

LAMAR ADVERTISING CO/NEW
Form 4
August 27, 2007

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
SPO ADVISORY CORP

2. Issuer Name and Ticker or Trading Symbol
LAMAR ADVERTISING CO/NEW
[LAMR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

591 REDWOOD HIGHWAY,
SUITE 3215,

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
08/23/2007

____ Director
____ Officer (give title below)
 10% Owner
____ Other (specify below)

MILL VALLEY, CA 94941

(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
____ Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	08/24/2007		P	500 A \$ 52.72	9,770,948	I <u>(1)</u> <u>(2)</u> <u>(3)</u>	See footnotes
Common Stock	08/24/2007		P	1,062 A \$ 52.73	9,772,010	I	See footnotes
Common Stock	08/24/2007		P	2,160 A \$ 52.74	9,774,170	I	See footnotes
Common Stock	08/24/2007		P	8,978 A \$ 52.75	9,783,148	I	See footnotes
Common Stock	08/24/2007		P	1,009 A \$ 52.76	9,784,157	I	See footnotes

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Common Stock	08/24/2007	P	2,566	A	\$ 52.77	9,786,723	I	See footnotes
Common Stock	08/24/2007	P	1,500	A	\$ 52.78	9,788,223	I	See footnotes
Common Stock	08/24/2007	P	1,227	A	\$ 52.79	9,789,450	I	See footnotes
Common Stock	08/24/2007	P	1,581	A	\$ 52.8	9,791,031	I	See footnotes
Common Stock	08/24/2007	P	640	A	\$ 52.81	9,791,671	I	See footnotes
Common Stock	08/24/2007	P	500	A	\$ 52.87	9,792,171	I	See footnotes
Common Stock	08/24/2007	P	300	A	\$ 52.89	9,792,471	I	See footnotes
Common Stock	08/24/2007	P	3,279	A	\$ 52.9	9,795,750	I	See footnotes
Common Stock	08/24/2007	P	300	A	\$ 52.92	9,796,050	I	See footnotes
Common Stock	08/24/2007	P	200	A	\$ 52.93	9,796,250	I	See footnotes
Common Stock	08/27/2007	P	16,700	A	\$ 52.95	9,812,950	I	See footnotes

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)

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general partner of SF Advisory, and (iii) JHS, WEO & WJP, the three controlling persons of SPO Corp.

Additionally, as a result of the purchases causing this filing, 211,000 shares of the issuer's common stock are owned directly by PSF, and may be deemed to be indirectly beneficially owned by JHS, the controlling person, sole director and executive officer of PSF.

- (3) Additionally, JHS owns 3,100 shares in his IRAs, which are self-directed. Additionally, 9,100 shares are owned by WJPFND, and may be deemed to be indirectly beneficially owned by WJP solely in his capacity as one of the directors of WJPFND. Additionally, WJP owns 300 shares in his IRA, which is self-directed. Additionally, 120 shares of the issuer's common stock are owned directly by Eli J. Weinberg.

Remarks:

Form 2 of 2.

The individuals listed in the notes above (each a "Reporting Person") may be deemed to form a "group", as such term is defined in the instructions to this form.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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