

**The World's
Biggest
House Cleaning
Job**

Times



**MISS THE LITTER BASKET
IN 1200 LBS. A DAY
TIMES SQUARE ALONE
CLEAN - USE LITTER BASKETS**

**Progress Report of the Citizens Committee
to Keep New York City Clean, Inc.**



"I know of no cause that, for the long run, is more important to the community. The evils that grow out of apathy and neglect are too great for responsible citizens to contemplate; the benefits of a clean city can be correspondingly large. I am convinced that this job can be done if all of us who love New York and have its interest at heart will work together."

Robert F. Wagner

Mayor



ON April 30th, 1953 novelist Edna Ferber got off the boat from Europe, took one long look at our town, and told newsmen: "New York . . . is a scab on the face of the nation."

That hurt! But most of us, looking around at our town—at the littered streets, the cluttered lots, the garbage overflowing onto sidewalks—had to admit: "Well, maybe she's right, after all!"

Our housekeeping was poor, and if not challenged and corrected, would in the long run affect both business and property investments and our convention and visitors trade.

New York is acknowledged to have the best-operated, best-equipped Sanitation Department in the world. It has a force of 14,000 men, 3,700 pieces of equipment and a budget of \$100 million.

Why, then, should there be a problem in making and keeping the city clean?

Why is there a need for a Citizens Committee to Keep New York City Clean?

Simply because an essential element has been lacking—cooperation from the people responsible for the dirt and litter on New York's sidewalks, streets, lots and yards.

Faster than Sanitation Department men, equipment, methods and techniques have been able to do the job, people have undone it. Dirt has continued to pile up.

Increased enforcement of the sanitary laws has helped. But to try to accomplish the job through enforcement alone would involve prohibitive expenditures for a huge inspectional force.

The key to lasting results is to couple enforcement with education—to bring about public understanding of the problem, to awaken civic pride, to create a feeling of responsibility on the part of individual citizens.

Although significant gains have been made through the Sanitation Department's own public information program, neither it nor other city agencies are equipped to fully exploit the educational approach.

The Citizens Committee came into existence to handle this phase of the job, working in close cooperation with city departments.

Clearly, a mammoth job of educating 8,000,000 people had to be done—and soon. A year ago we made a start.

A Committee for Keeps

In May 1955, at the urgent request of Mayor Wagner, Keith McHugh, the President of the New York Telephone Company, became chairman of the Citizens Committee to Keep New York City Clean. This would be, he said, a *permanent* committee—non-partisan, non-profit, *non-quitting*. About him he gathered businessmen and civic leaders with a reputation for getting things done.

“Our purpose,” pledged Chairman McHugh, “will be to touch the pride of all the people of this city in the appearance of its streets, its homes, its vacant lots, its buildings and public places. That the time is right, I think none can doubt—there have been so many expressions of need from so many different quarters.”

And—because the heart of the job was public education—one of America’s leading advertising agencies, Young & Rubicam, volunteered its services “for the duration.”

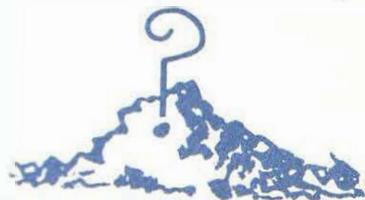
Right from the start, everybody concerned with the clean-up vowed that this time, action would not be drowned in discussion. There’d be no let-up after a first fine flurry of enthusiasm. New York was going to clean house for keeps—or else!

Working hand in glove with the Sanitation Department, the Citizens Committee mapped out a first-year’s campaign of action and education. An appeal went out to New York’s businessmen for



operating funds. They responded generously—a hearty vote of confidence in the new organization’s work.

Committee headquarters were established at 63 Vesey Street. Christopher Gilson, former vice-president of the N.A.M., took over as Executive Director. The big house cleaning was under way.



