

In a speech by Kevin O'Leary, the president of the marketing firm The Learning Company: "If you can 'get' children by the age of 2 and target them incessantly between the ages of 3 and 8, they become lifelong consumers of your product."

Justice Louis Brandeis

"The young people as well as the adults have the message of the billboard thrust upon them by all the arts and devices that skill can produce. In the case of newspapers and magazines, there must be some seeking by the one who is to see and read the advertisement. The radio can be turned off, but not so the billboard or street car placard. These distinctions clearly place this kind of advertisement in a position to be classified so that regulations or prohibitions may be imposed upon all within the class."

--*U.S. Supreme Court Justice Louis Brandeis, 1932.*

Judge Bronson

"[W]e do not think the right to advertise a business is such that a businessman may appropriate common airspace and destroy common vistas."

--*Judge Bronson in Sun Oil Co. V. City of Madison Heights, 199 N.W.2d 525, 529 (Mich. 1972).*

Pat Brown

"When a man throws an empty cigarette package from an automobile, he is liable for a fine of \$50. When a man throws a billboard across a view, he is richly rewarded."

--*Pat Brown* quoted in David Ogilvy, *Ogilvy on Advertising* 1985

President George Bush

"In my travels throughout the country, I see so many new suburbs utterly denuded of trees; ironic since the new owners' first instinct is to plant as

many trees as possible. My advice, leave the original trees. It's good for business and very good for the environment."

--*President George Bush, 1990*

President Jimmy Carter

"From Santander, along the northern coast of Spain, we meandered west and then southward, finally returning to Madrid, a total distance of about 1,400 miles as the crow flies. ... The entire Castilian region in which we traveled has the 'big sky' appearance of Montana, with constant vistas of 20 or 30 miles. We'd never realized before how beautiful is the absence of billboards!"

--*Jimmy Carter, commenting on his 1998 visit to Spain, from National Geographic Traveler (May/June 1999 Issue, page 88)*

"'There are areas in which a discordant site is as hard an economic fact as an annoying odor or sound.' *United Advertising Corp. v. Metuchen*, 42 N.J. 1, 198 A.2d 447, 449 (1964). Thus it has been held that the aesthetic impact of billboards is an economic fact that might bear heavily upon the enjoyment and value of property."

--*Judge Clark in County of Cumberland v. Eastern Federal Corp.*, 48 N.C. 518, 269 S.E.2d 672, 677(N.C. 1980)

Judge Clifford

"Consideration of aesthetics in municipal land use and planning is no longer a matter of luxury and indulgence. ... The development and preservation of natural resources and clean, salubrious neighborhoods contribute to physiological and emotional stability and well-being as well as stimulate a sense of civic pride. We therefore hold that a zoning ordinance may accommodate aesthetic concerns."

--*Judge Clifford in State v. Miller*, 416 A.2d 821, 824 (N.J. 1980)

Irene Davis

"I have been in the billboard business for 25 years. ... [I] see billboard companies becoming their own worst enemies. ... Why can't the industry regulate itself and be proud of each sign it owns? In fact, we may find that

money spent on lobbyists might go further by spending it on landscaping and cleaning up the locations."

--*Irene Davis, Eastern Signs and Designs (1998).*

Judge Fuld

"It has been said that billboards can be as destructive of the beauties of the countryside as a plague of locusts and that, consequently, aesthetic considerations alone are enough to sustain enactments restricting and regulating the erection of advertising devices."

--*Judge Fuld in New York State Thruway Authority v. Ashley Motor Court, Inc., 10 N.Y.2d 151, 156, 176 N.E.2d 566, 569 218 N.Y.S.2d 640, 643 (Ct.App.N.Y. 1961)*

Howard Luck Gossage

"Outdoor advertising is peddling a commodity it does not own and without the owner's permission: your field of vision. ... [D]oesn't everything visible violate one's airspace? Not at all. Visibility is not the only consideration. The Taj Mahal, street signs, the Golden Gate Bridge, a maze of telephone wires, even a garbage dump -- however they may intrude on the eye -- are not where they are merely to waylay your gaze; they have other functions as well. A billboard has no other function, it is there for the sole and express purpose of trespassing on your field of vision. Nor is it possible for you to escape; the billboard inflicts itself unbidden upon all but the blind or the recluse."

--*Howard Luck Gossage, author of Is There Any Hope for Advertising?, ed. Kim Rotzoll, Jarlath Graham, and Barrows Mussey, University of Illinois Press (1986).*

"I'm afraid the poor old billboard doesn't qualify as a[n] [advertising] medium at all; its medium, if any, is the scenery around it and that is not to give away. Nor is a walk down the street brought to you through the courtesy of outdoor advertising."

--*Howard Luck Gossage*

Ray Hankamer, Jr.

