

MASSACHUSETTS CONFERENCE ON BILLBOARDS
Nov. 21st, 1924. Boston.

At the recent conference on Billboards held in Boston under the auspices of the Mass. Civic League, it was stated that Mass. now has all necessary legislation for regulating billboard advertising. It is now a problem of enforcement.

Mass. has an amendment to the State Constitution giving to the State Legislature the right to "regulate and restrict all outdoor advertising within public view"

Mass. also has an act permitting towns and cities to pass local ordinances restricting billboards, so long as such restrictions do not conflict with the state regulations on billboards.

Judge Walcott, Chmn. of Billboard Com. of the Boston Chamber of Commerce and of the Mass. Civic League, said: "Mass. has the best laws of any state in the Union in regard to billboards. What we need now is enforcement. The officials of the State must be shown that public sentiment is strongly in favor of the legislation. Public opinion should be mobilized in letters, interviews, resolutions passed in town meetings, clubs and particularly womens clubs."

Admiral Francis T. Bowles, President Cape Cod Chamber of Commerce, said:

"It is significant that very few licenses have been taken out for the erection of billboards in the past year in Mass., - about 300-400, and mostly for signs of a minor character. Furthermore billboard men have allowed to lapse permits for some 3,000 billboards.

The billboard men have scrapped their old lobby at the State House. There is no chance of any action by the Legislature in favor of the billboard men and they know it.

Both sides are now watching each other trying to find a case before the courts for the removal of local billboards which will represent the merits of the matter in regard to the law.

My recommendation is that cities and towns should pass local ordinances. Nothing will so discourage the billboard men as the necessity of dealing with 300 towns instead of a closed corporation at the state house."