

State Plans to Enforce Outdoor Advertising Act

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Shortly before each election all candidates for elective offices are notified by various governmental agencies, state, county and city, that candidates must comply with state laws and ordinances enacted by counties and cities regarding signs, posters, billboards and similar political advertising devices placed along state highways and county roads as well as private property. To the best of my knowledge and belief a majority of all candidates for city, county, state and even federal offices have violated these laws for the past 14 years without being penalized.

During my first campaign,

in 1950, when I was elected to the Legislature for the first time, some of my loyal and enthusiastic friends pasted or tacked small signs of mine on utility poles, but when I learned the ordinances and laws on this subject, I had the tacked signs removed along with the tacks and had the pasted signs scraped off. Since then, I have been exceedingly careful to obey the laws and ordinances.

THIS YEAR, law-enforcement officers and various agencies of government intend really to enforce the laws and ordinances. For example, the California State Division of Highways is responsible for administering and enforcing the State's Outdoor Advertising

Act enacted in 1933. Under the provision of the 1933 Outdoor Advertising Act, signs and posters are prohibited on state or county highway right of way. Later laws extended the ban to property adjacent to landscaped freeways, especially if the advertising sign or poster or display is designed to be seen primarily by persons traveling on the landscaped freeway.

Signs and posters within view of roads or highways other than landscaped freeways in unincorporated areas may be posted if a permit is obtained from the State Division of Highways. Many cities have ordinances of a somewhat similar nature which they will enforce in 1964. However, it

must be emphasized that if a state highway or a county road passes through part of an incorporated city, there is a slight possibility of a conflict of laws between two different governmental bodies. When such conflict exists, the more rigid of the two sets of laws can be enforced by mutual agreement between the two or more governmental bodies.

IN ADDITION to all of the above, there are state laws regarding tacking, pasting or otherwise affixing signs, posters or displays to utility poles, such as electric and telephone poles. Violation of these and other laws mentioned above are misdemeanors which are comparatively minor crimes for which a violator can be

finned, sent to jail or receive both a fine and a jail sentence.

The punishment varies somewhat but in 1964, as mentioned before, violators will find that their advertising will be removed and they will be taken to court. The facts that the candidate claims he had no knowledge of the acts of his friends or employees is not a very good defense according to most lawyers.

At this writing bills introduced in the State Legislature restricting the erection of billboards are passing through both the Assembly and the Senate and it is expected that they will be signed by the Governor, thus making them laws. These bills are primarily aimed at what we call

"wildcat" billboards, that is, those erected temporarily, whether for political or commercial advertising. Such new laws will apply even when the boards are erected on private property with the legal consent of the property owner.

IN THE PAST, some eager-beaver political candidates have erected posters, signs and temporary billboards on vacant lots all over the South Bay, especially in the 46th Assembly District, usually without the property owners. This was knowledge or legal consent of done illegally but without the perpetrators being punished because in many cases the owners of the vacant lots were not residents of the South Bay. In fact, some of them lived

in other states, had bought lots through the mail and had never seen them. Therefore, it was almost impossible for anyone to obtain permission to erect advertising material on the lots and it was equally impossible for the law-enforcement officials to locate the owners and start criminal action fast enough to take the offenders into court for trial. However, this year special agents will watch advertising material on vacant lots, locate the owners and take appropriate action.

The above may seem harsh to some people, but the majority of the citizens who write to me objecting to political advertising which they have reason to believe is posted illegally, do not vote for candidates who violate laws, simply on the logical ground that if a candidate will violate laws before he is elected, he should not be trusted to hold public office.

Pacific State Names Two New Officers

Pacific State Bank, now in its ninth year, has announced the election of Ray Sherman as president, Ernest W. Hahn as chairman of the board.

Sherman, who has been with Pacific State since 1957, served as executive vice president for the past three years and has managed two branches of the bank. He has been active in the banking field for 22 years. Hahn succeeds Robert F. Gooch who resigned to devote more time to his law practice. Gooch will continue as a director.

Pacific State Bank has offices in Hawthorne, Lennox, Windsor Hills, Peninsula Center, and Torrance.

LEONARDS

WESTERN

Northern



NORTHERN TOILET TISSUE
12 ROLLS
89¢

LEONARDS SUPREME
ROUND STEAK
63¢ lb.

LEONARDS SUPREME
PORTERHOUSE STEAK
98¢ lb.

LEONARDS SUPREME
GROUND BEEF
29¢ lb.

LEONARDS SUPREME
SIRLOIN TIP
ROAST or SEA

P&G WORLD'S FAIR SWEEPSTAKES
REG. \$1.00
PRELL
59¢

P&G WORLD'S FAIR SWEEPSTAKES
REG. 79c
ICE BLUE
SECRET
49¢

P&G WORLD'S FAIR SWEEPSTAKES
83c REG.
FAMILY SIZE
GLEEM
53¢

14-OZ. CARYL RICHARDS "JUST WONDERFUL"
HAIR SPRAY
REG. 79c
55¢

AEROWAX FLOOR WAX
REG. 59c
55¢

12-OZ. CUPS HAPPYTIME REG. 13c
IMITATION ICE MILK
MALTS & SHAKES
8¢



REG. 59c
ALKA-SELTZER
SAVE 20c
39¢

HUNT'S
PORK & BEANS
51-oz. Reg. 43c
29¢

98c OVEN CLEANER "EASY-OFF"
49¢

BLUE BONNET
OLIO
REG. 29c
19¢

U.S. No. 1 RUSSETT
POTATOES
THE FINEST POTATOES AVAILABLE ANYWHERE
8 LBS. Cello Bag 39¢



WASHINGTON STATE WINESAP
APPLES 2 LBS. FOR 25¢

FRESH CRISP
ROMAINE
5¢ BUNCH

FRESH LOCAL
ARTICHOKES
3 FOR 25¢