

P. O. Box 3,  
Birmingham, Alabama,  
May 9, 1935

To ~~The Honorable~~ Legislators of Alabama,  
Montgomery, Alabama.

Gentlemen:

There is a bill proposed to eliminate sign boards from Alabama highways. Hundreds of Alabama Farmers and other property owners, who get small receipts from advertisers under this bill will not be allowed to permit or erect signs on their own property.

Such a law violates personal liberty.

Advertising aids the sale and distribution of merchandise. Otherwise no one would advertise. Certainly at a time like this, sale and distribution of merchandise should be encouraged, not discouraged.

The labor in erecting, painting and maintaining road signs in Alabama involves a minimum of 450,000 man hours labor per year or 5,625 eight hour days. To prohibit signs you throw men out of employment and increase the relief rolls. Lumber, steel, paint, and materials exceeding over \$180,000 cost are used each year in Alabama road signs (cost of signs in incorporated towns and cities are excluded in these figures, only country road signs are referred to.)

This bill is sponsored by "Beautiful Highways Committee", and if you will analyze the persons originating this idea, it will develop many women's Bridge Clubs and others who are nonproducers and who never have looked the problem of furnishing a payroll square in the face, are the backers.

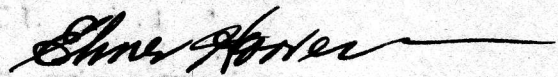
Many state merchants and advertisers are now holding up expenditure for signs which funds would be immediately released, employment and sale and distribution of goods increased if assurance would be given that your Legislative Body would not tear down and destroy their properties.

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Several thousand farmers, gasoline filling stations, lunch stands, merchants, carpenters, painters, laborers and others will find their welfare and income destroyed or impaired if you permit this bill for destruction and elimination of road signs to become law. The signs actually injure no one a single penny, yet mean employment and increased sales to thousands of your constituents.

As a voter, citizen and tax payer, I earnestly implore you to aid in defeating any measure that would discourage employment or distribution of any legitimate merchandise. An envelope stamped and addressed is enclosed for your reply, and your criticism and comments will be appreciated.

Yours very truly,

  
Elmer Herren,  
P. O. Box 3,  
Birmingham, Alabama.