

## MOVE ON BILLBOARDS

How Hartford, Conn., Expects to Regulate Their Use.

### LOCAL SOCIETIES FEDERATED

Individual Organizations Are Divided into Three Groups—Careful Study to Be Made of Billboard Advertising. The Project's Sociological Aspect.

It is not very often that a movement against billboards which spoil the attractiveness of towns assumes a sociological aspect. Aesthetic motives usually get the credit. There are exceptions, however, notably in Springfield and Holyoke, Mass., where local authorities prevent the posting of any advertisements which are in any sense lewd or vulgar or which depict any crime or act of violence. In Springfield in particular this ordinance has been quite rigidly enforced by the city marshal. A new turn to the movement is given, however, by the organization of the United Committee Association for Billboard Regulation in Hartford, Conn., says Charities and the Commons. Hartford had conducted various unsuccessful campaigns against billboards, particularly with reference to the features which seemed to be injurious to young people, but without any marked success. Coming to the conclusion that it was a campaign really worth while and here is the significant point, about twenty-five local organizations federated themselves into this association, which they expect to maintain permanently as long as there is any work to do. The scope of the movement is most interesting when one notes the three groups into which the individual organizations are divided and the relative number of organizations in each:

First.—Moral and educational interests: Federation of Churches, Hartford Christian Endeavor union, W. C. T. U., Y. M. C. A., Young People's Baptist League, Social settlement, Hartford Woman's School association, Unity club, Get Together club, College club, Current Topics club, Motherhood club, Neighborhood club.

Second.—Business and civic interests: Board of trade, Business Men's association, Manufacturers' Association of Hartford County, Landlords and Taxpayers' association, Civic club, Consumers' League of Connecticut, D. A. R., Phoenix Mutual club.

Third.—Artistic interests: Arts and Crafts club, Municipal Art Society of Hartford, Connecticut League of Art Students.

Further significance is added to the movement by the statement of representatives of the association that a careful study is to be made of billboard advertising with a view to interfering in no way with what is seemly and appropriate and rigidly opposing everything else. To begin with, all pictorial representations will, the association hopes, be ultimately excluded, leaving nothing but text on the boards. This is favored by the first group above mentioned because of the immoral tendencies of many of the pictures and by the third group because of the inartistic nature of these pictures. In prosecuting this movement one of the first steps of the association was the appointment of a special committee to introduce a resolution into the city council instructing the city engineer to make an enumeration of all billboards in the city. This was passed, and the power given covered location, owner of land, size of sign, height of bottom above ground, owner of sign, character of advertising, conditions of supports and relation to street building line.

The report which was rendered proved a revelation. There are 235 billboards with a total area of 102,530 square feet. The largest board contains 18,340 square feet. Many boards are over the building line, some of them quite a distance, and this at once gives the association opportunity for action. The association in the prosecution of its plans expects to organize subcommittees as follows: Executive, local and legislative; finance, publicity and printing, exhibit or photographic committee, information and data committee.

Such movements will very soon show advertisers that their method of appealing to the people through the use of billboards falls in one essential point, and that is in meeting the people's approbation.

#### Improvement Work's Chief Requisite.

Enthusiasm of such vitality that it spreads in all directions is the chief requisite in all civic improvement work, and where it is in evidence energy is never lacking. A few determined workers can accomplish wonders in a small place, but seem to be powerless in large cities. In the latter the chief problem seems to be the proper handling of the stock of enthusiasm, and because of lack of proper direction many cities manifest no desire for civic beauty. How to plant the streets of a large city that has none or comparatively few appears one of the hardest nuts to crack.

#### To Tax Billboards.

The department of nuisances, an unpleasantly named but useful branch of the American Civic association, seems under the chairmanship of Harlan P. Kelsey of Boston to be one of the most efficient sections. At all events the department has brought out a pamphlet which is well prepared on the billboard question. It goes into the various aspects of the subject, tells what has been done in this and other countries and recommends regulation by tax.

## PLANTING SCHOOL GROUNDS.

Educational Value to Children of Growing Trees and Shrubs.