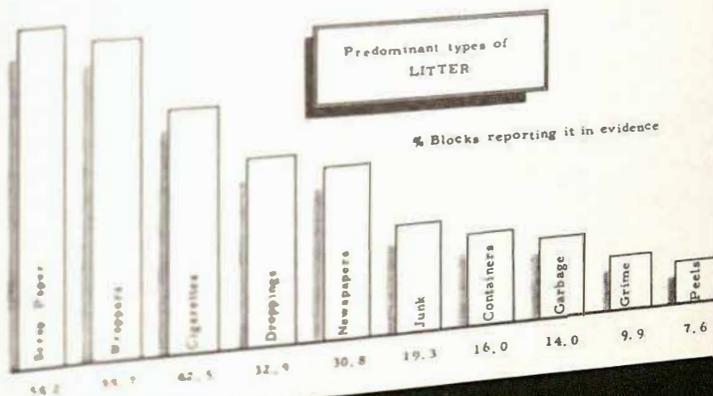
How Much Dirt and Where: A Survey

Surprisingly enough, the true dimensions of the job and nature of the dirt we were fighting weren’t really known.

Accordingly, last October, a block-by-block survey was launched. At a series of public meetings, 3000 citizens were recruited. Businessmen, professors, housewives, secretaries, students, doctors—folks from every walk of life—volunteered to give the fine-toothed-comb treatment to sidewalks, streets, alleys, courtyards, vacant lots. What kind of litter predominated and where and why?—that’s the information they sought.

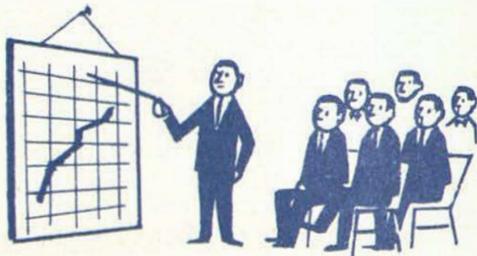
All in all, they covered approximately 10,000 blocks in all five boroughs. It was a huge undertaking—but rewarding, for now we were zeroing in on the target.

In summary here’s what the survey found:



Telling the People— Face to Face

But our hard-working volunteers didn't stop with their survey. During nine months they distributed 300,000 pieces of educational material—pamphlets, workers' manuals, pattern speeches, question and answer sheets, lobby and entranceway posters, window stickers, lapel pins and a long-overdue, simplified digest of the New York sanitary code.



Telling the People— Through Advertising

When Young & Rubicam took over the advertising and publicity end of our CCKNYCC campaign as a public service, they said: "We're going to approach this problem of selling cleanliness to New York just as we'd approach the introduction of a new product or a new idea."

In a series of high-level meetings, the agency discussed our objectives with representatives of the newspapers, TV and radio stations and outdoor advertising companies. How could we best get our message across to the people? And would these media donate the time and space to accomplish the job?

They would—and did—with a public-spirited generosity which is typical of New York's publishers, broadcasters, theatre operators, car-card and poster people. They gave, in an eight months' period, almost \$800,000 (a rate exceeding a million dollars annually) of space and time for Committee advertising. Free!

This media cooperation was especially heartwarming since newsprint shortages and crowded TV schedules during the past year made it difficult, and often impossible, to *buy* good positions for advertising.

Below is a breakdown of the advertising value we received for a relatively small out-of-pocket cost-of-production:

		CITIZENS COMMITTEE TO KEEP NEW YORK CITY CLEAN		
		DOLLAR VALUE OF FREE ADVERTISING OCTOBER 15, 1955—MAY 30, 1956		
		VALUE	COST TO C.C.	RATIO OF VALUE TO COST
16 DAILIES	}	\$ 56,196	\$ 4,872	11.5 TO 1
52 WEEKLIES				
6 TV STATIONS		490,015	20,000	24.5 TO 1
13 RADIO STATIONS		145,086	500	290.2 TO 1
OUTDOOR		105,006	18,460	5.7 TO 1
TOTAL		\$796,403	\$43,732	18.9

Also many business concerns displayed the advertising on their own billboards and vehicles and in their house organs.

And the ads themselves? They hammered at YOU. YOU are the culprit if New York's dirty—the hero if it's made clean. Personal responsibility was the theme. The ads asked: "Did *you* make New York dirty today?" And they enjoined: "A Cleaner New York Is Up to You."

And together with this theme of YOU, the advertising registered again and again the five basic rules of a clean city:

1. Use litter baskets.
2. Put all garbage inside garbage cans.
3. Keep sidewalks clean; put your trash in trash cans.
4. Never put trash in vacant lots.
5. Curb your dog.



Here, although you must have seen them many times, are sample advertisements and representative frames from four of our TV commercials:

Did you make New York dirty today?
DON'T THROW TRASH ON THE GROUND.
USE THE LITTER BASKETS.

