

## SUGGESTIONS FOR YOUR CO-OPERATION

(as a club or as an individual)

Publish the work of this Committee in your local papers.

Form a City Beautiful Committee to work in your city and its environs.

Whenever you find a signboard which is particularly objectionable, write to the President of the Company whose advertisement is on the board and courteously state your objection, giving the exact location of the board and, if possible, the name of the signboard company and number of the board.

If you desire to aid the general work of the Committee notify the Chairman.

If you are willing to support the movement financially (it is entirely supported by interested friends) send your contribution to the Treasurer of the Committee.

## OFFICERS OF NATIONAL COMMITTEE

Chairman—Mrs. W. L. Lawton, 5 Chester St., Glens Falls, N. Y.

Vice-Chairman—Mrs. F. C. Hodgdon, 4 Grammercy Park, New York City.

Secretary—Mrs. C. Oliver Iselin, 512 Fifth Ave., New York City.

Treasurer—Mr. Harold Caparn, 18 East 41st St., New York City.

Counsel—Mr. Albert S. Bard, 25 Broad St., New York City; Mr. Frank B. Williams, The City Club, New York City.

## The National Committee for Restriction of Outdoor Advertising

### WHAT WE STAND FOR

The National Committee for Restriction of Outdoor Advertising urges that all forms of display advertising be confined to commercial districts, where they will not injure scenic or civic beauty.

We are opposed to display advertising in all rural locations. We are opposed to display advertising in the city locations adjacent to fine public buildings, such as the Library on 42nd street, New York; also locations adjacent to public parks, residential sections and boulevards.

### THE SPIRIT OF OUR CAMPAIGN DIGNIFIED—COURTEOUS—KINDLY

We are working through Public Opinion only.

We are not recommending boycott, blacklisting, or intimidation of any sort.

We believe that most of the great advertisers, when their attention is called to the present desecration of scenic and civic beauty, will gladly call a halt.

### WHAT WE ARE DOING

The National Committee for Restriction of Outdoor Advertising is doing just two things. It is arousing Public Opinion to the danger of allowing the present methods of outdoor advertising to continue. And it is drawing out an expression of the Public Opinion and taking it directly to the advertisers.

The second step is the vital step, and it is the step which has been neglected in previous campaigns against the signboards. The advertiser desires above all else to please the public. If you can carry home to the advertiser the conviction that the public resents the signboards where they destroy scenic and civic beauty, the advertiser will cease to use those boards.