

or policy of ours."

ROAD SIGNS MUST GO

Minnesota Law Prohibits Advertising Boards on Trunk Highway.

By the Associated Press.
St. Paul, Minn., Dec. 1.—Minnesota's new law passed by the last Legislature, prohibiting advertising signs on trunk highways in the state went into effect today.

Thousands of signs, ranging from small tin tags to billboards of various sizes on state rights of way, were being removed today.

Only signs expressly excepted by the law are to be left.

PLAN BILLBOARD WAR.

Committee Announces Important Advertisers Are Aiding Campaign.

The National Committee for Restriction of Outdoor Advertising met yesterday at the home of Mrs. John Kerr, 300 Park Avenue, to outline its Spring campaign. Mrs. W. L. Lawton, the Chairman, announced that three important advertisers have endorsed the organization and declared their intention to discontinue advertising that will disfigure scenic beauty. They are Kirkman & Son, the Kelly-Springfield Tire Company and the Pillsbury Flour Mills Company.

Interest in the work of the committee is spreading throughout the country. It was announced, and seven national organizations are already co-operating with the committee in its effort to have billboard advertising restricted to business areas. These organizations are the National Federation of Women's Clubs, the Garden Club of America, the American Civic Association, the American Federation of Art, the National Association of Women Painters and Sculptors, the American Society of Landscape Architects and the National Highway Association.

MOTORISTS FORM ORGANIZATION TO SAVE ROAD BEAUTY

NEW YORK, Aug. 4.—Public spirited citizens of Moorhead, Minn., hold the distinction of forming the first bona fide chapter of the Motorists' League for Countryside Preservation, which has undertaken the gigantic task of educating the motoring public to a keener sense of stewardship over the beauties of camp sites and roadsides.

The petition of Moorhead citizens for organization of a local chapter of the League has been approved by the national officers and a charter for president of the Moorhead chapter. Other officers are: George L. Walker, vice-president; H. H. Hanse, secretary; A. H. Costam, treasurer; Directors—J. W. Harris, R. G. Price, W. J. Koppen and H. J. Harris.

The second community to seek permission to form a local chapter was Hornell, N. Y., and the initiative in this instance was taken by the Hornell Automobile Club, of which J. E. Schwaz-enback is president.

Earl H. McHugh, national secretary of the league states that the headquarters at 119 West 40th Street in New York for information as to how communities may aid in the movement. He states also that clippings received at the national office show a gratifying response to the appeal of the League for publicity in every section of the United States.

"While it is preferable that local chapters be formed, so that a coherent organization may help in each community," Mr. McHugh stated "where that is impractical we particularly request that interested motorists communicate with headquarters to the end that we may suggest particular ways and means of cooperating in these cases. We urge also that every man and woman who has the interests of the motoring public at heart and who wishes to see the country's wonderful scenic possessions protected and retained, sign one of the League's pledge cards and forward it to headquarters, so that he may be enrolled in the honor lists."

SAN ANTONIO E

SCENIC BEAUTY OF TEXAS LOST BEHIND SIGNS

YANDELL, COMMENTING ON BRITISH ACTION, DEPLORES ROADSIDE BILLBOARDS.

TEXAS is shamefully behind the times when it allows the erection of commercial posters and billboards along the highways through the country, which is otherwise scenically beautiful, according to Manager Yaandell of the Chamber of Commerce.

This stand was taken Thursday when it was learned that the British government has ordered the removal of unsightly signs along all roads in England.

Glaring signs along the Pacific Highway, which is the trunk line from British Columbia, Canada, to Los Angeles, Cal., have been removed from the road in California. Oregon and Washington are taking legal steps for sign removal there, according to Mr. Yaandell.

"Most beautiful and extraordinary scenes are obliterated by the placing of huge signs along the roads in Texas near San Antonio, where the country is composed of wooded hills rising gracefully in the azure distance," Mr. Yaandell said. "It is difficult to see beyond the paved trail in many places because of the brilliantly lettered signs of praise to underwear, furniture, moving and storage, and building sites.

"The glorious wild beauty of the country has been destroyed by persons who have erected billboards, many of which tell incorrectly the number of miles from place to place. These distances are taken from different points. Some measure from the city limits, others from the center of town, and the general effect of it is that all distance signs are discredited," he continued.

Some companies get permission to erect signs by stating that they will give information to the public, such as the distance from place to place, with the result that they put six square inches of information on the board and ten feet of unsightly advertising, Mr. Yaandell declared.