



## CHAPTER 38

An Act respecting signboards and posters

[Assented to, the 13th of April, 1933]

**H**IS MAJESTY, with the advice and consent of the  
Legislative Council and of the Legislative Assembly  
of Quebec, enacts as follows:

**1.** This act shall apply to the whole territory of this Application.  
Province, save that comprised within the limits of cities  
and towns.

**2.** In this act:

Definition:

1. The word “posters” or “poster” means any printing, writing, drawing, painting, lithograph or representation by any process whatsoever, placed so as to be seen by the public and used for notices, announcements, advertisements or publicity; but does not include:

Exclusion:

- a. Posters issued by public authority;
- b. Notices which the law requires to be posted up;
- c. Posters which an owner, lessee or occupant of a building places thereon to announce the profession, art, trade, industry or other occupation carried on therein by him, the sale of farm products, the sale of the products which he manufactures or any other products sold on the premises, as well as the sale or lease of the immovable of which such building is a dependency;
- d. Posters which an owner or lessee of a restaurant, hotel, boarding-house or bungalows (*chalets*), situated along a road which the Minister of Roads maintains but at a distance therefrom, places near the said road for the purpose of indicating the place where his establishment is situated. In such case, the owner or lessee may have only

Public  
posters;  
Id., notices;  
Posters announcing a  
profession,  
etc.;  
Posters indicating site of  
restaurant,  
etc.;

- One poster only; one poster put up near the road on his property and such poster shall not be more than three feet in length nor more than two feet in width;
- Election posters; *e.* Election posters of a candidate at a Dominion, provincial, municipal or school election;
- Religious, etc., posters; *f.* Posters on the occasion of a religious or patriotic demonstration;
- Agricultural; *g.* Posters to announce an agricultural exhibition;
- Cemeteries; *h.* Inscriptions in cemeteries;
- Historical; *i.* Inscriptions of an historical nature authorized by the Minister of Roads;
- Direction or stop signs; *j.* Direction or stop signs placed or authorized by the Minister of Roads;
- Posters on telephone, etc., poles; *k.* The posters which a telephone, telegraph or electric power company places on its poles to indicate danger or to indicate the places where its offices are situated, provided that these posters are not rigid, but encircle the poles in whole or in part.
- “Road which the Minister of Roads maintains”. 2. The expression “road which the Minister of Roads maintains” has the same meaning as that attributed to it by section 50*b* of the Roads’ Act (Revised Statutes, 1925, chapter 91), as enacted by the act 17 George V, chapter 31, section 8.
- Restrictions in certain cases; **3.** Subject to the provisions of sections 4 and 7, it is forbidden to put up a poster so as to be seen from a road which the Minister of Roads maintains, except in the cases where:
- Distance from road, and size; *a.* The poster is placed at a distance of at least one hundred feet from such a road and provided its length does not exceed ten feet nor its width eight feet;
- Idem; *b.* The poster is placed at a distance of at least two hundred feet from such a road and provided its length does not exceed twenty-five feet nor its width twelve feet;
- Idem; *c.* The poster is placed at a distance of at least three hundred feet from such a road and provided its length does not exceed fifty feet nor its width fifteen feet.
- Height from ground. In all such cases, the poster must be placed at most four feet from the ground on a structure erected solely for that purpose, and it must bear the name and address of its owner.
- Poster advertising restaurant, etc., installed under **4.** A poster installed along a road which the Minister of Roads maintains, advertising a restaurant or an hotel, under a contract passed prior to the first of February, 1933, between the owner, lessee or occupant of such hotel or

restaurant and a person, firm or corporation engaged in the business of constructing or installing posters, may be placed at a distance of not less than twenty-five feet from such a road during the term of such contract, provided that the length of such poster does not exceed five feet nor its width three feet.

prior contract.

A copy of such contract must be transmitted to the Minister of Roads within the six months following the date of the coming into force of this act.

Transmission of contract.

**5.** Whenever it is permitted under this act to put up a poster, no poster may be erected:

Restrictions on erection:

- a. At less than one thousand feet from an already-existing poster;
- b. At less than six hundred feet from the crossing of two roads or from the crossing of a vehicular road and a railway track;
- c. Facing a turn or sharp change in the direction of the road.

Already-existing poster;

Crossing of two roads, etc.;

Facing turn, etc.

**6.** A poster must be removed by its owner upon the request of the Minister of Roads whenever the latter deems that such poster hides or disfigures the scenery or view or is detrimental to an observation station which the said Minister has established.

Removal of poster in certain cases.

**7.** The Minister of Roads may, by an order published in the *Quebec Official Gazette*, prohibit, in the places which he designates, the putting up of posters which may be seen from a road which the Minister of Roads maintains, and, in such case, it is forbidden to put up a poster in such places.

Putting up may be prohibited in certain cases.

**8.** Subject to the provisions of the following paragraph, the owners of posters erected before the 1st of February, 1933, in the case of posters the putting up of which is prohibited under this act, must remove or demolish them before the 1st of December, 1934.

Removal or demolition of certain posters.

In the cases provided for in section 4, the owners of the posters contemplated by the said section 4 must remove or demolish them within the eight days following the expiry of the said contract.

Delay allowed in certain cases.

**9.** If an infringement of this act be committed, the following persons shall be liable to the penalties enacted by section 10:

Persons, etc., liable to penalties.

- a. The owner, lessee or occupant of the ground on which the poster is erected;

b. The person, firm or corporation for whose benefit the poster was erected;

c. The person, firm or corporation who or which undertook the erecting of such poster for the benefit of another person, firm or corporation.

Offences and penalties.

**10.** Every infringement of any provision of this act shall render the offender liable, in addition to the costs, to a fine of not more than ten dollars for a first offence, and of not less than fifteen dollars nor more than fifty dollars in the case of any subsequent offence.

Removal, etc., upon order of court.

**11.** The court which pronounces the sentence shall order that the poster which is the subject of the conviction be removed or destroyed within a delay of eight days from the date of the sentence, and at the expense of the person, firm or corporation convicted.

Interpretation.

**12.** Nothing in this act shall have the effect of permitting the putting up of any poster prohibited by any other act.

Coming into force.

**13.** This act shall come into force on the day of its sanction.