Follow all these simple rules:

1. Use litter baskets.
2. Don't throw trash on the ground.
3. Don't throw trash in water.
4. Don't throw trash in the gutter.
5. Clean your car.

A CLEANER NEW YORK IS UP TO YOU
CITIZENS' COMMITTEE TO KEEP NEW YORK CITY CLEAN

J. Fred Muggs and friend say:
"Get Dad's junkie around with dirt. Clean up New York—and keep it clean. Follow all these easy rules—

1. Use litter baskets.
2. Don't throw trash on the ground.
3. Don't throw trash in water.
4. Don't throw trash in the gutter.
5. Clean your car.

A CLEANER NEW YORK IS UP TO YOU



Telling the People— Through Publicity

To supplement its very substantial advertising campaign, the Committee mounted a publicity campaign. Its purpose—to dramatize the problem, to focus the attention of New York's millions on their personal stake in a cleaner city. A series of memorable events has been brought off and thousands of lines of editorial comment about them written in the daily press.

In addition, Young & Rubicam contacted radio and TV disc jockeys, sportscasters, commentators and program directors. Our request for the use of CCKNYCC material on the air has been generously—and continuingly—fulfilled.

Among the year's publicity events were the installation of a giant litter basket in Times Square which not only dramatized the clean-up fight but reduced litter in the area by 17%; Clean City parades; a "Miracle Garden" in a Brooklyn vacant lot; a PAL poster contest; a Paint Blitz of the Sloane Center of the Children's Aid Society; Department Store window displays; release of findings of City-wide Survey; introduction of a theme song "Papa Tell Mama" composed by professional song writers; and a variety of other events—both large and small—which helped keep our program alive.

A glance at the following news clippings will give you an idea of the Committee's publicity success:



Telling the People— Through the Schools

New York's 1,350,000 school children are more than just our citizens of tomorrow—although it would be impossible to overemphasize the importance of educating them for adult cleanliness.

They are also a vital force, right now—a force we need on our side if we're going to win the battle against filth.

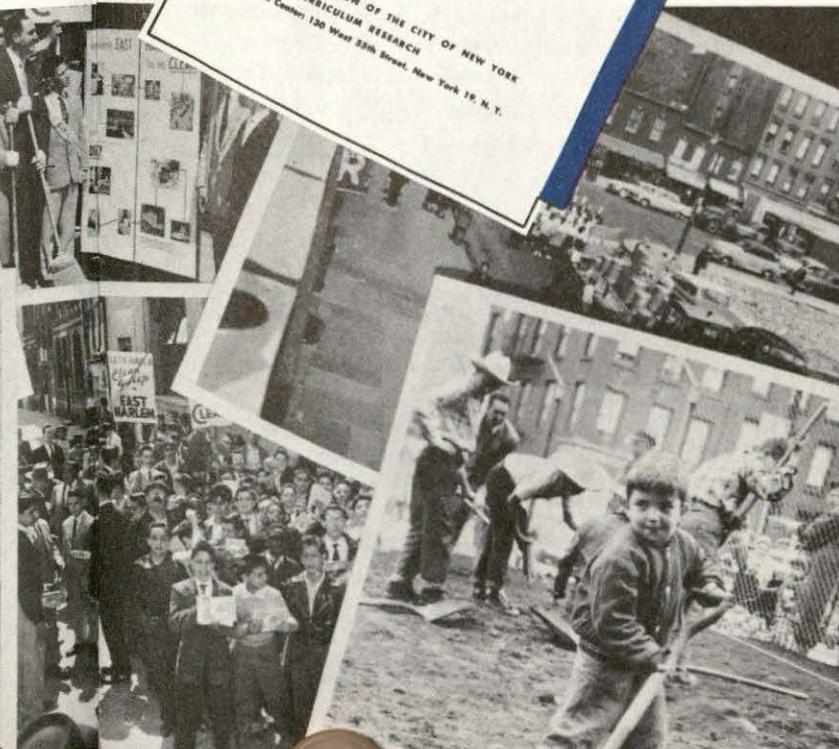
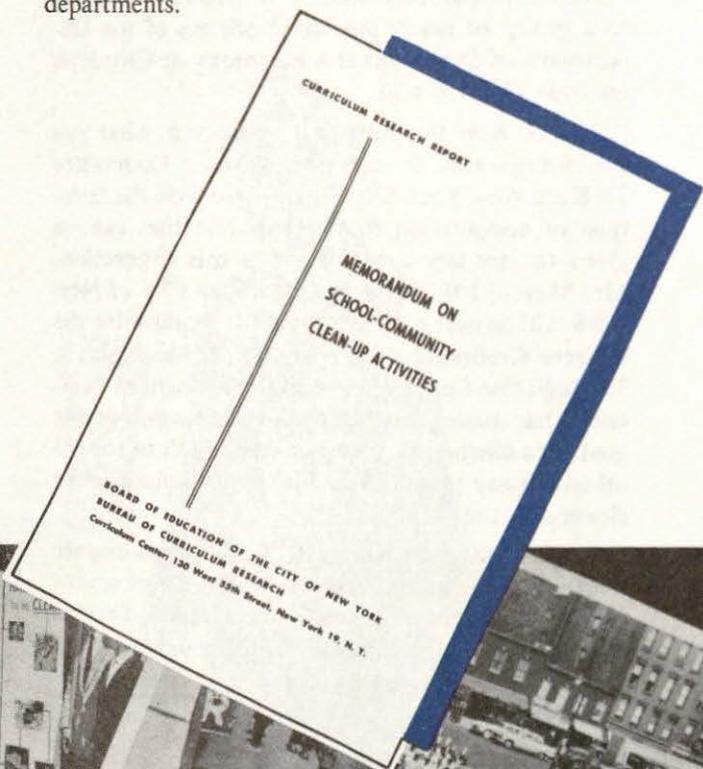
Your Citizens Committee sought and gained the full cooperation of public, parochial and private schools. The results over the past year are most encouraging, but of more importance is the fact we are assured the school program will be a continuing one.

