I trust that your deliberations have been profitable as well as pleasant. It has been said on numerous occasions that some of the best agricultural thought in the state is found in these horticultural circles; some of the highest agricultural intelligence that we have in the state is found right here among the men and women who are engaged in this work, and I wish to extend the greetings of the state department of agriculture to you, assuring you that through our division of entomology, headed by Dr. S. B. Fracker, the department is attempting to be of service to you men and women who are doing the work out through the state. I want you to feel that when you have problems, that the state has established and is maintaining this department with the expectation that it will be of service to you, and I trust that all of you will feel free at all times to avail yourselves of whatever service we may be in a position to render.

THE BILLBOARDS AS A NUISANCE

MRS. A. C. NEVILLE

(From Reporter's Transcript)

My subject is to be on the billboard as a nuisance. We all feel exactly the same and so do the advertisers themselves. I think, with very few exceptions, there is not an advertiser who approves of them, but he must do as his neighbors, or his competitors do.

It is unnecessary for me to say that nature has been very lavish in giving to Wisconsin a glorious beauty. There is not another state anywhere in the United States that is as beautiful as Wisconsin. What other state has such a variety and such beautiful boundaries? On the east, Lake Michigan; on the north a little of Lake Superior and then Chequamegon Bay and the Apostle Islands, and then on the west, the Mississippi; while, coursing its way across the state, we have the Wisconsin river and then on the east again, we have ninety miles of beauty in Green Bay. All along the east coast the deep indentations that give us Sturgeon Bay; the little ones that give us the smaller bays and then the bluffs. On that peninsula is one of our most beautiful state parks and I believe we are going to have a national park there because the government owns National bluff and it only needs another name to make it a national park. Our Wisconsin Magazine said we had fifteen thousand lakes scattered around over the
state and almost as many named streams. This gives to Wisconsin its great beauty.

Now the question arises, Who Owns the Landscape? If you were to answer, I know what you would say, "It belongs to the people of Wisconsin," but the billboard men will tell you that we are interfering with business; in fact, I have known suits to be brought against women's organizations which have removed billboards and have used their influence against them. One has to be very careful how one interferes with the business of advertising and the billboard men.

I was asked to speak a year ago at the Green Bay Advertising Club and tell why women objected to billboards, and preceding me was a representative of the Thos. Cusack Company, and we were proposing to prohibit poster advertising in Green Bay. The movement has in fact, already been started there. We have a committee called the city beautiful committee. Last September at our first meeting we had an open forum on billboard advertising; the speakers were either for or against. We had a representative of one of the biggest wholesale grocers of the United States and in this state they advertise extensively on billboards. We had there a representative of the biggest department store, whose owner never has used the billboard. The manager said, "we have had the biggest business in the history of the store and did not advertise on billboards." We have also a large firm which had been advertising on billboards but are now sending our notices to cancel contracts as soon as the lease expires. We had a remarkably interesting discussion.

From one talk there grew a movement for a memorial highway. From Green Bay to DePere there is five miles along the river which is lined with billboards. It was properly a memorial road. A committee of three women and six men was appointed. Everybody asked, Who named this a memorial road? and so we went to our Brown county rural planning committee and asked them if they would name it, and they did. In the resolution they adopted that road is to be cleared of everything that is unsightly, beginning with the billboards. We had the right backing from the county plan commission. Now we have begun the clearing of that road of the billboards and it is a very interesting piece of work, and we are beginning in this way: We have had an agreement drawn up and have asked every advertiser on that road to sign that agreement that he will remove his advertising
from that road provided all other advertisers will do the same. When I left Green Bay yesterday the contract was mailed to me and every advertiser on that road has signed that agreement. Next is the landowner. There are three different aspects of billboard advertising, the landowner, the billboard owner, and the advertisers. Every one of the advertisers has agreed they will not renew their contracts when they come due. The landowners we will approach through the loyalty legion. We are going to ask everyone when their lease expires to promise they will not renew that lease. This is the result of that meeting which we held at the Green Bay Advertising Club and at which Mr. Cusick’s representative preceded me and at which he said that it was a great mistake, that we were trying to remove the advertisement. We are not trying to do away with advertising entirely. It has come to stay; the only thing is to regulate it. Move to some location where they don’t interfere with the scenery, preferably civic centers, business centers. They said that was as traveled a road as there is in the state of Wisconsin and I know that crowds pour over it all summer long. He felt that it belonged to the advertiser and I say this, Who made that road of value to the advertiser? When it was an ordinary highway it was of no value to the advertiser at all until they put on concrete and made it one of our Highway Commission’s fine roads, it was of no value. Who paid for that road? Who paid for the expense of building that road, that made it so valuable to the advertiser? Is not the advertiser making his profit on our investment?

There are several ways in which we hope to get rid of the billboards in Wisconsin. The next speaker will tell you of how their organization, the Poster Advertising Company, proposes to get those billboards off from the highway, and if it can be accomplished it simply is going to be a wonderful revolution. Ridicule is going to do a great deal of it. I wonder if you remember when Chamberlain, in England, was trying to have England adopt a certain line of work? He lost, and he died from his over-exertions in the cause. The effort was lost through the work of a brilliant cartoonist. The cartoonists have now turned their efforts toward billboard advertising. By the way, we don’t say billboards any more, we say poster boards. Now the cartoonists are helping. You probably remember that cartoon of a road lined with billboards, tourists passing between
them, and at the bottom the words, "See America First." Another, Mr. Cole, I think, had in his paper a beautiful scene, an old farmer and his family enjoying that view. The next summer they went sixty miles out of their way to see that same view and there were nothing but the same old billboards that he left at home, nothing else left.

