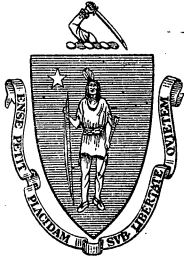


Permit No.....



The Commonwealth of Massachusetts

APPLICATION FOR PERMIT TO LOCATE OUTDOOR ADVERTISING SIGNS

RECEIVED AT THE OFFICE OF THE OUTDOOR ADVERTISING AUTHORITY

JAN 23 1951

To the Outdoor Advertising Authority, 100 Nashua Street, Boston, Mass.

Application is hereby made IN DUPLICATE for a permit to erect and maintain an advertising sign in accordance with the rules and regulations established under the provisions of Section 29, Chapter 93 of the General Laws, at the following location. Check for \$ 3.00 is enclosed herewith. (Two (2) dollars if proposed sign is more than forty (40) square feet; ~~Five~~ (50) cents if forty (40) square feet or less.)

Signed by F. H. BIRCH COMPANY, INC. per Charles W. Bowen

Address 216 Tremont Street, Boston 16, Massachusetts

Dated at Boston, January 22, 19 51

ANSWER FOLLOWING QUESTIONS IN FULL

1. State exact location desired under this permit On Wall? X Roof? Ground?

Street and number Allston Street side of building at 118-118c Magazine Street

Nearest Station Marker Rear? Opposite? Feet Away?

Nearest Pole Number Rear? Opposite? Feet Away?

Route number Town or City CAMBRIDGE

2. Dimension of sign 25 feet long and 12 feet high

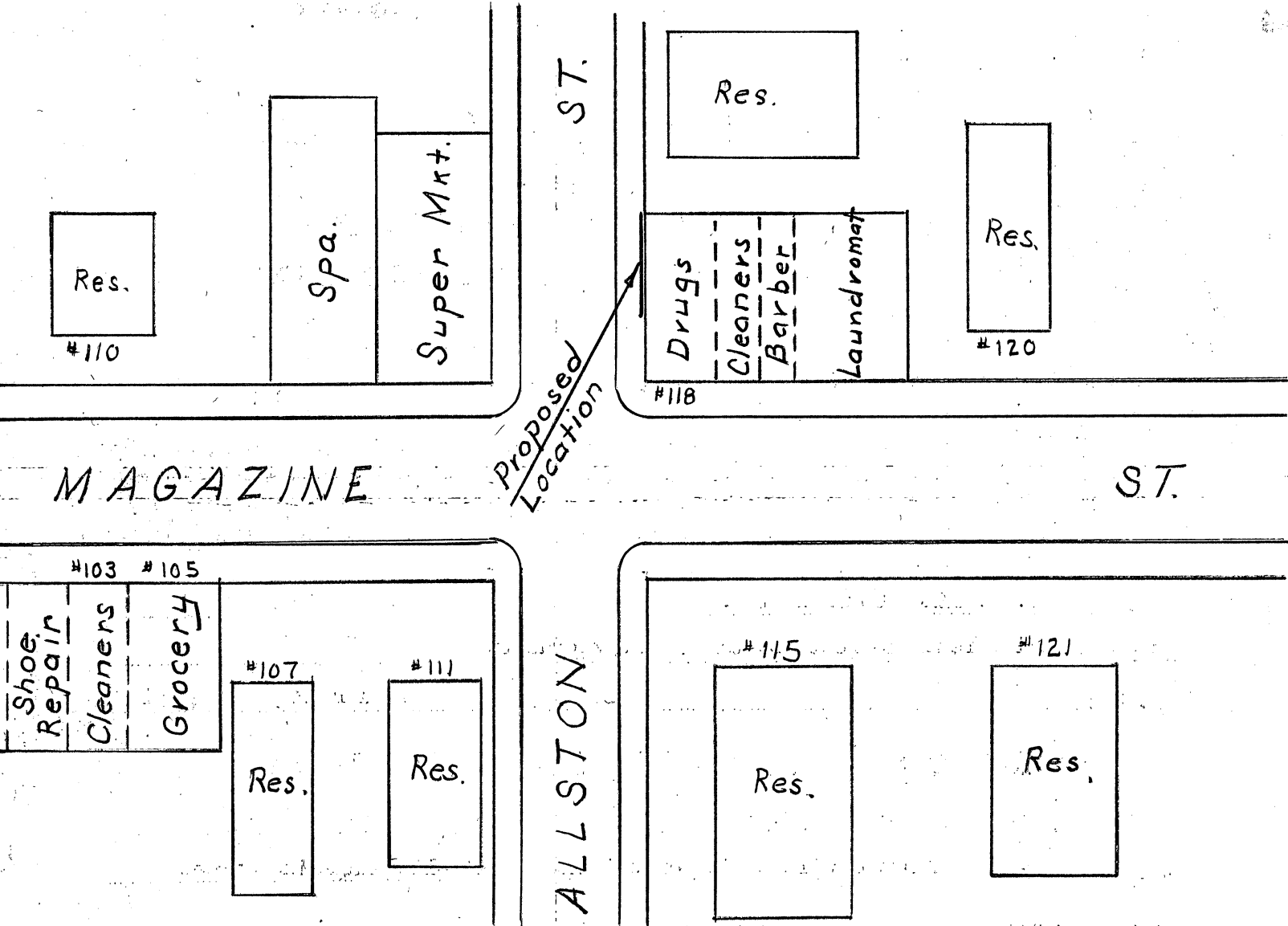
3. Distance from boundary line of public way 4. Height from ground to top of sign

