

bells the other day and other problems, we did not have an opportunity to go into this matter, but it is something I am sure, that affects all of us.

I have been following this so-called beautification and sign removal program for some time, and of course, we have controls on the Interstate System now, do we not, in the bonus ring?

Mr. SPOONER. That is correct.

Mr. CRAMER. And have had it since the 1956 act.

Mr. SPOONER. Correct.

Mr. CRAMER. Enacted in 1958.

As a matter of fact, all of the States, practically some 25 States, participated in that program; did they not?

Mr. SPOONER. That is correct.

Mr. CRAMER. That compares with about 17 States who signed the agreement under the 1965 act.

Mr. SPOONER. That is right, Mr. Cramer, except that some of those 17 should not really have been counted because those agreements have been signed without authority.

Mr. CRAMER. So at best, it would seem to indicate to me that the approach of the bonus really has proven more effective than the approach of the big stick 10 percent penalty.

Would that be your conclusion?

Mr. SPOONER. Well, it has in that instance, certainly, Mr. Cramer. I suppose that you could get a bonus that was so high that it might have the same effect, or so low, that the two would balance out.

Mr. CRAMER. I heard of interstate on which there are these controls. For instance, over in the valley over here, in Virginia, between the mountains; and it seems to me that anyone with a hilltop that can be seen from a distance, ends up getting a bigger sign beyond the 660 feet; and that it has not had the effect of thus removing signs but rather, it has had the effect of ending up with the construction of possibly more obnoxious and even bigger signs at little greater distance.

Has that been your observation?

Mr. SPOONER. Yes. There certainly have been some of the so-called giant signs built on some of the places you mentioned.

Mr. CRAMER. Should the 1965 act be enforced in its entirety, in those areas where signs would not be permitted within the 660 feet, is that likely to be the effect in those areas as well? Bigger signs—not no signs, but bigger signs?

Mr. SPOONER. Yes; wherever the topography would permit.

Mr. CRAMER. Now, you represent the Roadside Business Association; I presume that is a number of small businesses?

Mr. SPOONER. That is correct.

Mr. CRAMER. How is the small business going to pay for the big sign?

Mr. SPOONER. It is not going to be able to and this is particularly pertinent in our case because the very customers that our members serve tend to be the smaller businessman; the man needing a directional sign, which seldom are the giant type.

Mr. CRAMER. In other words, Holiday Inn and some of the chains, and Quality Courts, and so forth, and some of the chains of filling stations, gas companies, will be able to afford the signs, where the