

Saturday Review

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PUBLIC OPINION AND THE ELECTION

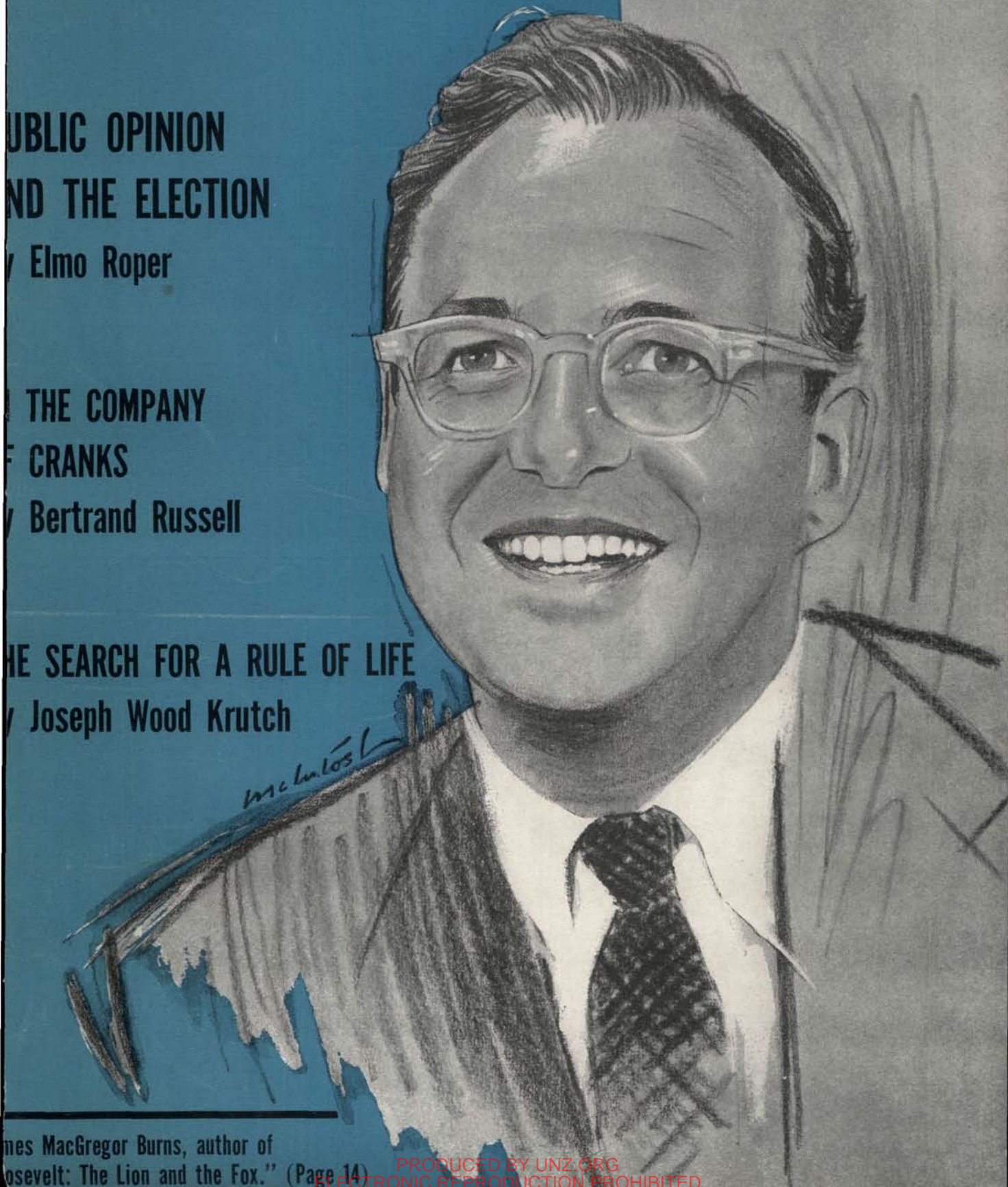
by Elmo Roper

THE COMPANY OF CRANKS

by Bertrand Russell

THE SEARCH FOR A RULE OF LIFE

by Joseph Wood Krutch



James MacGregor Burns, author of
"Roosevelt: The Lion and the Fox." (Page 14)

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This
could be
just the place
for a pleasant
Sunday stroll



Once it may have been a place of sunshine, rather than shadows. It can be again.

Could it be a street in your community? Think before you answer. Few neighborhoods are *entirely* free from the threat of blight. Absence of eyesores so obvious as this scene does not mean you are out of danger. Blight breeds silently. Slums have many long and stealthy arms. They thrive on carelessness, complacency, indifference. From tiny toeholds in one home, in one street, they surge outward to ravage entire communities. Slums are always closer than you think.

Protect your own future! Stay alert. Remember that your property value can increase or decrease as your neighborhood improves or declines. Recognize the contagious virulence of blight. Act to check it. Stop a slum *before* it starts—before it grows to full strength.

Take pride in your community: Join with your neighbors to keep your neighborhood strong and safe. Are streets and sidewalks in good repair? Are residential streets free of heavy

traffic? Are good schools within walking distance? Keep community standards high. Encourage others by your interest.

Take pride in your property: Make timely repairs. Keep floors and foundations firm. Make sure of proper bath and kitchen facilities. Roofs may leak, wiring can become overloaded, grounds need periodic attention. Keep simple things from becoming serious. Let your property set a standard for others.

Action is the answer! Clean up our slums—keep up your home. Support the groups which combat substandard housing, which seek higher local living conditions.

Write A.C.T.I.O.N. for information: A private, national, non-profit organization—A.C.T.I.O.N. can help you. For information about how you and your neighbors can work together to improve neighborhood and community standards, write a letter explaining the exact kind of information you need to: **ACTION**, Box 500, Radio City Station, New York 20, N.Y.

GOOD NEIGHBORHOODS ARE OUR NATION'S STRENGTH

ACTION

American Council To Improve Our Neighborhoods