5. To be constructed of Wood & Metal 6. Has consent of owner or agent been obtained Yes

7. Remarks

MAKE SKETCH TO SCALE ON FORM SUPPLIED

Make sketch showing proposed location of sign.



Notice Sent ..... City or Town .....

### REPORT

Date Inspected ..... By Inspector ..... Section .....

.....  
*Executive Director*

Approved ..... 19.....

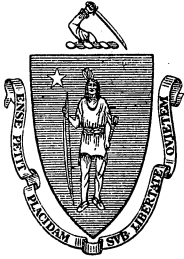
OUTDOOR  
ADVERTISING  
AUTHORITY

Commissioners

DUPLICATE

Application No 35898

Permit No. ....



The Commonwealth of Massachusetts

APPLICATION FOR PERMIT TO LOCATE OUTDOOR ADVERTISING SIGNS RECEIVED AT THE OFFICE OF THE OUTDOOR ADVERTISING AUTHORITY

JAN 23 1951

To the Outdoor Advertising Authority, 100 Nashua Street, Boston, Mass.

Application is hereby made IN DUPLICATE for a permit to erect and maintain an advertising sign in accordance with the rules and regulations established under the provisions of Section 29, Chapter 93 of the General Laws, at the following location. Check for \$ 3.00 is enclosed herewith. (Two (2) dollars if proposed sign is more than forty (40) square feet; Fifty (50) cents if forty (40) square feet or less.)

Signed by F. H. BIRCH COMPANY, INC. per Charles W. Bowen Address 216 Tremont Street, Boston 16, Massachusetts

Dated at Boston, January 22, 19 51

ANSWER FOLLOWING QUESTIONS IN FULL

1. State exact location desired under this permit On Wall? Roof? X Ground? Street and number 118-118c Magazine Street

Nearest Station Marker Rear? Opposite? Feet Away?

Nearest Pole Number Rear? Opposite? Feet Away?

Route number Town or City CAMBRIDGE

2. Dimension of sign 50 feet long and 12 feet high In a "V" Shape

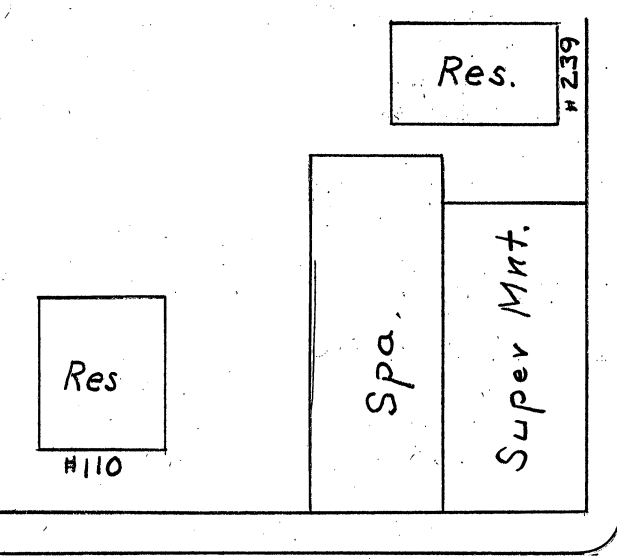
3. Distance from boundary line of public way 4. Height from ground to top of sign