What's been done through the schools? A good example is an essay contest sponsored by the New York Chamber Of Commerce. Over 360,000 children wrote on the subject "What I Can Do To Keep The City Clean."

And there have been parades, Civic Club neighborhood surveys and clean-up programs, classroom discussions, assembly programs, Clean City material in school newspapers—and much more.

Working Together

The Committee cannot pursue its program successfully without the full support and professional assistance of the City's governmental agencies. Throughout the year the Committee has enjoyed the wholehearted cooperation of and a cordial working relationship with the Mayor's office, the Mayor's Interdepartmental Committee for a Clean City, the Department of Sanitation and all city departments.



Is the City Cleaner? Emphatically . . . Yes!

Mayor Wagner recently told the Committee: "New York's streets, sidewalks, parks and vacant lots are cleaner than when you started a year ago. We know that a continuing program of education will get results. We have moved forward toward our objective of making New York America's cleanest big city."

And Commissioner Andrew W. Mulrain speaking to a group of newly promoted officers of the Department of Sanitation at a ceremony at City Hall on June 21, 1956 said:

". . . You have the public's confidence in what you are doing—and through the Citizens Committee To Keep New York City Clean—you have the finest type of cooperation from the public that can be given to any city agency . . . In this connection, Mr. Mayor, I think the people of the City of New York will be ever grateful to you for establishing the Citizens Committee under Mr. Keith McHugh . . . Through this Committee, your Department of Sanitation has made great strides in the direction of our goal for a cleaner New York, and it won't be too far off before our town will take its rightful place as the cleanest in the nation . . ."

To be sure, not every part of the city is cleaner than it was a year ago. Some districts, better organized for the battle, have moved ahead faster. They've shown what can be accomplished throughout every block of the five boroughs.

EDITORIAL PAGE OF THE DAILY MIRROR
NEW YORK, THURSDAY, JUNE 14, 1956

*"Ye shall know the truth and the truth shall make you free."
John, viii, 32.*

Take a Bow for a Clean Sweep

Once Harlem was notorious for garbage scattered over the sidewalks and streets littered with trash and refuse. Today, thanks to the educational campaign waged by The Citizen's Committee to Keep New York City Clean and the public, Harlem has never been cleaner.

This evidence of education plus cooperation of the people should be heartening to everyone wanting a clean New York and should set a precedent for other neighborhoods in various sections of the city. The Committee and the citizens of Harlem can both take a bow.

A year ago, nobody with a realistic view of the job ahead suggested we'd have it licked by now. Or perhaps even in five years. But eventually . . . ?

