

Will you be accompanied by anybody?

**STATEMENT OF MRS. HARVEY L. LINDSAY, NORFOLK, VA., VICE
PRESIDENT, ASSOCIATED CLUBS OF VIRGINIA FOR ROADSIDE
DEVELOPMENT**

Mrs. LINDSAY. Well, I have my aides. I think they should come up also and sit alongside of me.

Mr. KLUCZYNSKI. As I said before to the Congressman from your great State, perhaps yesterday and also this morning, we give you the best of everything.

Mrs. LINDSAY. Thank you very much.

In attending to the hearing this morning and listening to this tremendous highway bill that you have before you, I am going to strike a different note, being a woman and representing women's organizations, the aesthetic note—and this is in support of the Highway Beautification Act, which is a part of this bill that you are considering.

I may be late in making this statement. It is certainly one that I wanted to make for a long time before you. I have spoken many times before the General Assembly in Virginia, but have never had the pleasure and opportunity of being up here before.

I come to speak for the Associated Clubs of Virginia for Roadside Development of which I am a charter member and past president. This is a confederation of four large women's organizations, representing 80,000 women in Virginia. To name them: the Garden Club of Virginia, the State Federation of Garden Clubs, the State Federation of Home Demonstration Clubs, and the State Federation of Women's Clubs.

We had an ambitious slogan: "Make Virginia roadsides the most beautiful in America."

It is interesting to note that the impetus for this Association of Women's Clubs came originally from a group of Northern Virginia Garden Clubs. Many of their members, prior to World War I, had bought estates in Virginia not far from Washington amid the rolling hills and green pastures, and they wanted beautiful safe rural roadsides to protect their investments. Billboards, they argued, caused deterioration in land values and Virginia must enact protective legislation. There was at this time, 1937, no legislation whatsoever to protect the use of Virginia highways against the exploitation of the fastgrowing outdoor advertising industry.

The women furnished the leadership in organizing for our first legislative attempt.

We were successful in 1938: 250,000 so-called tack signs were removed from trees alongside Virginia highways and a moderate setback for billboards, plus a small tax was enacted into law very shortly.

Our assault upon the general assembly aroused the enmity of the billboard industry and it was at this time that the awful spectre of the billboard lobby raised its ugly head in Virginia, and we were soon confronted with smoke-filled rooms exuding a battery of high-priced lawyers from out of the State. Rocked back on our feet, we nevertheless marshalled our forces for further battle.