of the death rate?

BETTER THINGS WANTED

The spirit of the times is not alone for bigger things and more things, but it is especially for better things. That really is "the great unrest." The people want better things, better living and growing conditions. They are not satisfied merely to see their city grow large in population and business. They want it to grow also in those things which make life more pleasant and more free from sickness and from the distress caused by loss of employment through disease and epidemic.

Everywhere there is this demand for these better living conditions. People are reaching out for them, blind in most cases, because they do not know what to do to get them. They do not realize that they can produce these conditions for themselves, if they will only work together to get them. Any city can be beautiful and beautiful and a desirable place to live in, if its citizens will pull together to make it so. There is no need to make a commotion, to tear things to pieces, to set one portion of the community against another. What is needed is cooperation and unity of effort on the part of all in the following of some particular and practical plan. Then the thing is done.

This plan which literally transforms cities is the clean-up and paint-up campaign, which is nation-wide in its scope, and which this year is doing its work in thousands of cities and towns. It cleans the streets, cleans the alleys, cleans the back yards and basements, cuts the weeds and carts away the cans and refuse from vacant lots, fills up or drains stagnant ponds, stops the strewing around of garbage, clears away the refuse heaps where the malarial mosquito propagates, makes thrift gardens and flower plots and window boxes, keeps lawns neat, plants and trims trees, enforces the milk and food laws, and paints up fences, garages, porches and houses. All these things create more sanitary and healthful conditions, reduce sickness and loss of employment, add to the joy of life because of more beautiful surroundings, increase the value of property, reduce fire losses and insurance premiums, create new pride in the city and a new civic spirit which leads to further civic enterprises, and imparts to both old and young new interest and activity in all municipal affairs.

WONDERFUL WAR WORK

We did wonderful things in the war, wonderful as a nation and specially wonderful in the spirit and deeds of our soldiers. Probably our nation has now more vigor and initiative and creative power among its people than ever before. Now let us turn this great force into making living conditions better throughout the nation, in making life pleasanter and freer from sickness and sorrow. If we put into this effort but

City Officials Urge Clean-Up Acting Mayor Bigelow Speaks

"The spirit of civic pride and duty should appeal to every man, woman and child in Portland to cooperate to the fullest extent in cleaning up the city between May 16-22."

This is the statement of Acting Mayor Bigelow, who has full charge of the bureau of fire. He characterizes the possible results of the city-wide clean-up and paint-up campaign as "one of the biggest assets that Portland can offer to her visitors—a spick and clean city."

"Cooperation from every organization and individual in the city will be the real agency to make certain the success of the campaign," continued Bigelow. "From the tiny child to the head of the family there must be a desire to clean up the city. Not alone the yards, but basements, alleys, walks and carrels should be made spick and clean. No citizen will take advantage of those who are working to put over the campaign by placing rubbish and tin cans on neighbors' property. Such action would only defeat the campaign."

WILL SEE FAULTS

"The eyes of close to 75,000 visitors will be on Portland in June. Those eyes will readily see our faults as well as our virtues. If the city is cleanly and orderly that impression will be carried to the far corners of the country by those who visit us. A dirty city would be a death blow to us—a clean city will advertise us all over the country."

As acting mayor of the city during Mayor Baker's absence, I earnestly appeal to all residents and citizens of Portland to back this campaign to the limit. It cannot fail if the hearty action of every citizen is behind the movement, which means so much to us."

Fire Marshal Edward Grenfell, under whose direction the details of the plan were worked out, looks upon the campaign as a wonderful fire prevention measure.

"Cleanliness means the prevention of fire," said Grenfell. "In my long experience the cases of fires breaking out in cleanly basements, buildings and alleys are almost negligible. Rubbish breeds fires. The orderly, well kept basement free from scattered papers, excelsior and other inflammables, is a

half the seal and determination, but half the patriotic spirit that we devoted to making the world a 'fit place to live in,' we shall soon have the most beautiful and healthful cities in the world."

"We ought to have them. We have the money, the intelligence, the love for good things. All we need is the cooperative spirit, the ability to work together democratically and loyally for the common good. With this spirit the clean-up and paint-up campaign can be made a wonderful success, the city can be made more beautiful and prosperous, the amount of sickness and death rate can be appreciably lowered and everyone can be happier in the fuller enjoyment of his life and work."

Chain Drug Stores Viewed as Menace By Smaller Firms

(By United News) Washington, May 15.—Independent retail druggists consider chain drug store systems have possibilities of disaster for them, they said in convention here.

Meaning of competition with powerful chain drug concerns was one of the chief topics discussed by speakers before the American Pharmaceutical association. Already there are 215 corporations operating 1665 stores and doing 20 per cent of the drug business of the country, according to Clyde L. Eddy of New York. "Three out of every 100 drug stores in the country are chain drug stores and the movement is in its infancy," he declared. "Twenty years ago there were less than 25 chain drug stores. It is likely that there will be as many as 5000 in the country before another decade has passed and what that will mean to the independent retailer I need not say."

The largest of the drug corporations are extremely wealthy and well equipped to drive small stores to the wall. Twenty-one of the largest corporations, operating 545 stores, sell \$76,000,000 worth of merchandise each year, speakers said.

for street railways, consisting of a frame to be mounted in front of a car, equipped with scrapers that fit over the tops of the rails.

