

tion of Women's Clubs, the Massachusetts State Chamber of Commerce, the Association of Western Massachusetts Chambers of Commerce and the Chamber of Commerce of Cape Cod, whose president, Admiral Francis T. Bowles, took a leading part in presenting the case to the legislators.

Other men for whose aid special acknowledgements are due are Hon. Robert Walcott of Cambridge, chairman of the bill board committees of the Civic League and Boston Chamber of Commerce, State Treasurer James Jackson, Mr. Ralph S. Bauer, member of the Lynn Chamber of Commerce and of the Metropolitan District Planning Commission, Mr. Louis A. Coolidge of Milton and President Joseph Lee of the Civic League. In the Senate, where the opposition to the bill concentrated its efforts, the support of President Frank G. Allen and of Senators Carrick, Chamberlain, Look and Rice among others contributed materially to the final favorable action.

II—The Law as it Now Stands:

The most important of the General Laws of Massachusetts for the control of bill board advertising are contained in sections 29 to 33 of Chapter 93. This gives the division of highways of the Massachusetts Department of Public Works general jurisdiction over advertising signs throughout the state, with certain exceptions.

The exceptions are found in chapter 85, where section 8 authorizes the local municipal boards or officers having charge of the laying out of highways in each town and city to grant permits and make rules for signs in streets and public ways (or projecting more than six inches over them). Section 2 of the same chapter permits the Mass. State Automobile Association, under the direction of the state division of highways, to erect signboards on public roads, and section 1 requires every town to erect and maintain suitable guide posts where needed—an excellent rule, lacking only in enforcement. The division of highways also has authority under chapter 81, section 1, to erect guide posts on state roads and on ways leading thereto, and to place on all main highways between cities and towns signboards indicating

city and town lines. Under this authority, with the cooperation of cities and towns, the division hopes to establish ultimately a uniform system of marking roads.

With the exceptions noted, all provisions for the control of outdoor signs in Massachusetts are comprised in sections 29 to 33 of chapter 93. The last of the amendments made this year became effective September 4, and the law now stands as follows:

General Laws, Chapter 93, as Amended

ADVERTISING SIGNS AND DEVICES WITHIN PUBLIC VIEW

Section 29. The division of highways of the department of public works, hereinafter called the division, shall make and may amend or repeal rules and regulations for the proper control and restriction of billboards, signs and other advertising devices, except as provided in section thirty-two, on public ways or on private property within public view of any highway, public park or reservation. Said rules and regulations may require that said billboards, signs or other devices be licensed in accordance therewith and with this section, may prescribe license fees, to be fixed with regard to the cost of administering this section, and need not be uniform throughout the commonwealth. Before establishing or amending rules or regulations under this section, the division shall hold duly advertised public hearings in Boston and elsewhere within the commonwealth as it deems necessary or expedient. Cities and towns may further regulate and restrict said billboards or other devices within their respective limits by ordinance or by-law not inconsistent with sections twenty-nine to thirty-three, inclusive, or with said rules and regulations.

Section 30. No person, firm, association or corporation shall post, erect, display or maintain on any public way or on private property within public view from any highway, public park or reservation any bill board or other advertising device, whether erected before August twenty-fifth, nineteen hundred and twenty, or not, which advertises or calls attention to any business, article, substance or any other thing, unless such bill board or device conforms to the rules and regulations and ordinances or by-laws established under the preceding section; provided, that this section shall not apply to signs or other devices erected and maintained in conformity with law and which advertise or indicate either the person occupying the premises in question or the business transacted thereon, or advertise the property itself or any part thereof as for sale or to let, and which contain no other advertising matter.

Section 30-A—Any bill board, sign or other device erected after August twentieth, nineteen hundred and twenty, without the authorization or permit of the division in cases where such authorization or permit is required or maintained after said date in violation of any rule or regulation of the division shall be deemed a nuisance. Said division shall have the same power to abate and remove any such nuisance as is given to the board of health of a town under sections one hundred and twenty-three to one hundred and twenty-five, inclusive, of chapter one hundred and eleven, and the provisions of said sections shall, so far as applicable, apply in the case of a nuisance as herein defined. The remedy herein provided shall be in addition to any other remedy provided by law.