



CHAPTER 39

An Act to prohibit posters for advertising alcoholic liquor
in municipalities other than cities and towns

[Assented to, the 4th of April, 1929]

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

1. The Revised Statutes, 1925, are amended by inserting R. S.,
therein, after chapter 115 thereof, the following: c. 115A,
added.

“CHAPTER 115A

“AN ACT TO PROHIBIT CERTAIN POSTERS IN MUNICIPAL- ITIES OTHER THAN CITIES AND TOWNS

“**1.** This act may be cited as *Poster Prohibition Act*. Short title.

“**2.** The word “poster” in this act means any printing, “Poster”.
writing, drawing, painting, lithograph or representation by
means of any process whatsoever, for advertising alcoholic
liquor within the meaning of paragraphs 1 to 5, inclusive,
of section 3 of the Alcoholic Liquor Act (Chap. 37).

“**3.** It is forbidden for any person, firm or corporation Displaying
of posters
forbidden.
to display or cause to be displayed a poster on a provincial
highway, a regional highway or generally on any road
which the Minister of Roads maintains, or on any land or
the exterior of any building where it may be seen by any
person on such highway or road.

This provision shall not apply, however, if the poster is Provisions
applicable.
displayed within the limits of a city or town.

“**4.** Any person contravening this act shall be liable, in Contraven-
tions and
penalties.
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.

Infraction by firm, etc. “**5.** If the infraction be committed by a firm or a 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 enacted in the foregoing section.

Provisions applicable. “**6.** The provisions of Part I of the Quebec Summary Convictions’ Act (Chap. 165) shall apply to prosecutions instituted under this act.

Removal. “**7.** Every poster 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.

Id. after notice. If such a poster be not so removed it may be so done, after a notice of fifteen days to such person, firm or corporation and to such owner:

a. Upon instructions from the Minister of Roads or any person authorized by him; or

b. By any person authorized thereto by the council of the municipality within whose limits the poster is displayed.

Application “**8.** This act applies as follows:
a. Subject to the provisions of paragraph *b*, to every poster displayed on or after the 4th of April, 1929; and

b. To every poster, other than one already painted on or adhering to a building, displayed before the 4th of April, 1929, if, before the first of June, 1929, such poster has not been removed by the person, firm or corporation having displayed it or caused it to be displayed; in the case of a poster already painted on or adhering to a building, this act applies thereto only if such poster be renewed, in whole or in part, after the 4th of April, 1929.”

Coming into force. **2.** This act shall come into force on the day of its sanction.