



## CHAPTER 31

### An Act to prohibit illuminated signs for advertising alcoholic liquor

[Assented to, the 4th of April, 1931]

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

- 1.** This act may be cited as the *Cities' and Towns' Illuminated Signs Act*. Short title.
- 2.** The words "illuminated sign" in this act mean any sign illuminated by any light process or comprising letters formed with electric bulbs or Neon or other tubes, used for advertising alcoholic liquor within the meaning of paragraph 5 of section 3 of the Alcoholic Liquor Act (Revised Statutes, 1925, chapter 37). "Illuminated sign".
- 3.** Subject to the provisions of section 8, it is forbidden for any person, firm or corporation to display or cause to be displayed an illuminated sign, as defined by section 2, within the limits of a city or town. Display forbidden in certain territory.
- 4.** Every person infringing any provision of this act shall be liable, in addition to costs, to a fine of not more than ten dollars for a first offence, and of at least twenty-five dollars but not more than one hundred dollars in case of any subsequent offence, and, upon failure to pay such fine and costs, to an imprisonment not exceeding one month. Penalties.
- 5.** If the infringement be committed by a firm or corporation, in the case of the firm, each of its members, and, in the case of a corporation, its president and directors, shall be liable to the penalties set forth in the foregoing section. Persons liable to penalties.

Provisions applicable. **6.** The provisions of Part I of the Quebec Summary Convictions Act (Revised Statutes, 1925, chapter 165) shall apply to prosecutions instituted under this act.

Removal of signs. **7.** Every illuminated sign displayed contrary to this act must be removed without delay by the person, firm or corporation having displayed it or caused it to be displayed, or, by the owner of the land or building upon which it is displayed.

Idem. If such illuminated sign be not so removed, it may be removed, after a notice of fifteen days to such person, firm or corporation and to such owner, by any person authorized therefor by the Provincial Treasurer or by the council of the municipality within whose limits such illuminated sign is displayed.

Signs permitted in certain case. **8.** Notwithstanding the foregoing provisions, any person holding a permit, in force, from the Quebec Liquor Commission, for the sale of beer or of beer and wine, may use the word "beer" or the words "beer and wine", in an illuminated sign displayed on the building where he is thus permitted to sell beer, or beer and wine, and any brewer to whom the said Quebec Liquor Commission has issued a permit, still in force, under the provisions of section 26 of the Alcoholic Liquor Act, may also use an illuminated sign on his establishment to display the name of his brewery; provided that every such illuminated sign be of the size and form and be displayed in the manner and place specified by the said Quebec Liquor Commission in the written authorization gratuitously issued for such purpose by the latter.

Coming into force. **9.** This act shall come into force on the first day of July, 1932.