

MAINE STATE LEGISLATURE

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EIGHTY-SECOND LEGISLATURE

H. P. No. 8

H. D. No. 4

House of Representatives, Jan. 14, 1925.

Referred to Committee on Judiciary and 1000 copies ordered printed. Sent up for concurrence.

CLYDE R. CHAPMAN, Clerk.

Presented by Mr. Hale of Portland.

STATE OF MAINE

IN THE YEAR OF OUR LORD ONE THOUSAND NINE
HUNDRED AND TWENTY-FIVE

AN ACT Providing for the Regulation and Taxation of
Certain Advertising Signs.

Be it enacted by the People of the State of Maine, as follows:

Section 1. No person shall display any advertisement con-
2 taining more than four square feet upon real property other
3 than the property upon which the goods advertised are
4 manufactured or offered for sale, or upon which the busi-
5 ness advertised is carried on in whole or in part, until such
6 person shall secure from the secretary of state a license
7 to display such advertisement. The application for such
8 license shall be in writing, signed by the applicant, and shall
9 state: (1) The location of the property upon which it is
10 proposed to display such advertisement; (2) the population

11 of the town, city or borough within which the same is to
12 be displayed (3) the distance of the location of such adver-
13 tisement from any crossing, at grade, of a public highway
14 and the tracks of a steam railroad or electric railway, if
15 such distance be less than three hundred feet; (4) the size
16 and general description of such advertisement; (5) the
17 height of such advertisement from the ground; (6) the
18 material used in construction; (7) the distance from the
19 public highway; (8) and shall have noted thereon the ap-
20 proval of the location described by the municipal officers
21 or their duly authorized agent in the town or city where the
22 sign is to be located.

Sect. 2. The municipal officers of any town or city shall
2 have the power and authority to regulate or prohibit the
3 location of any advertising sign for which a license is re-
4 quired under the foregoing section.

Sect. 3. The fee for such license shall be one dollar plus
2 five cents for each square foot if the sign is to be located
3 in any municipality having a population of more than ten
4 thousand, or if it is to be located within five hundred feet
5 of any state highway as distinct from state aid highways,
6 or third-class roads, so-called; the fee for any other loca-
7 tion shall be one dollar plus one cent for each square foot;
8 and such fees shall be collected by the secretary of state
9 and paid by him to the state treasurer. The square feet
10 contained in any advertisement shall include all of the space
11 within a line drawn around the outer edge of such adver-
12 tisement, or if such advertisement is upon, attached to or

13 a part of any billboard, frame, net work, transparency or
14 other form of construction, such line shall be the outer edge
15 of such construction and each surface or space displaying
16 any name, word, symbol, character, picture or letter shall
17 be construed to be an advertisement. Upon the receipt of
18 such application and fee, the secretary of state shall issue
19 a license for each such advertisement, which license shall
20 permit the holder thereof to display such advertisement for
21 one year from the date thereof.

Sect. 4. The secretary of state may issue to any person
2 owning or leasing any space for advertising purposes, a
3 license authorizing the use of such space for such purpose,
4 upon payment by such person of a fee determined as pro-
5 vided in section three hereof, which license shall state the
6 location and size of such surface and shall be for one year
7 from the date thereof, provided no such license shall be
8 issued authorizing the use of advertising space so located
9 as to obscure the view of any driver of any vehicle upon
10 the highway, or upon an intersecting highway or highways
11 to such an extent as to constitute a hazard to traffic. Any
12 advertisement placed upon any such surface shall be exempt
13 from the payment of any license fee during the period for
14 which such space is so licensed.

Sect. 5. License must be procured before the use of real
2 estate is granted. No owner or lessee of real estate or any
3 interest therein shall lease or license any part of such real
4 estate situated in this state to any person for the display of
5 advertising matter until such proposed lessee shall have

6 obtained a license in accordance with the provisions of this
7 chapter.

Sect. 6. Municipal advertisements excepted. No license
2 shall be required under the provisions of this chapter from
3 any town, city or borough for any advertisement owned by
4 it and advertising its industries and maintained at either
5 public or private expense.

Sect. 7. Penalty. Any person or the managing agent of
2 any firm or corporation violating any provision of this chap-
3 ter shall be fined not more than thirty dollars or imprisoned
4 not more than thirty days. Each month that any adver-
5 tisement is displayed in violation of any provision of this
6 chapter shall constitute a separate offense.

Sect. 8. The proceeds of the license fees herein provided
2 for, after payment of its equitable share of the expense of
3 its administration in the office of the secretary of state as
4 determined by the governor and council, is hereby appro-
5 priated and shall be used, under the direction of the gov-
6 ernor and council, for the purpose of advertising the re-
7 sources and advantages of the state of Maine agriculturally,
8 industrially, and as a resort for recreation.