

pire annually on June 30th next following their date, unless renewed for another year on application filed prior to June 1st. Temporary permits may be granted only to persons not licensed to carry on the business of outdoor advertising, and for such periods as the Division may prescribe. Any permit may be revoked for cause by the Division at any time. Every bill board and sign for which a permanent permit has been granted, shall bear the number of the permit at the upper or lower left hand corner, or, if supported on a single post, on the face of the post under the sign.

An advertising device for which the permit has expired or has been revoked shall be removed within ninety days from its expiration or revocation in the case of a permanent permit, and within fourteen days in the case of a temporary permit. It follows that every outdoor advertising device within public view between October first and the following July first, unless protected by an unexpired permit, is maintained in violation of the law.

Character and Maintenance. Every advertising device permitted shall be of such dimensions and material as the Division may prescribe. The permittee shall keep the ground around it free from rubbish and may be required to remove any displayed matter deemed objectionable by the Division. No renewal permit for such device will be granted unless all exposed parts are painted on all sides and kept in proper condition.

General Restrictions: No advertising device will be permitted in any public way, except as provided in chapter 85 of the General Laws; nor on private property within 300 feet of any public park or reservation, if visible from any part of the same; except that electrical display signs on buildings may be permitted within that distance under such restrictions as the Division may impose.

No outdoor advertising shall be painted or affixed upon any fence or pole within 50 feet of any public way, nor upon any rock or tree, nor directly upon the wall of any building.

No permit will be granted for any bill board, sign or other advertising device where it would, in the judgment of the Division, obstruct the visibility of any other sign, or near certain public ways where, in the opinion of

the Division, having regard to the health and safety of the public, the danger of fire and the unusual scenic beauty of the territory, signs would be particularly harmful to the public welfare.

No advertising device will be permitted in any block in which one-half of the buildings on both sides of the street are used exclusively for residential purposes unless the written consent of the owners of a majority of the frontage on both sides of the street is attached to the application for the permit.

Restrictions outside of Business Districts: The following provisions apply everywhere except in districts which may be determined by the Division to be of a business character.

No permit will be granted for the erection or maintenance of any advertising device within a radius of 150 feet from the point where the center lines of two public ways intersect; nor nearer than 50 feet to another advertising device (unless said devices are back to back) nor nearer than 50 feet to the boundary of any public way; nor nearer than 100 feet thereto if such device is visible from the public way and exceeds an area of 32 square feet (measured presumably on the face only); nor nearer than 300 feet if such device exceeds a height of 12 feet; or, if visible from the public way, a length of 25 feet, or "in any event" of fifty feet; except that the Division may permit the erection of such devices which do not exceed 40 feet in length and 15 feet in height 300 or more feet from any public way.

Removals: All advertising devices except those exempted by sections 30 and 32 of chapter 93 of the General Laws, whether erected prior to the adoption of these rules or not, unless maintained under a permit issued pursuant thereto, shall be removed on or before the first day of July, 1925, unless the Division shall extend the time for such removal; but such time shall not be extended beyond July 1, 1927.

This requirement apparently does not prevent the removal of unauthorized bill boards before said dates; for the phrase "on or before" does not forbid removal by legal process at any time before the limit; and every advertising device displayed on private property within public view, without a permit or special authorization