

Gulf Refining Company
Sun Oil Company
Standard Oil Company of California
Standard Oil Company of New York
Standard Oil Company of New Jersey

**ORGANIZATIONS CO-OPERATING FOR THE
RESTRICTION OF OUTDOOR ADVERTISING**

American Civic Association
National Highway Association
Garden Club of America
General Federation of Women's Clubs
Adirondack Mountain Club
American Scenic and Historic Preservation Society
American Federation of Arts
National Academy of Design
National Society of Women Painters & Sculptors
National Garden Association
Society of Little Gardens
American Society of Landscape Architects
Massachusetts Civic League
N. Y. State Association of Real Estate Boards
N. Y. State Automobile Association
N. Y. State League of Women Voters
N. Y. State Home Bureau
Federated Women's Clubs of New York, New Jersey, Wisconsin, Illinois, Pennsylvania, Texas, Florida, Massachusetts, Rhode Island, Virginia.
Society of Farm Women of Pennsylvania
Citizens Union of New York City
City Club of New York
Fine Arts Federation of New York
Municipal Art Society of New York
Municipal Art League of Chicago
Conservation Council of Chicago
New York Water Color Club
League to Protect Riverside Park
Sorosis
Women's City Club of New York
Federated Garden Clubs of Long Island
Long Island Federation of Women's Clubs
Halifax Country Garden Clubs, Florida
Philadelphia Congress of Art (45 organizations)
Florida Development Board (State Chamber of Commerce)

**Digest of Address on Billboard
Campaign, Delivered at the Bi-
ennial (Los Angeles, Cal.) Art
Day, June 11, 1924 : : : : :**

By MRS. W. L. LAWTON
Chairman Billboard Committee, G. F. W. C.

**General Federation Policy
on Billboard Advertising.**

For many years the General Federation of Women's Clubs has advocated a reasonable restriction of outdoor advertising in order to conserve the scenic beauty of the country. Biennial after Biennial has passed resolutions against the rural billboard. But what has been accomplished? Our resolutions have gone down on the Minutes, and the signboards have spread out unhindered over the landscape.

Outdoor advertising has tripled since the war. Our most beautiful valleys and our most scenic highways are fast becoming little more than illustrated catalogues. The most beautiful country in the world is becoming one of the most commercialized.

**General Federation Plan
for Restricting Billboards.**

The General Federation, awakened to the necessity for action, is today doing more than passing resolutions. The Executive Board at its meeting in Washington in the winter of 1923, adopted a plan of action, a plan suggested by the Woman's Civic Club of Glens Falls, N. Y., and tested by the New York State Federation.

It is a very simple plan. It consists solely in telling the advertiser how we feel about these rural boards; calling his attention to the fact that the scenic beauty of our country will soon be ruined if the rapid increase of signboards goes on unchecked, and urging him to restrict his signboards to commercial districts where they will not injure scenic or civic beauty.

That is the sum and substance of the plan. It is based on the belief that the advertiser desires