

MODEL ORDINANCE FOR PRESERVATION OF NATURAL BEAUTY
OF SCENERY IN CONNECTION WITH THE IMPOSITION
OF LICENSE FEES FOR DISPLAYING SIGNS,
SIGNBOARDS AND BILLBOARDS

[Sec. 346, C. P. C.]

Scenery along highways is spoiled by the erection and maintenance of advertising signs and billboards, which demands the adoption of necessary measures for the preservation of the natural beauty of the landscape. Accordingly, municipal councils are requested to adopt the following proposed ordinance, prescribing rules and regulations and fixing license fees for displaying signs, signboards, and billboards in any place exposed to public view, pursuant to section 3 of Act No. 2819, amending section 2243 of the Administrative Code. It is believed that the adoption of this proposed ordinance will effectively regulate the erection and maintenance of said advertising signs and billboards and that the natural beauty of the scenery along highways would thereby be preserved:

ORDINANCE NO. _____
AN ORDINANCE PRESCRIBING

RULES AND REGULATIONS AND
FIXING LICENSE FEES FOR DIS-
PLAYING SIGNS, SIGNBOARDS,
AND BILLBOARDS IN ANY
PLACE EXPOSED TO PUBLIC
VIEW.

Be it ordained by the Municipal Council of Province of, that:

ARTICLE 1. No advertising signs, signboards and billboards shall be displayed, maintained, or erected by any person or persons in any place exposed to the public view (except those displayed, maintained, or erected at the place or places where the profession or business advertised thereby is in whole or part conducted) without securing a license and paying the fees for same as prescribed herein.

ART. 2. Any person desiring to display, maintain, or erect advertising signs, signboards, and billboards shall
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Compliments of

CLEMENTE & SONS IRON WORKS

1912 Juan Luna — 6 Laong Nasa

We accept any kind of Iron Work at moderate prices, prompt and excellent service and guaranteed to satisfy our customers.

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We repair Cono and other materials of Rice Mill.

Patronize 100% Filipino Capital.

PEDRO CLEMENTE

Proprietor

Address: 7 Ortega, Tondo, Manila

professor, judge and first Filipino President of the University of the Philippines. Then emerged the youngest of all—Don Quintin Paredes. At one time he was Secretary of Justice during Governor-General Wood's Administration, Filipino Resident Commissioner to Washington, D.C., patriot at heart during the Japanese Occupation, Representative for Abra during the Commonwealth Government and Congressman for Abra at present.

In the field of sports, the province of Abra is not far behind. Twice during the American Regime her baseball team was the champion in the N.L.A.A. Once her pole-vaulter, Justo Llanes, of Bangued made the Philippines greatly honored by representing her at the Far Eastern Olympic Games held at Tokyo, Japan.

Thus Abra's fame rises still higher.
(From *The Interscholastic*)

—oOo—

NEPOTISM CONSTRUED.—Executive Order No. 111, dated August 30, 1937, prohibiting and restricting the practice of nepotism, provides, among others, that "when there are already two or more members of one family in an office or bureau, no other member of such family shall be eligible for appointment to any position therein" and that "previous appointments which are in contravention hereof shall be corrected by transfer." It is obvious from these provisions that the employment of a person in an office where there is already employed a relative of his within the third degree, either by affinity or consanguinity, is prohibited. In view thereof, the proposed employment of Mr. Ricardo Pacana as market collector at P480 per annum in the office of the Municipal Treasurer of Santa Cruz can not be approved, it appearing that his brother is now employed as janitor in the same office.—*From 2nd Ind., Nov. 7, 1946, of Undersecretary of Finance to Provincial Treasurer of Laguna.*

AUGUST, 1949

PRONUNCIAMENTOS

FRANCISCO BENITEZ—Teachers have always been the agents for the preservation of those ideas and ideals which our people have learned to cherish and, furthermore, agents for those progressive changes in our people and our society that may result in social stability in a dynamic democratic society. Teachers should, therefore, be neither too conservative nor too radical; they should be progressive thus transmitting to the present generation what is good in the past and introducing those changes in practices, ideas and ideals that will fit the individuals for modern life.

* * *

MARIA PAZ MENDOZA-GUANZON—Social workers are needed in our country today to teach the Gospel of Hygiene, to teach prevention and resistance to the various diseases that the human body is heir to, and to teach the duties of citizenship.

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Model Ordinance . . .

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make application for license on the required form submitting necessary plans and descriptions of such signs, signboards and billboards to the municipal treasurer who shall grant or deny such license upon the recommendation of the district engineer. The fee for such license is P..... per square meter per annum. Signs, signboards, and billboards less than one square meter shall be considered as one square meter for computing license fees.

ART. 3. Any person or persons found guilty of violating any of the above regulations shall be subject to a fine of not less than ten (P10) pesos nor more than one hundred (P100) pesos or imprisonment for not less than three days nor more than ten days, or to both such fine and imprisonment at the discretion of the court.

ART. 4. This Ordinance shall take effect on its approval by the provincial board.

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