

as the "Scapa." Starting modestly about eight years ago, it now numbers over one thousand members and enjoys a group of supporters in parliament. Its influence has prohibited flashlight advertisements where they cause danger to traffic, has effected a discontinuance of the recent London innovation of employing young girls as advertising placard bearers on the streets; has secured an ordinance prohibiting advertisements on the omnibuses, a reform greatly needed. And through the influence of Scapa workers parliament has passed an act giving municipal authorities the power to control the places where advertisements are allowed.

In France every advertisement which can be described as a painted sign is subject to the payment of a fee if displayed in a public place. An American, who has recently spent a year in traveling through France, writes: "There is in France no such general disfigurement of beautiful scenery as one finds here at home. This sort of advertising is in the main confined to the railway lines, and is much more noticeable as one approaches the city of Paris."

By the municipal ordinance of Rome, advertising announcements are confined to billboards which are not licensed in appropriate localities.

Turning to our own America, while the field of work has not been large, yet some of our states already have laws affecting advertisements. In New Jersey any city that cares to has the right to pass an ordinance regulating or restricting public advertising. Ohio has a similar law, including villages as well as cities, but restricting practically non-residents in their advertisements.

San Francisco has an ordinance protecting telegraph, telephone and electric light poles from disfigurement in advertisement, and prescribing that signs shall not be over three feet high and those on any premises not over ten feet high.

Chicago, with characteristic progressiveness, gives distinct recognition of aesthetic rights in an ordinance passed last July, which, in addition to determining the size and height of signs and billboards, forbids their erection on boulevard, pleasure drive or residence streets without the consent in writing of three-fourths of the residents and property owners on both sides of the street in the block where it is desired to erect the sign or billboard.

It has been argued by Mr. Olmstead of the American Park and Outdoor association, in looking at the question from a legal point of view, that an offensive sight is no less a public nuisance than an offensive sound; an offense becomes a nuisance, by the definition of the "Century Dictionary," when "the selfish use of a right transcends the obligations to respect the welfare of others." And it is believed by those interested in the work that our courts will soon recognize the offensive sights as a nuisance, even if they do not today. In Belgium a municipal art society, some years ago, held a contest for beautiful signs, the best and most beautiful receiving prizes. The result has been that all over Brussels you find pretty signs, and the curious part is that the beautiful ones pay better than the ugly; for, while the latter receive a passing notice, they call forth feelings of disgust, and the beautiful attract permanent attention. This

is an example worthy of international imitation. This, then, is a work for us to do. The women's clubs of Iowa could not be doing a better work in our struggle for municipal reform and for the evolution of good citizenship and the protecting of our boys and girls from all that is degrading. We have already taken up some of its branches, and our many clubs can testify to good results in our village improvement, tree planting, clean streets, artistic residences and grounds. Consolidated with these the work of improving the advertising, and the most necessary reform of the opening of the twentieth century will be half won.

Our men have not the leisure, and perhaps not the interest, to take the initiative, but they will undoubtedly be found willing and helpful when the work is laid out.—Mrs. Jeannette Deemer at the meeting of the Iowa Federation of Women's Clubs, April 30.

Colorado Springs has an organization called "The Sheldon Union." To it belong the progressive girls who do housework for a living, says Ellis Meredith, in the Denver News. One night they had a debate on the subject: "Resolved, That the trials of the servant are greater than those of the mistress." Some witty things were said and good points made on both sides, for the mistress side of the case was presented by two disputants, who, having been maids, are now mistresses, and find their last state worse than their first. One of the shots that was received with great applause was this:

"Training schools for servants have often been discussed at great length at women's clubs, at the home and elsewhere, but a far greater good could be accomplished if we had training schools for mistresses."

That doubtless sounds well, but any one who will stop and think will be convinced that fifty women are taking the training to make them competent housekeepers to one girl who thinks any training necessary to do "general housework." In some of the colleges scientific housekeeping is part of the curriculum,—they have a learned Greek name for it, but it means knowing that one should buy linen that has a round thread, and a quantity of soap at a time and put salt into the skillet before putting in the steak, and charcoal in the cabbage pot to destroy the odor, and other things that nobody would find out for herself. Wherever there is a woman's club, there the domestic science department flourishes, or shortly will do so, and wherever two or three women are gathered together there will be discussed manners and methods of housework. This will continue to be so until we have evolved a scheme of keeping house that comports with the century.

The average room set apart for "the girl" is bare and uninviting to a degree; often it is small and uncomfortable; it is to be hoped that women architects will remedy this fault. It is frequently the haven for all the dilapidated furniture it will hold. On the other hand, there are girls who never remember to change their own sheets unless reminded to do so.

It is a hardship to be compelled to receive company in the kitchen, even if it is a nicer kitchen than usual, but what can the best intentioned mistress do about it? Sometimes she lets her girl use the dining room, but she can't very well give up her parlor or sitting room and incommode her family. Any reasonable girl can see that. Most of them do. If one expected to keep a retinue of servants, one would make provision for them on a large scale, but the number of women who employ even one girl is surprisingly small, less, it has been stated, than ten per cent. One of the clever stories told was this:

The Christian mistress believes in

**H. Herpolsheimer Co**

## A CLEAN SWEEP SALE

Begins on Monday Morning, August 12.



This sale is just what its name implies—a clean sweep, a thorough clearing of all summer goods. Fall stocks are coming thick and fast, and they need room. They're going to have it, and at the expense of the warm weather wares.

Nothing will be reserved; the whole store must put off its summer garb and don the heavier and more sombre one of fall.

It's the last chance to buy the needs of now for figures lower than the makers knew.

Watch for the circular containing the details. If you don't live in Lincoln, we'll mail you one upon request.

**H. Herpolsheimer Co**

**LINCOLN, NEBR.**


## Preferences

WE long ago learned that to argue against a woman's preferences was a mere waste of time—consequently we never try. We sell every good sort of typewriter in its best form. One of these will suit your requirements. Plenty of unbiased advice, however, if you require it.

**P. E. ALMOND,**

1106 O Street . . . Telephone 759

**LINCOLN, NEBR.**



**THE FRANKLIN ICE CREAM**  
And Dairy Co.

Manufacturers of the finest quality of plain and fancy Ice Cream, Ices, Frozen Puddings, Frappe and Sherbets. Prompt delivery and satisfaction guaranteed.

133 SO. 12th St. PHONE 205.

## Agnes Rawlings,

Whose work with Miss Rivett is favorably known, will continue to do Manicuring, Shampooing, Hairdressing, and will give treatment of scalp diseases. Switches and pompadours made to order and all kinds of hair work carefully done.

143 So. 12th. Telephone 38.