Well, walk down most any street . . . remember the litter a year ago . . . and compare. We think you'll have to agree that New York is making progress toward that fine goal—that in the not too distant future we *will* be living in America's cleanest big city.



A Cleaner New York Is Up to You— Yes, You!

The Clean Up slogan applies doubly to those civic and public spirited businesses and citizens who have a stake in New York City—who love it—and who recognize the importance of the task the Citizens Committee has undertaken.

CITIZENS COMMITTEE TO KEEP NEW YORK CITY CLEAN, INC.

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Such progress as we have made during the past year is due largely to the generous contributions we have received from those who gave the Committee their financial support. This report attempts to demonstrate that their money was effectively invested in a cleaner city—to seek their continued support—and to encourage others to lend their financial aid to our efforts.

The Committee is incorporated as a charitable and educational membership corporation under the laws of New York State. Since it is an independent—non-governmental—self-sustaining group it must be privately financed. Contributions are tax exempt.

The program we are planning is an ambitious one—firmly rooted in the realities of what can and ought to be accomplished.

And frankly—this program will take money. Our operating budget calls for 70% of our expenses to be devoted to our educational and promotional program. Its extent and effectiveness of course, depend upon the funds available.

As Chairman McHugh has said: "The success of this program would be felt in many fields and would bring widespread benefits. It would be the best possible antidote to stories of crime and trouble which go out from New York to other parts of the country. It could help to reduce juvenile delinquency. It could bring hundreds of thousands of additional visitors to what we hope will become the cleanest big city in America. For those who take part in this great work, it should hold great personal satisfaction."

Checks should be drawn to the Citizens Committee to Keep New York City Clean, Inc., and forwarded to the Chairman or a member of the Finance Committee or to the Committee's headquarters: 63 Vesey Street. New York 7, New York.

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EBINGER BAKING Co.
EDGAR ELLINGER
J. A. EDWARDS & Co., INC.
EIGHTY PARK AVENUE CORP.
ELLINGTON & Co., INC.
EMPIRE CITY SAVINGS BANK
EQUITABLE LIFE ASSURANCE
SOCIETY OF THE U. S.
ESSO SAFETY FOUNDATION
ESSO STANDARD OIL Co.
WILLIAM ESTY Co., INC.
ETHYL CORP.
EVERSEAL MFG. Co., INC.
FAHNESTOCK & Co.
FARNOW, INC.
H. I. FELDMAN
JAMES FELT & Co., INC.
FIDELITY-PHENIX FIRE
INSURANCE Co. OF
NEW YORK
FIRST NATIONAL CITY BANK
OF NEW YORK
FISHER BROTHERS
MANAGEMENT Co.
FLATBUSH SAVINGS BANK
FOOD MACHINERY &
CHEMICAL CORP.
FORT TRYON
APARTMENTS, INC.
EVAN M. FRANKEL
FRANKLIN SAVINGS BANK

GAMMA CHEMICAL CORP.
GENERAL PRECISION
EQUIPMENT CORP.
GENERAL REALTY &
UTILITIES CORP.
GEREL CORP.
GEYER ADVERTISING, INC.
GILLESPIE-ROGERS-PYATT
Co., INC.
GIMBEL BROTHERS, INC.
HORACE GINSBERN &
ASSOCIATES
GIVAUDAN CORP.
GOODMAN FOUNDATION, INC.
W. R. GRACE & Co.
GRANGER & Co.
W. T. GRANT & Co.
GREEN POINT SAVINGS BANK
GREENWICH SAVINGS BANK
GREY ADVERTISING AGENCY
MORTON M. GRUBER
GUIGNON & GREEN, INC.
GULF OIL CORP.
HERMAN HAIMES
HAIRE PUBLISHING Co.
HANLON & GOODMAN Co.
HANOVER BANK
HARLEM PAPER PRODUCTS
CORP.
HARPER OIL Co., INC.
HARSHAW CHEMICAL Co.
ENID A. HAUPT
CHARITABLE TRUST
HORACE HAVEMEYER, JR.
HELMESLEY-SPEAR, INC.
HERZ MANUFACTURING
CORP.
HEYDEN CHEMICAL CORP.
GEORGE HIMME
WALTER HOCHSCHILD
R. HOE & Co., INC.
HENRY HOLT & Co., INC.
HOME INSURANCE Co.
OF NEW YORK
HOOVER COLOR CORP.
HOUSE OF CHAN, INC.
HUGO NEU CORP.
GEORGE W. HULDRUM, JR.
IDDINGS PAINT Co., INC.
INDEPENDENT NEWS Co., INC.
INDEPENDENT THEATRE
OWNERS ASSOC., INC.
INTERNATIONAL BUSINESS
MACHINES CORP.
INTERNATIONAL MINERALS
& METALS CORP.
INTERNATIONAL PAPER Co.
INTERNATIONAL TELEPHONE
BUILDING CORP.
IRVING TRUST Co.