Comfort is not the only reason for planting about the schoolhouse. The trees have also an educational value. Indeed, bare grounds may be regarded as an opportunity. Children interested in the work of selecting, planting and growing trees and shrubs about the school can gain in the work no little knowledge of right principles and methods. Many people think that to plant a tree all that needs to be done is to dig up a sapling or buy it and set it in a hole. This is a great mistake, responsible for many unnecessary failures. Some knowledge of tree culture is a thing sure to prove useful to a large proportion of school children.

As the public schools are common property, we should make the schoolhouse and everything about it attractive and beautiful, says the Los Angeles Times. Here is one of the centers of the life of the community, the one in which is gathered its most impressionable element. The school is supported at public expense in order to make good American citizens. It aims at securing the highest possible development of mind and character. Every element of order, neatness and beauty, every broadening influence, every appeal to the finer nature of the child means better men and women and a more thrifty, prosperous and attractive community. Americans are justly proud of their school system and should be willing to support the schools not only with money, but with time and labor.

There is still much indifference on the part of the public regarding the planting of school grounds, both in cities and in the country; also much of that done is not carried out in an intelligent manner. It involves more than the mere planting of trees in "any old place" and in any manner. Each tree should be planted where it will form part of the picture, not for itself alone, in school yards possibly never for individual effect. Each one must only be a small part of the scheme, or if a hundred trees are used each must be depended on for only this one-hundredth part of the permanent effect. Nearly every planter (more especially a group of planters) may be heard exclaiming, "This tree will look well here," meaning that in the position indicated it would look conspicuous, the poorest possible reason for planting it there. In addition to quiet and unassuming position, each tree must be provided with a deep dug hole to allow of proper root development without too much resistance from the surrounding and underlying soil. When planted each tree must be most thoroughly watered, for the first watering is more important than any to follow. If the work is done as here suggested we will soon have more beautiful school yards.

## PLANTING HEDGES.

How and When to Set Out Plants For Improvement Purposes.

Well kept and neatly trimmed hedges add greatly to the attractiveness of private grounds or public places and thus improve the appearance of towns.

Winter is a good time to set out a hedge, as most of the plants used are hardy, many varieties evergreen. California privet will be selected in most cases, but the flowering hedges of Japanese quince, Rosa rugosa and Berberis thunbergii are growing in favor. For an evergreen hedge there are few quicker growers or more thoroughly hardy than the Siberian arbor vitae, though the American arbor vitae is cheaper.

In transplanting hedge plants, especially evergreens, do not expose the roots to the sun, says the Chicago Inter Ocean. Setting out wilted plants is the cause of many failures. Unless the heads of evergreens are too large for the root growth they need not be cut back when first planted.

The only way to have a good hedge is to head it in from the start to produce a thick bottom growth. It may seem slow at first, but the final results are better.

In setting out a hedge the small plants should be put about eight inches apart and the larger ones from ten inches to a foot.

#### Protecting Natural Landscapes.

Improvement work of a permanent and satisfying nature can only be accomplished by following a well defined plan which must take cognizance of the natural beauties to be seen in the district. Land contours should be preserved, no matter how rugged. There is too much of scraping off hillocks to fill hollows, especially in building small town parks. Outcroppings rocks frequently are blasted to pieces so they may be removed. Trees and shrubs perfectly at home, in good health and looking their best in natural aspect are rooted out to make room for some pampered exotic because the former are not just where those in charge think they should be or because some one fancied they are too common. Thus is nature marred and money uselessly expended.

#### Small Street Trees.

Street trees from six inches to a foot high are too small to plant out in a permanent position, and it will be found costly in most situations to start with a tree of such small size. The larger size mentioned is plenty small enough and then should be used only in case of rapid growing trees planted in the spring so that they may quickly reach a size where they may be more easily protected and also become effective or "worth while." Trees six inches tall are too small for street use and should never be planted in any public place.

