

geologists and prospectors are frequent visitors to San Saba County.

### AMERICAN LAWS ON HIGHWAY ADVERTISING PRAISED IN FRANCE

By Associated Press. PARIS, Jan. 23.—Those Senators who represent the Basque country and the Norman coast resorts, have introduced in the Senate a bill to regulate billboards in the beauty spots of France. As an example of what such legislation can accomplish, they offer the laws of Massachusetts and Pennsylvania dealing with advertising on streets and highways.

and the limit set will be February 15.

### France May Ban Billboards.

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First Sportsman—It's getting awfully late and we haven't hit a thing yet. Second Sportsman—Let's miss two more and then go home.—London Mail.

## SAN ANTONIO EVENING NEWS

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AN INDEPENDENT NEWSPAPER

MONDAY, JANUARY 28, 1924.

Published Every Afternoon Except Sunday by Express Publishing Company, Corner Navarro and Crockett Streets, San Antonio, Texas.

Entered as second class mail matter September 4, 1918, at the Postoffice at San Antonio Texas under the act of March 8, 1879.

New York Office—The John Budd Company, 9-11 East Thirty-seventh Street.  
Chicago Office—The John Budd Company, Tribune Building.  
St. Louis Office—The John Budd Company, Chemical Building.  
Atlanta Office—The John Budd Company, Healey Building.  
San Francisco Office—The John Budd Company, Chancery Building, 564 Market Street.  
Los Angeles Office—The John Budd Company, Title Insurance Building.  
Seattle Office—The John Budd Company, Securities Building.  
Dallas Office—S. L. Rosen, 512 Mercantile Bank Building.  
Washington, D. C.—Winfield Jones, 1400 Pennsylvania Avenue.  
Austin, Texas—Ed S. Newton, 109 West Eighth Street.  
Austin Circulation Office—R. H. Coleman, 109 West Eighth Street.

All communications should be addressed to the San Antonio Evening News. We will not be responsible for manuscripts submitted.

Delivered by carrier, 1 week.....\$ .10  
By mail in Texas, 1 month..... .45  
By mail in Texas, 3 months..... 1.25  
By mail in Texas, 6 months..... 2.50  
By mail in Texas, 1 year..... 4.50  
Due to the increase of second-class postage rates all subscriptions outside State of Texas are at the rate of 60 cents a month.

**BURTON HOLMES**, famous world-traveler and lecturer, lately delivered in Boston a travelogue which—according to the Post there—was “highly significant” in this respect: Mr. Holmes particularly commented on the beauty of the Italian scenery, “free from the disfigurement caused by billboard advertising.” Probably “in no other country on the globe”—that comment from Symphony Hall platform moved the Post to add—“are natural beauties more frequently marred by this method of exploitation than in the United States. There is no spot sacred to these ‘out-of-door advertisers.’ The opposition to such methods is spreading, however. Billboards and signs along the public highways offend more people than they please. They intrude very often most unexpectedly and inappropriately, and just as often do more harm than help for the promotion of sales.”

### CIVILIZATION—AND BILLBOARDS

That man or woman is the exception who, motoring about the country with friends, has not heard someone in the party exclaim, either indignantly or scornfully, against these blotches upon the landscape; the ugliness that, from billboards at roadside or in field, from signs nailed to trees, from letters on roof or barn-wall, thrusts itself upon the eye. Matthew Arnold defined civilization as “the element or power of conduct, of intellect and knowledge, of beauty, and of social life and manners, and all needful to build up a complete human life”. Civilization—intellect—beauty—social refinement: Pray consider those smears with which we desecrate the face of woodland or lakeshore or hill!

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FROM a report as to a public-spirited woman, a shrewd Legislator—has outlawed ar

### BURNING UP BILLBOARDS

boards on 7,000 miles of tising in that State cost \$ but intelligent, civically bow down and worship mittee from the federate the striking explanation; they are a menace to p taxes commensurate with ficiaries, because without go out of business; they ues; they shut out light districts, and increase fire

Let alone the other on the highways and the lakes” worth \$75,000,000 ernment think these are v thus protecting life in m blotching the landscape, longer merely in the exper nesota and several other S and all the laggards follow

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