

## Renew Drive To Beautify Roadsides

*Journal Oct 19-38*

Renewed campaign of the Oregon Roadside council to make Oregon beauty conscious and to eliminate unsightly areas adjacent to highways was launched this morning at Hotel Portland with the election of officers, adoption of a revised constitution and presentation of committee reports.

Mrs. Jessie M. Honeyman of Portland was reelected president. Mrs. A. E. Rockey of Portland was chosen honorary president; Judge Robert W. Sawyer, Bend, first vice president; Mrs. E. C. Dalton, St. Helens, second vice president; Mrs. F. E. Smith, Portland, executive secretary; E. B. MacNaughton, Portland, treasurer, and O. C. Roehr, Portland, counsel.

The organization has divided the state into 10 districts for purposes of administration. Aim of the group this year is to enlist a membership of 5000 in the ensuing year, according to President Honeyman. Support of numerous other statewide organizations and state boards, including the highway commission, has been assured, Mrs. Honeyman said.

The council was to hear addresses by William L. Finley, vice president of the American Wild Life association; Henry Cabell, chairman of the highway commission, and Jamieson Parker at the noon and afternoon sessions.

## Finley Points Out Value Of Clean River

*Journal Oct 19-38*

While work of organizations interested in the preservation of wild life and natural resources has its chief value in keeping Oregon an ideal place in which to live, it still can be justified from a purely commercial viewpoint, William L. Finley, well known naturalist, told the Oregon Roadside council at a luncheon meeting at Hotel Portland today noon.

"Expenditure of \$12,000,000 to clean up the pollution of the Willamette river will increase property values of the city by \$50,000,000, Finley said.

Henry F. Cabell, chairman of the state highway commission, briefly told his observations of highways in England and Germany.

### Tells of Germany's Hopes

Cabell cited the contrast of Germany's hope to stimulate the automobile industry through highway building with the situation here of trying to build highways to keep pace with the automobile industry.

Jamieson Parker of the state planning board announced that a report on roadside beautification will be issued by the board within a week.

Fred Bishop of Jefferson high school, president of the Junior Roadside council, subsidiary of the senior organization, read the pledge which each junior member must take.

Renewed campaign of the council to make Oregon beauty conscious and to eliminate unsightly areas adjacent to highways was launched this morning with the election of officers, adoption of a revised constitution and presentation of committee reports.

### Mrs. Honeyman Reelected

Mrs. Jessie M. Honeyman of Portland was reelected president. Mrs. A. E. Rockey of Portland was chosen honorary president; Judge Robert W. Sawyer, Bend, first vice president; Mrs. E. C. Dalton, St. Helens, second vice president; Mrs. F. E. Smith, Portland, executive secretary; E. B. MacNaughton, Portland, treasurer, and O. C. Roehr, Portland, counsel.

The organization has divided the state into 10 districts for purposes of administration. Aim of the group this year is to enlist a membership of 5000 in the ensuing year, according to President Honeyman. Support of numerous other statewide organizations and state boards, including the highway commission, has been assured, Mrs. Honeyman said.