# To Be Given Absolutely Free The Oregon Magazine Hit of 1909



Jap Libby, Engineer, who did the work of four engines and crews



Portland had tired me out and the kind bartender of the St. Charles Hotel let me sleep on the billiard table, for which I was later discharged from the Good Templar's Lodge in Silverton



Al Coolidge and Jake McClaine, prominent bankers and business men of Silverton in Davenport's younger days

Beginning in the January issue of HUMAN LIFE, the Magazine About People, and running through the twelve months of 1909 will be published a story of his boyhood by Homer Davenport, cartoonist, traveler, humorist, lecturer and man of many stories. The scene of Mr. Davenport's boyhood and young manhood is laid in Oregon and covers many of the people that are well known there today.

Mr. Davenport, for pure and native humor, is the superior of any we have ever met since the days of Artemus Ward. Those who follow Mr. Davenport through this year's issues of HUMAN LIFE will remember 1909 as the year of laughs.

Mr. Davenport's articles will be illustrated by himself, and the pictures he has drawn, representative of his many delightful—that is, delightful to read about—adventures, will constitute not the least part of the fun.

If you want to read this story from the beginning, if you want to see Mr. Davenport's pictures of himself from early boyhood to manhood, his father, his family, and all of his Oregon friends, as only Mr. Davenport can draw them, be sure your name is entered as a subscriber to HUMAN LIFE—the best magazine, for the money, ever published.

Mr. Davenport starts his story at a very early age when his father tells him that they are to move from their farm in Salem, Oregon, to Silverton, Oregon. This is a burg of some three hundred people. Mr. Davenport, in his story, states that he feels that the city is calling them and that his opportunities for studying art in the Latin Quarter of Silverton will be exceptionally good.

The story will carry Mr. Davenport up to his San Francisco days, when he made his first big hit as a cartoonist.



Silverton Trombone Band. "We always played as we drove out of town and with much effort the driver held the team"

Send us your subscription to HUMAN LIFE. We can start you with the January 1909 issue, this is the number in which Mr. Davenport's story commences, and we would call your attention to our wonderful offer at the bottom of this advertisement.

HUMAN LIFE is absolutely original. There is no other magazine dealing with people exclusively. It is filled from cover to cover with stories and pictures of people and will keep the entire family posted as to the actions and doings of all the prominent people of the entire world.

It has the greatest writer in this country of vigorous, virile, pungent, forceful, English, as its editor-in-chief, Alfred Henry Lewis, the caustic contributor to the Saturday Evening Post, Cosmopolitan, Success and many other representative periodicals; the author of "The Presidents," "The Boss," "The Wolf," "Andrew Jackson," and other books of story and adventure, every one scintillating with strenuous life. Mr. Lewis's fingers are upon the public pulse; he knows what the public wants, and he gives them running-over measure. HUMAN LIFE is up-to-date in its fresh, original matter from the best authors and the best artists, and filled to overflowing with human interest.

You will find the great and the almost great, the famous and sometimes infamous, described in HUMAN LIFE, with a knowledge of their little humanities that is engrossing.

Every man and woman in Oregon should read HUMAN LIFE, the Magazine About People, during 1909—do not fail to read the following most liberal subscription offer and act at once. This offer is not good after May 1st, 1909.

Among the well known writers of the day who contribute to HUMAN LIFE are Charles Edward Russell, Vance Thompson, Upton Sinclair, David Graham Phillips, Elbert Hubbard, Brand Whitlock, David Belasco, Clara Morris, Ada Patterson, Laura Jean Libby, Nannon Tobey and many others.

HUMAN LIFE is unique in that its principal aim is to tell truth—fascinating, live, up-to-date human tales about real human people—rich people—poor people—good people—bad people—people who have accomplished things—people who are trying to accomplish things—people you want to know about—people that everybody wants to know about.

HUMAN LIFE gives you that intimate knowledge of what such people have done—are doing—what they say—how and where they live and lots of first-hand information that you cannot find elsewhere.

HUMAN LIFE is a great big magazine, printed on fine paper with colored covers and well illustrated, a magazine well worth \$1.00 a year and we can strongly recommend HUMAN LIFE to our readers.

