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BOISE

*W. W.
adv. signs &
billboards*

April 2, 1924.

Mrs. J. T. Smith,
Chairman, Committee on Advertising,
114 Gunter Hotel,
San Antonio, Texas.

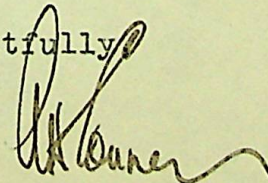
Dear Madam:

The only law in Idaho governing billboard or indiscriminate advertising is found in our Section 8561, Compiled Statutes, which is as follows:

"It shall be unlawful for any person to paint, sketch, or place in any manner or form or by any means, upon any rock or rocks or similar natural object or objects, any place within the state of Idaho, any sign, advertisement or picture or commercial or business name, for business or commercial purposes. Any person who violates the provisions of this section shall be deemed guilty of a misdemeanor."

There have been sporadic efforts among certain civic organizations to curb the billboard evil, but such efforts have not as yet been translated into law.

Yours respectfully,



Attorney General.

AHC/s