PORTLAND CLUBS CAN DO MUCH TO ENRICH THE CITY

Cleanup Activities of Community Organization Can Be Made Power for Much Civic Good.

The fine spirit of community interest and pride and cooperation which is created by the national clean-up and paint-up campaign has no better permanent result than attained by the formation of neighborhood improvement clubs.

In this way all that the campaign seeks to do at one season of the year is made permanent or continuous and the neighborhood which has such a club gets sustained value from it. Such clubs, of which there are a number in Portland, can get results that no mere neighborhood sentiment could secure. The

mere existence of the club prompts all property owners and residents to do something to make their places look better, even if they do not become members of the club itself.

With such a club organized and committees appointed on all the different lines of activity it can become a powerful force in the neighborhood. There should be a clean-up committee, to have supervision of the cleaning of streets, alleys, vacant lots, etc., during the regular campaign, and to see that they are kept clean afterwards. There should be a paint-up committee, to do what it can to induce property owners to paint buildings. There should be a committee on shade trees, flowers and thrift gardens. Especially there should be some committee to promote neighborhood sociability, group entertainments, picnics, etc., and above all it could create and supervise playgrounds for the children, using the various vacant lots for that purpose.

Such a committee could conduct athletic contests among the children of the members of the club. There is plenty of time for such games on Saturday afternoons and even during the long summer evenings, especially where the daylight saving system is in operation. In winter community singing and other forms of entertainment could be promoted by the club.

A neighborhood club is one of the finest things for the promotion of home life and neighborhood good will, health, beauty and improvement of the value of all property that can be imagined.

Fire Hazards Will Be Reduced During Clean-Up Campaign

One of the big features of Clean Up and Paint Up week to be observed in Portland this week, will be Fire Marshal Grenfell's campaign for making the city safe against fire.

Among the greatest fire hazards in residences is a basement full of rubbish, or a wood lift littered with paper and bits of kindling and a closet harboring oily rags and waste.

Clean all such places out is the fire marshal's plea.

If you need advice as to how best to protect your home against fire, the fire department will give it to you gratis. Clean up your premises. Have everything spick and span for fire inspection. It is essential and must be done.

The fire losses of the United States run into the hundreds of millions every year, about \$250,000,000 in fact. Somebody loses this money, even though the insurance companies pay the owners for the loss; for they must collect in premiums more than they pay out in losses or they would go out of business.

KEEP YOUR LAWN BEAUTIFUL. LAWN MOWERS \$9.50 to \$23. HOSE 50 Ft. Guaranteed Hose—\$6.00 to \$12.00. Backus & Morris 273 MORRISON ST.

To Break the Ever-Increasing Costs Here Are Paint Prices Within Reason

PORTLAND must Paint Up! All America will be our guests this summer and we must show our city at its best. Paint will do it—Paint will make the homes more attractive—will make our city even more beautiful. The Beebe Company has long sold Preservative Guaranteed Paints to the large steamship companies. It has been given the severest test that paint could be subjected to. Salt spray, extremes of hot and cold and constant washing with strong soap suds have tested this paint and it has made good. Today, Preservative Guaranteed Paints are used by the big ocean-going boats that ply from the port of Portland. And you can buy this same paint for Your Home—can buy it at prices that mean a real saving in price because the Beebe Company is determined to do its utmost to break the rising cost of Cleaning Up by offering this Guaranteed Paint at these smashing prices for a limited period only.

Preservative Guaranteed Paints Must Give Satisfaction or You Get Your Money Back! Read These Prices!

Preservative Guaranteed Utility Paint Solely for the purpose of introducing Preservative Guaranteed Paints and doing our bit to help make Portland more attractive during the coming season, the following prices will hold for a limited time only. Preservative Utility Paints are the identical products that have been sold for years by the Beebe Company to ship owners, and which is now standard marine paint in the North Pacific. Introductory price, in colors White, \$3.90 per gal. Quarts in colors, \$1.00. Quarts, in White, \$1.10

Preservative Guaranteed Oil Wood Stains A penetrating stain, easy to apply, and dries with a soft, velvety finish, revealing all the beauty and grain of the wood. Introductory price. \$2.25 Gal.

Guaranteed Preservative Purity White Enamel The finest enamel that you can secure. Anyone can apply it. Will not sag or run and dries with high gloss. Introductory price \$6.75 Gal.

Preservative Armortite Floor Paint Easy to apply. Dries hard over night with glossy surface that is tough and elastic. Introductory price \$3.40 Gal.

Enamel Undercoater None better made, with Purity White Enamel, this Undercoater makes a wonderful finish. Introductory price \$4.50 Gal.

Preservative Guaranteed Floor Varnish Tough, durable, elastic. Dries over night. Introductory price \$5.40 Gal.

Preservative Guaranteed Universal Varnish A household varnish for every purpose. For inside and outside use. Introductory price \$6.00 Gal.

Preservative Linoleum Varnish Will double the wearing life of Linoleum and Oil Cloths. Introductory price \$5.50 Gal.

Preservative Guaranteed Never-Fade Bungalow SHINGLE STAIN Made by the largest manufacturer of Shingle Stain on the Pacific Coast. There is more Preservative Shingle Stain sold than any other make in Washington and Oregon. This is the first grade Oil and Creosote Stain, colored with the best pigments. Introductory price, 5-gallon size, red and brown \$1.30 Gal. Green, in 5's, only \$1.40 per gallon. Gray, in 5s, only \$2.25 per gallon

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