A year's subscription to a magazine of superior quality. This will cost you absolutely nothing. If you are not a subscriber of the Enterprise, subscribe now and get the magazine free with a year's subscription to the Independence Enterprise. All subscribers of the Enterprise can secure the magazine free by paying one year in advance on their paper.

## THIS IS A BIG OFFER

### GOOD FARM LANDS AND RESIDENCES

- 53 acres 1 1/2 miles from Albany, 27 acres in apples, best varieties, also young orchard. Splendid improvements. Rolling land. Price \$9000. Terms: \$2000 down, balance at 6 per cent interest.
- 102 acres, mile from Independence, well fenced and with best of improvements. All but 15 acres in cultivation. Good buildings and out-buildings. One of the good places near the town. \$100 an acre.
- 102 acres 1 mile from Buena Vista. Orchard of 100 trees of best varieties. 45 acres in cultivation. Good improvements. Price \$3800.
- 22 acres 2 1/2 miles from Independence 14 acres in cultivation with house, barn and other improvements. Price \$1500.
- 324 acres 4 miles from Monmouth, 1 1/2 from railroad; 160 acres in cultivation. Good improvements. A good buy. Price \$8000.
- 40 acres 2 miles from Independence. All in cultivation and in crop. A home for a poor man. Price \$1900.
- 277 acres 10 miles from Independence

- 150 acres in cultivation. This is another of the good buys. Will sell at \$32.50 an acre.
- 33 1/2 acres bottom land near Independence. Best land there is and for sale at \$3600.
- 28 acres joining city limits and a sna for some poor man. All in cultivation. \$3000.
- 160 acres 3 miles from Lincoln in Polk county. A good piece of land at \$33.50 an acre.
- 600 acres 4 miles from Dallas; 50 of it in cultivation. The best deal in Polk county. Will sell now for \$20 an acre.
- 235 acres, almost all in cultivation at \$40 an acre
- 100 acres all in cultivation. 3 1/2 mile from Independence. Improved. Will sell for \$35 an acre.
- 44 acres mostly in cultivation. 6 1/2 miles from Independence. \$3200 or will sell 1/2 with buildings for \$1650.
- 92 acres in cultivation. Buildings and orchard; rich soil. Near Buena Vista. \$20 an acre.
- 117 acres 1 1/2 miles from Buena Vista. 50 acres in cultivation. In Marion county. Price \$35 an acre.
- 75 acres, 50 in cultivation; 10 in timber; young orchard. A good buy at \$40 an acre.
- 38 acres, 15 in cultivation, balance in

- Albany. Price \$2250.
  - 50 acres, 40 in cultivation, good house and barn. 7 miles from Albany. A good buy. \$80 an acre.
  - 82 acres, 30 in cultivation. 5 acres of best varieties apples in bearing. Very rich land. \$75 an acre.
- CITY PROPERTY**
- Godd house and barn and 2 acres to sell at \$550.
  - 9-room house and 2 1/2 lots, large barn to sell at \$3500. Best house in Independence.
  - 10-room house and 2 lots with other improvements. A swell home for \$1500.
  - 9-room house and 2 lots with modern improvements. A swell buy for a party who wants something good. For sale for \$2500.

- 8 lots in old town for sale for only \$200.
- 8 lots and 7-room house with other improvements for \$850.
- \$2200 buys one of the good homes of Independence with all modern conveniences. Come and enquire more about this.
- An acre on Monmouth street and 7-room house with other buildings. Orchard and large and small fruits. A good buy for \$1000.

If you are looking for anything in the line of residences or farms you can find something to suit you in the list. Ask to see property not included in this list.

### Chas. E. Hicks

Real Estate Agent  
INDEPENDENCE, OREGON

JUST A WORD WITH YOU ALONE  
If you play—play a good instrument one of our kind. You may play well probably do—but does the instrument produce the proper expression? Our full toned elegant instruments will respond to the full expression of your playing. Come in and try them yourself and if you are not satisfied (but you will be) you are under no obligation to buy. We like to have people visit our store. Come see us.  
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