

There are many other deficiencies in the state regulations which do not meet local conditions, of which each community is the best judge. The organized billboard interests of the country may be expected to appose this bill because conformity to various local rules will cause them much more inconveniences than conformity only to rules of state-wide application. But they cannot expect the people's mandate in the constitution calling for the restriction of their business to be carried out without serious inconvenience to them. Their business is not the first to be inconvenienced by public regulation. Some have been suppressed; and concerns erecting billboards will be really fortunate if placed in the same position in regard to local regulation as all other building contractors.

In section 2 of the bill a perfecting amendment is necessary to carry out the intent of the section without opening the door to abuses under the exemption from the law granted to certain advertising by the final proviso. At the last hearing it was attempted to guard against such abuses by the proposal to insert the word "only" in line 21 after the word "indicate", but in order to accomplish the purpose intended the word "only" must be inserted also in line 23 after the word "advertise". Otherwise this exemption clause would allow advertising companies to erect billboards of any size, anywhere they could get a location, as near the street as they pleased, place at the top of each board the words "This Land For Sale", and rent the remaining space for any other advertising; and such boards, because they "advertise the property or a part thereof as for sale", would be exempt from all legal limitations whatsoever, thus neutralizing everything in the law.