

Activate Service Events To Make U.S. Better

Realtors of America have risen to the challenge to improve the total environment of the nation in a broad-based program called Make America Better. They point out that hundreds of the 1,570 boards of Realtors in the 50 states have activated projects designed to help solve the problems of America's cities and towns. Many more are in the planning stage.

Fighting pollution--air, water, and noise--is the newest area in which the National Association of Real Estate Boards is becoming involved in its Make America Better Program.

Robert S. Curtiss, New York, chairman of the Make America Better Committee, recently appointed Realtor Clif Everett, Eugene, Ore., as chairman of a sub-committee which will devise ways to attack the growing menace of pollution. Realtor Everett, a geologist and engineer, is an expert in this field.

ANTI-CRIME DRIVES focused on lighting the night as one method of thwarting the criminal have been conducted by hundreds of the boards of Realtors. In New Jersey, for one example, 26 of the boards are combining in a crime-fight campaign which will reach 80% of the population of the state.

In Charlotte, N.C., the board's Light the Night campaign was so successful and impressive that a local television station made a motion picture of it. Similar anti-crime programs in Long Island, N.Y.; Oakland, Calif.; Lubbock, Tex.; Hayward, Calif.; and other communities are credited with reducing the crime rate.

Positive action as part of a six-objective program is the secret of the success of the Make America Better Program.

One such solution lies in the field of vocational education, Realtors explain. They point out that the Dubuque (Iowa) Board of Realtors provided a lot so that high school vocational students could build a house, thus training themselves for useful occupations.

A board based in Salisbury, Md., gave \$3,000 to help retarded youngsters find useful careers. The Northern Virginia Board of Realtors and the Glendale (Calif.) Board of Realtors spent money and effort to find jobs for high school students during the summer.

Another project in the field of education was developed by the Youngstown (Ohio) Board of Realtors. Members of this board went door to door in a campaign which literally "saved the schools." Six previous drives for additional funds had failed.

In the same city, Realtor Jim Gardner is rehabilitating houses for low-income people on a large scale. Realtors in Eau Claire, Wis., built 100 apartment units for elderly persons with low incomes. Homes were upgraded and beautified as the result of projects in Bridgeport, Conn., and Daytona Beach, Fla.

"These are just a few of the many activities under-

taken by boards of Realtors in our Make America Better Program," Realtors say.

The program is growing to major proportions. Part of this is the result of the excellent cooperation we are receiving from municipalities, civic organizations, the news media, utilities companies, and individuals. We invite cooperation, since this is a job for every concerned American. Let's all unite to make America better!"

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