5. To be constructed of Wood & Metal 6. Has consent of owner or agent been obtained Yes

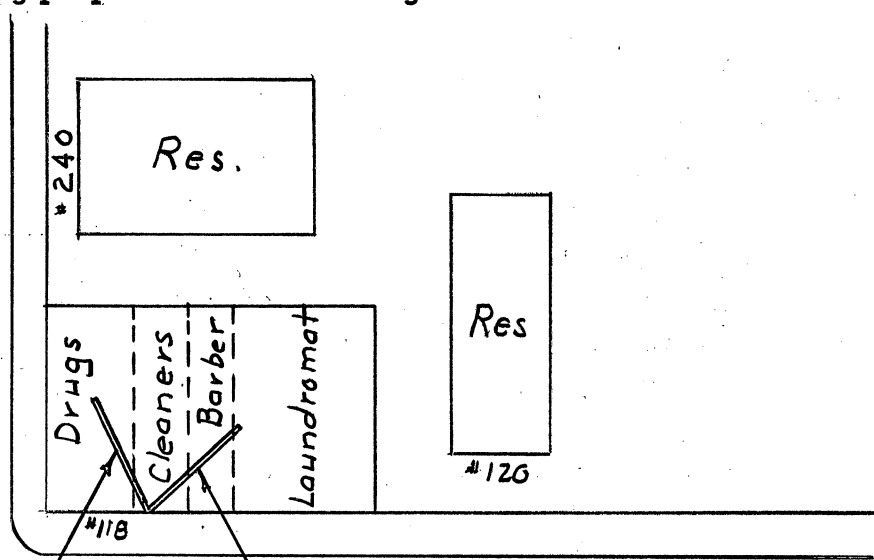
7. Remarks

MAKE SKETCH TO SCALE ON FORM SUPPLIED

Make sketch showing proposed location of sign.

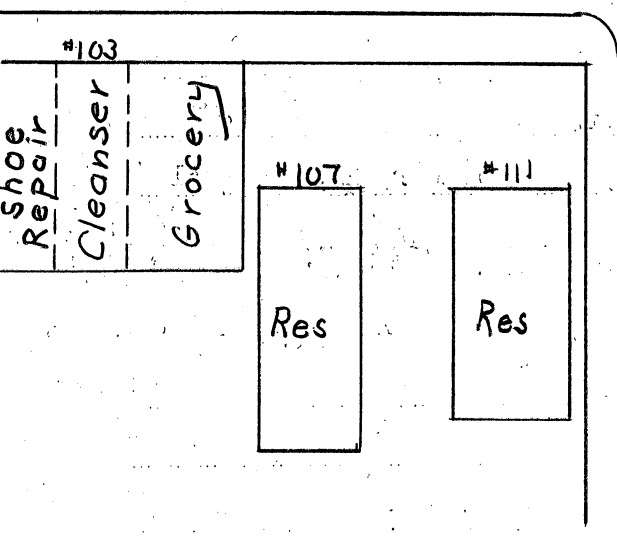


ST.

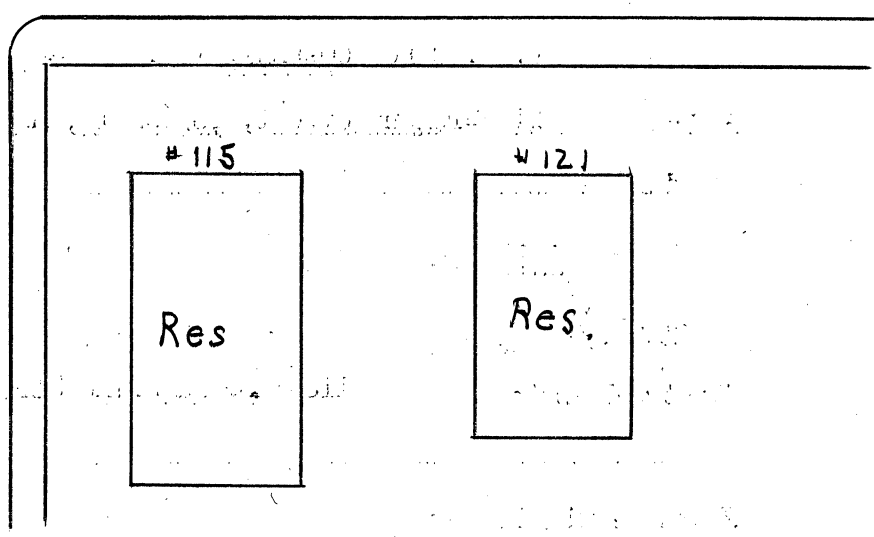


MAGAZINE

ST.



ALLSTON



Notice Sent ..... City or Town .....