JOHNSON & HIGGINS
DUDLEY P. JONES
JONES & LAUGHLIN
STEEL CORP.
ROBERT N. KASTOR
KENYON & ECKHARDT, INC.
KINGS COUNTY TRUST CO.
EMANUEL KREISEL
JACK KRIENDLER MEMORIAL
FOUNDATION, INC.
KUHN, LOEB & CO.
ROBERT LEHMAN
LENNEN & NEWELL, INC.
LEVER BROTHERS
LEON LEVY
ROBERT J. LEWIS
LIEBMAN BREWERIES, INC.
EDMUND C. LILLYS
LILY-TULIP CUP CORP.
LINCOLN SAVINGS BANK
OF BROOKLYN
D. H. LITTER CO., INC.
LORD & TAYLOR
MAAS & WALDSTEIN CO.
MACFADDEN PUBLICATIONS,
INC.
MACY'S, NEW YORK
MANUFACTURERS TRUST CO.
MANUFACTURERS VARNISH
CO., INC.
MARINE MIDLAND TRUST
CO. OF NEW YORK
MARSH & McLENNAN
FOUNDATION, INC.
J. M. MATHES, INC.
MAXON, INC.
HELEN & HAROLD C. MAYER
FOUNDATION, INC.
MAYFLOWER PAPER CORP.
MCCALL CORP.
MCCANN-ERICKSON, INC.
PETER P. McDERMOTT & CO.
MEENAN OIL CO., INC.
MERCHANTS FIRE
ASSURANCE CORP. OF
NEW YORK
MERRILL LYNCH, PIERCE,
FENNER & BEANE
METAL & THERMIT CORP.
METROPOLITAN LIFE
INSURANCE CO.
GEORGE A. MILTON
CAN CO., INC.
JAN MITCHELL FOUNDATION
MOHAWK CONTAINER CO.
BENJAMIN MOORE & CO.
MORAN TOWING &
TRANSPORTATION CO., INC.
NORMAN M. MORRIS
FOUNDATION, INC.
MURRAY HILL MEMORIAL,
INC.
MUTUAL LIFE INSURANCE
CO. OF NEW YORK

NAMM-LOESER'S INC.
NATIONAL BISCUIT CO.
NATIONAL CAN CORP.
NATIONAL CHEMICAL &
MFG. CO.
NATIONAL DISTILLERS
PRODUCTS CORP.
NATIONAL FOLDING BOX
CO., INC.
NATIONAL LEAD CO.
NAUTILUS SEAFOOD
RESTAURANT, INC.
NEW JERSEY ZINC CO.
NEW YORK CENTRAL SYSTEM
NEW YORK CITY OMNIBUS
CORP.
NEW YORK LIFE INSURANCE
CO.
NEW YORK, NEW HAVEN &
HARTFORD RAILROAD CO.
NEW YORK TELEPHONE CO.
NORTH BRITISH &
MERCANTILE INSURANCE
COMPANY, LTD.
NORTH RIVER
INSURANCE CO.
NORTH SIDE SAVINGS BANK
CHARLES F. NOYES
NUODEX PRODUCTS CO., INC.
OCEAN ACCIDENT &
GUARANTEE CORP., LTD.
OGILVY, BENSON &
MATHER, INC.
OLIN MATHIESON
CHEMICAL CORP.
ONYX OILS & RESINS, INC.
WARNER D. ORVIS
C. J. OSBORN & CO.
OTIS ELEVATOR
FOUNDATION, INC.
OXFORD PAPER CO.
PACIFIC VEGETABLE
OIL CORP.
PARK SHERATON HOTEL
PATTERSON-SARGENT CO.
PERSHING SQUARE
BUILDING CORP.
CHARLES PFIZER & CO., INC.
PIEL BROS.
F. O. PIERCE CO.
PITTSBURGH PLATE GLASS CO.
POPULAR SCIENCE
PUBLISHING CO., INC.
PRATT & LAMBERT, INC.
PRIOR CHEMICAL CORP.
PRUDENTIAL SAVINGS BANK
QUALITAD SALES CORP.
RADIO CORPORATION
OF AMERICA
RAISLER CORP.
REARDON CO.
JOSEPH VERNER REED
REICHARD-COULSTON, INC.

