

March 26

# **HIGHWAY SIGNS LIMITED BY ORDER-IN-COUNCIL**

---

***Advertising Painted on Fences, Buildings or Rocks  
Must Apply to Business on Property  
Where So Located***

---

New regulations which have just been passed by Order-in-Council of the Henry Government will go a long way, The Globe is informed, in removing existing objectionable sign-advertising from the King's Highways of this Province and in keeping the landscape free from the "cluttered up" conditions which obtain in many sections of the United States.

These regulations, which are by way of a revision of the 1927 departmental regulations, will limit any roadside place of business to a single sign; will ban the illumination of signs where permission of the proper authority has not first been secured; and will not allow advertising to be painted upon barns, fences, rocks or buildings unless the advertising is in the interests of some business conducted on the particular property.

The new regulations in these three cases read as follows:

"Signs erected or exposed by or on behalf of any person or owner with respect to a business conducted upon the premises, or with respect to material or goods for sale on the premises, or with respect to the property which is for sale, shall be erected without fee or license from the road authority. One sign only shall be permitted for each premises, which shall not be more than 10 feet in length, and shall bear the name of the proprietor, and may be placed at the margin of the highway, but in no case shall overhang the right of way.

"Signs shall not be illuminated without first having the approval of the road authority in writing.

"Signs shall not be painted upon, attached to or be made to form part of any fence, building, rock or other surface adjacent to the highway, except to advertise a business conducted upon the property on which the advertisement is situated."