### REPORT

Date Inspected ..... By Inspector ..... Section .....

Executive Director

Approved ..... 19.....

OUTDOOR  
ADVERTISING  
AUTHORITY

Commissioners

# The Commonwealth of Massachusetts

## OUTDOOR ADVERTISING AUTHORITY

100 NASHUA STREET, BOSTON, MASS.

Feb. 2, 1951

Office of the Mayor  
City Hall  
Cambridge, Mass.

Gentlemen:—

Enclosed find 2 application(s) for the erection of billboard or sign in the  
City of Cambridge  
Town .....

The application(s) <sup>is</sup> listed under the following number: 35898, 35899  
are

and dated Feb. 2, 1951

### RULES AND REGULATIONS

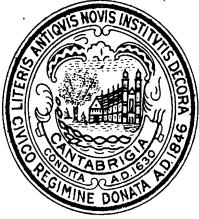
"Sec. 2-D. Upon receipt by the Authority of an application for a Permit to post, erect or maintain a billboard, sign or other advertising device under this section, notice thereof and a copy of the application will be sent by the Authority to the city or town where such billboard, sign or other advertising device is to be located. If the city or town objects to the location it shall, within thirty (30) days from the date of said notice, file with the Authority its objections, in writing, and thereupon the Authority will notify the applicant, who will be allowed ten (10) days from the date of such notice to file reasons, if any, why a Permit should be granted. A hearing may be given by the Authority before final action is taken upon such application." - **if requested**

Please notify the Authority whether you approve or disapprove of the application, using given number to identify application.

Respectfully yours,

*William F. McCarty*  
Executive Director.

**P. S. A REPLY TO THIS NOTICE IS REQUESTED.**



CITY OF CAMBRIDGE  
MASSACHUSETTS  
EXECUTIVE DEPARTMENT

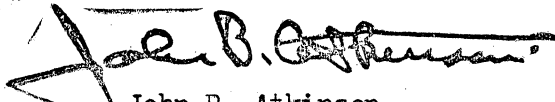
JOHN B. ATKINSON  
CITY MANAGER

February 5, 1951

To the Honorable, the City Council:

I transmit herewith a communication from the Director of Outdoor Advertising, with enclosure, relative to the erection of outdoor advertising signs at 118-118c Magazine Street.

Very truly yours,

  
John B. Atkinson  
City Manager

JBA:M

COMMUNICATION

from the City Manager trans-

mitting one from *United of Malden*

*Advertising, State of Mass enclosing*

*applications Nos 35898-35899*

*of F. W. Birch Co Inc. For*

*Permit to Erect Advertising Signs*

*to 118-118c Magazine St*

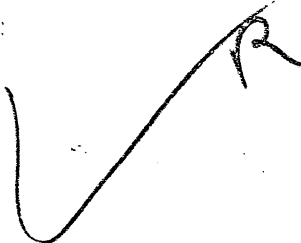
In City Council FEB 5 1951

Referred to the Committee on

*Public Service*

*Frederick H. Burde*

City Clerk





# City of Cambridge

C

IN CITY COUNCIL

APR 16 1951

1951.

WHEREAS:-

A communication has been received from the Executive Director of the Outdoor Advertising Authority, Commonwealth of Massachusetts, enclosing application<sup>of</sup> of F.H. Birch Company<sup>JnC</sup> Nos. 35898-35899, for the erection of outdoor advertising signs at the following locations:-

No. 35898 F.H. Birch Co.,<sup>JnC</sup> on roof,  
118-118c Magazine Street.

No. 35899 F.H. Birch Co.,<sup>JnC</sup> on wall,  
Allston Street side of building at  
118-118c Magazine Street.

and it is further

ORDERED:-

That the aforesaid applications Nos. 35898 & 35899, for the erection of outdoor advertising signs at the aforesaid locations be approved.

APR 16 1951

City Council \_\_\_\_\_

Adopted by the affirmative vote

of 9 members

Frederick H. Burke  
City Clerk

# City of Cambridge

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In City Council ..... 1951.

The

Committee on Public Service

to which was referred a communication from the City Manager transmitting one from the Executive Director of Outdoor Advertising Authority, Commonwealth of Massachusetts, enclosing applications Nos. 35898 & 35899 of F.H. Birch Company, for the erection of outdoor advertising signs.

Reports,

Recommending the adoption of the accompanying order approving of the said locations.

  
For the Committee.

**REPORT**

10<sup>A</sup>

Committee on Public Service

Outdoor advertising signs 35898736899

J. H. Bush

A

April 16, 1951