"Numerous billboards along the roads leading to a hotel are a form of visual pollution. Not only are they costly, but they have been rendered obsolete by new approaches to marketing."

--Ray Hankamer, Jr.,
*Managing partner of Southwest Hotel Management and chairman of the
International Hotel Association's Environment Committee (1991).*

"In one southern community, a bank paid for a mile of landscaping at the city's entrance. The banker told me that no billboard, no radio or television advertising campaign had ever won him the daily applause he received for this project from his customers. The bank was in the process of trying to get permission from the city to let it do the same thing at the city's three other entrances. So many city fringes present the worst face of the town, a hodgepodge and a scrabble of flashing signs. I remember thinking that the green entrance to that community said, 'Welcome' to me."

--Lady Bird Johnson

"I know that everywhere in America we are still tearing down the familiar and erecting the monstrous. I know most of our cities still are, as John Steinbeck described them 35 years ago, 'like badger holes ringed with trash.' I have been to the ugliest parts of Los Angeles, so I know what is prevalent, but I have been to Senator Jefford's state, too, and I know what is possible, therefore. Those of us who care about this - I've already said I don't know much about it, but I do care about it - and I know we can't afford to be cynical. If we believe nothing is ever going to change, nothing ever will."

--Charles Kuralt ([Address](#) to Scenic America's Nation Conference, May, 1997)

"I think we've grown smarter. I believe we are going to see the mountain billboards fall and the vistas of the Blue Ridge Parkway newly protected and new initiatives taken against the acid rain from the west that is the new threat to the trees and lakes. It's given the soil on the top of Mount Mitchell, our highest hill and the highest one east of the Mississippi, it's given that soil a pH halfway between lemon juice and battery acid. I think that's going to change, never again will an ugly condominium be built on one of those mountain ridges because now it's against the state law. One could go on and on listing the determined efforts going on in a hundred, a thousand American places. We do need legislation. But the way it's really going to have to be done is place by place and one place after another by the people who live there."

--Charles Kuralt ([Address](#) to Scenic America's Nation Conference, May, 1997)

"America does not belong to the franchisers and the developers and spoilers who do not give a damn about their country. The land is ours. Ordinary Americans, I am persuaded of this with all my heart, ordinary Americans want a beautiful country."

--Charles Kuralt ([Address](#) to Scenic America's Nation Conference, May, 1997)

"In an effort to attract business, merchants often engage in a destructive competition to see who can build the biggest, tallest, most attention-grabbing signs. Ironically, in such competition both the merchants and the town lose. When there is an overabundance of competing signs, the message of each is lost. One city planner explained it this way: 'When everyone shouts, no one can be heard; when all speak softly, each voice is distinct.'"

--Edward T. McMahon, Director of the American Greenways Program

"A good sign code is pro-business, since an attractive business district will attract more customers than an ugly one. Moreover, when signs are controlled, merchants do a better job of selling, and at less cost."

--Edward T. McMahon, Director of the American Greenways Program

David Ogilvy

"Billboards represent less than two per cent of total advertising in the United States. I cannot believe that the free-enterprise system would be irreparably damaged if they were abolished. Who is in favor of them? Only the people who make money out of them."

--David Ogilvy, author of *Ogilvy on Advertising, 1983, Multimedia Publications (UK) Ltd (1985), Founder of Ogilvy & Mather advertising firm.*

"As a private person, I have a passion for landscape, and I have never seen one improved by a billboard. Where every prospect pleases, man is at his vilest when he erects a billboard. When I retire from Madison Avenue, I am going to start a secret society of masked vigilantes who will travel around the world on silent motor bicycles, chopping down posters at the dark of the moon. How many juries will convict us when we are caught in these acts of beneficent citizenship?"

--David Ogilvy, *Confessions of an Advertising Man, 1971, New York: Ballantine Books, p. 112.*

"[T]o hold that a city cannot prohibit off-site commercial billboards for the purpose of protecting and preserving the beauty of the environment is to succumb to a bleak materialism."

--*Judge Tobriner in Metromedia, Inc. v. San Diego, 154 Cal.Rptr. 212, 232, 592 P.2d 728, 748 (1979)*

"...billboards are acts of aggression - like skywriting - against which the public is entitled, as a matter of privacy to be protected. If a homeowner desires to construct a huge Coca-Cola sign facing his own homestead rather than the public highway, in order to remind him, every time he looks out his window, that the time has come to pause and be refreshed, he certainly should be left free to do so. But if he wants to face the sign toward us, that is something else, and the big name libertarian theorists should go to work demolishing the **billboarders' abuse of the argument of private property.**"

William F. Buckley, Jr., as printed in *The Jeweler's Eye* entitled "The politics of beauty"