REICHHOLD CHEMICALS, INC.
WILLIAM REID
ARTHUR REISS
REMINGTON RAND
RIDGWOOD SAVINGS BANK
RIEKE METAL PRODUCTS
CORP.
MAX ROTHENBERG
ROYAL-LIVERPOOL INS.
GROUP
ROYAL TYPEWRITER CO.
JACOB RUPPERT
RUSSEKS, FIFTH AVENUE
ST. REGIS HOTEL
SAPOLIN PAINTS, INC.
SARTORIUS & CO.
F. & M. SCHAEFER
BREWING CO.
SCHEUER ASSOCIATES
FOUNDATION, INC.
MESSRS. MORRIS &
OSCAR SCHINDELHEIM
JOSEPH A. SCHLITZ
BREWING CO.
A. SCHRADER'S SON
OTTO A. SCHREIBER
LEONARD H. SCHULTES
SCHWAB BROTHERS CORP.
SEAMEN'S BANK FOR SAVINGS
SHATTUCK DENN
MINING CORP.
RALPH R. SHELLY
SHERATON-ASTOR CORP.
SHERATON-McALPIN HOTEL
SHERATON RUSSELL HOTEL
HARRY E. SIMS
W. & J. SLOANE
SMITH, BARNEY & CO.
J. LEE SMITH & CO., INC.
LEE THOMPSON SMITH
SPENCER-TAYLOR, INC.
STANDARD PACKAGING CORP.
STAUFFER CHEMICAL CO.
STERN BROS.
ELLERY W. STONE
STONEY-MUELLER, INC.
R. W. STRAUS
ROGER W. STRAUS, JR.
SURFACE TRANSPORTATION
CORP. OF NEW YORK
HOTEL TAFT CORP.
TAVERN-ON-THE-GREEN, INC.
JOHN F. THOMPSON
J. WALTER THOMPSON CO.
THURSTON & BRAIDICH
TITANIUM PIGMENT CORP.
TITLE GUARANTEE &
TRUST CO.
TOFFENETTI RESTAURANT
CO., INC.
B. A. TOMPKINS
TRANS WORLD
AIRLINES, INC.
TRINITY BAG & PAPER
CO., INC.
TUSCANY HOTEL
UNION BAG & PAPER CORP.
UNION CARBIDE &
CARBON CORP.
UNION DIME SAVINGS BANK
UNITED BOARD &
CARTON CORP.
UNITED CARBON CO., INC.
UNITED STATES BRONZE
POWDER WORKS, INC.
UNITED STATES FIRE INS. CO.
UNITED STATES INDUSTRIAL
CHEMICALS CO.
UNITED STATES VITAMIN
CORP.
URIS BROTHERS
VAN AMERINGEN
HAEBLER, INC.
VAN BLARCOM
CLOSURES, INC.
WAH CHANG CORP.
KENNETH WARD
JACQUES WEBER
NORMAN WEIDEN
WELCH GRAPE JUICE CO.
WEST VIRGINIA PULP &
PAPER CO.
WESTCHESTER
FIRE INSURANCE CO.
WESTERN ELECTRIC CO., INC.
WINDSOR FOUNDATION, INC.
WITCO CHEMICAL CO.
C. KING WOODBRIDGE
YOUNG AND RUBICAM, INC.
WILLIAM ZINSSER & CO., INC.



Citizens Committee Objectives:

- 1. To stir the pride of New Yorkers in the appearance of the city's streets, its homes, its vacant lots, its buildings and public places—to build through this pride a day to day effort to keep the city cleaner and more attractive.*
- 2. To use all channels of education and communication to move each and every citizen—on a house-to-house, block-by-block basis—to do his or her part.*
- 3. To work with all city departments in their efforts to back up this great voluntary program.*
- 4. To keep everlastingly at the job until New York becomes famous everywhere as the world's most beautiful big city.*