I wrote to a certain lawyer in Boston, who had been instrumental in removing the billboards from the right-of-way of the Pennsylvania Railroad, and asked him how he accomplished it. He said, "Yes, from the right-of-way but they went over the fences. I went from Philadelphia to New York and counted eighteen hundred of them on one side of the railroad alone."

So the women have taken a hand and we are accomplishing something. The New York Times said that the women have put the first dents into billboard advertising. We are tired of the attempt to secure legislation. We are going to stop that. The friends of our native landscape had a bill before the legislature last winter. The Wisconsin Federation of Women's Clubs had another bill, the one of the friends really amounted to a great deal more and was much more interesting, but was never reported out of the committee, I believe. The one of the Women's Clubs was a perfectly innocuous kind of a bill, it merely asked that all billboards should be removed from the highway. The bill said they would no longer allow them along the highway and they must be removed. That was an unwise thing, but it was just a feeler. Any county highway commissioner can remove all billboards within his county, if he chooses to do so. We have not had any on the highways of Brown county for a year and a half and if one creeps in there all we do is to send a line to the town chairman and the very next day it is gone.

Sheboygan county is now tearing down its billboards. There was a great deal made of what Minnesota did. Now that bill of ours was reported out and passed by a good majority of the senate, but the assembly would have none of it and it was lost there. We are now going to see what we can do by the education of the advertiser himself, and of the people. I remember when I was in school, the first thing I remember of Archimedes was when he felt the value of the lever and said, "If I had a foot outside the earth, I could move the whole world." As I grew older I thought about it and thought education was the lever, and
since I have been interested in billboards I think educating public opinion is going to do it.

That is what we women are seeking to obtain. We have a national organization for the restricting of outdoor advertising and that is, that billboards shall be placed in business centers; taken away from highways and residential districts where they impair the value of the property and particularly of the home. What is the object of that? They have a committee—it started in a movement in Glens Falls, New York—and this committee has now been formed and instead of being a New York committee as in the first place it has been made a national committee with Mrs. Longstar, president. Wisconsin has a representative on that committee. They proposed, with all courtesy, all kindness, all consideration, to ask every national advertiser in America to remove their advertising from highways and residence districts, and last December that was begun. We sent out from Wisconsin five hundred letters; in January we will send a thousand letters; to national advertisers. Those advertisers are selected by this national society and they write to me, as chairman of the outdoor art committee of the state federation, and I send that list out to every one of the women appointed on the billboard committee.

When Tagore was in this country he said, when in New York, “If we put up such monstrosities as these you would send missionaries to convert us.”

I wanted to tell a story when we were speaking of the beauties of Wisconsin of a gentleman I heard speak of the Yellowstone Park and he said that one evening after a busy day of sightseeing, sixty people were gathered in the lounge of the hotel. They were looking at the sidewalks and ceiling and one said, “Where, except in a western state, would you see such beautifully grained wood as in those panels?” The guide, standing near, said, “Yes, where else? That is Wisconsin wood.” A man from a farther western state said, “Of all the beauty we have seen here today, with the exception of the geysers, we have not seen anything but what we could see in one day’s run in Wisconsin.” After hearing that I have no doubt many of those tourists came here to see for themselves.

In Colorado, probably you will remember, when they banned advertising on the rocks and Colorado thought that to induce business in Colorado they must allow that. By some mistake an
artist got into the legislature and he brought in a bill which pro-
hibited such advertising and called for the removal of that which
was already there. It was almost lost in the ridicule. When he
got an opportunity to speak, he said, "Gentlemen, Colorado has
two things to sell. One is silver, the other is scenery." Those
signs were painted out and I have not yet heard that Colorado
has gone bankrupt.

When we see what we have in the way of beautiful scenery,
wasn't it natural that the highway commission said, "After we
have left, the tourists will be here." Are they coming year after
year to see the same billboards? How long will people come
when the landscape is covered up? They want to have the
scenery where the tourist can see it. In a few years from now
it is going to be so that our Wisconsin roads—the ugliness—is
going to increase in our state, and people are not coming here
just to see our billboards.

HINTS TO THE AMATEUR WHO EXHIBITS
FLOWERS AT FAIRS

MRS. C. E. STRONG

(From Reporter's Transcript)

I really feel as though it was sort of superfluous to speak on
exhibiting flowers at the state fair, but it is only because I am
so very much interested in the state fair and in the amateur
department especially. It does not seem to me that people realize
what flowers do at the state fair, and because I was an exhibitor
there seventeen years before I took charge, four years ago, of
the amateur department, I think I can talk from both sides.

First, read the premium list. So many come there with flowers
and say, "Why, it was in the premium list a year or so ago,"
when I tell them there is no place for their exhibit. We are en-
deavoring to make our department much better and in order
to do that we must change things, and we do; so that every year
the premiums are different. So it is perfectly necessary that
 anybody should read the premium list thoroughly and find out just
how many of the varieties and what sorts of exhibits are going
to be on display, just how many different flowers are to be put in
each vase, unless it is specified just a display of flowers. Then,