



**BERMUDA  
1911 : 14**

**ADVERTISEMENTS REGULATION ACT 1911**

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[14 March 1911]

*[preamble and words of enactment omitted]*

**Interpretation**

1 In this Act unless the context otherwise requires—

"advertisement" means any sign, boarding, building, structure, bill, poster, or notice used or intended to be used for the purposes of advertisement, whether joined with any other purpose or not;

"land" includes all houses, buildings, poles and structures on land, and walls, rocks, trees and land covered by water;

"National Flag" means the Royal Standard, the Union jack, the Red, White or Blue Ensign, or any other flag, emblem or design in which such Standard, Jack or any of such Ensigns is included.

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### **Restriction of exhibition of advertisements**

2 No person shall, except as otherwise provided by this Act, exhibit any advertisement, upon or over any land except—

- (a) advertisements upon any land relating solely to any entertainment, meeting, auction or sale to be held upon, or in relation to such land or to any property thereon; or
- (b) announcements of the sale or letting of such land; or
- (c) announcements or copies of any proclamation or official notice published by authority of the Governor, the Supreme Court, any Justice of the Peace, either branch of the Legislature, any Government Department, any Government Board, or any officer holding a commission in Her Majesty's Forces; or
- (d) announcements or notices duly published by proper authority of any meeting of freeholders or others for any parliamentary, municipal or parochial election, or other purpose; or
- (e) advertisements or announcements upon any land, within either municipal area, being land duly licensed for the exhibition of advertisements by the respective municipal corporations :  

Provided that in all such excepted cases, the advertisements shall not contain letters, effigies, figures or other advertising emblems exceeding twelve inches in height; or
- (f) advertisements or announcements exhibited inside a display window of an agent's business premises of any business, entertainment or occurrence in respect of which such agent acts; or
- (g) advertisements or announcements exhibited inside of any shop, store or place of business, other than any public vehicle or ferry boat; or
- (h) advertisements relating to the sale of land at auction or otherwise; or
- (i) advertisements relating to the arrival or departure of any ship belonging to or employed by any line or company the ships of which ordinarily ply between Bermuda and elsewhere; or
- (j) advertisements published in any book, newspaper, magazine, calendar or periodical; or
- (k) announcements, in letters not exceeding fifteen inches each in height or width, of the business name of the

company, firm or person carrying on business on the premises and the general character of the business carried on therein.

**Illuminated and other signs visible from street; sky- signs**

3 (1) No person shall—

(a) erect upon, or fix to, or exhibit above, any land, any advertisement supported on or attached to, any post, pole, standard, framework or other support which, or any part of which, or the support of which, is visible against the sky from some point in any street or public way; or

(b) use or exhibit any kite, balloon, parachute or other similar device, employed wholly or in part for the purpose of any advertisement or announcement, over any land or street; or

(c) exhibit any flashing or illuminated sign which is visible to any person on any public street or public way.

(2) For the purposes of subsection (1)(a), an advertisement, the uppermost part of which is no higher than the roof line of any building on the plot on which it is situate, shall not be deemed to contravene the provisions of that paragraph.

(3) For the purposes of subsection (1)(c), an "illuminated sign" means a sign used or intended to be used for the purpose of advertising the lettering or design of which is illuminated from within the components constituting the lettering or design.

**Vehicle exhibiting advertisements; sandwich man**

4 No person shall—

(a) act, or employ any other person to act, as a sandwich man or for similar purposes to walk through any public street or highway, solely or chiefly for the purposes of exhibiting advertisements;

(b) in any public street or highway draw, wheel, ride or drive any vehicle used solely or chiefly for the purpose of exhibiting advertisements.

**National Flag or portrait of member of Royal Family not to be used for advertising**

5 No person shall—

(a) use the National Flag for or in connection with any advertisement, nor exhibit or display in any part of such

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flag, any name, device or mark intended for purposes of announcement or advertisement; or

- (b) use any portrait of the reigning Sovereign or any living or deceased member of the Royal Family, upon any circular, calendar or poster used or intended to be used, in any way, for advertising purposes.

### **Corporation of Hamilton**

6 The Corporation of Hamilton may grant a licence in respect of any land within the municipal area of the City of Hamilton, for the purpose of posting, placing or exhibiting advertisements:

Provided that—

- (a) before any licence is granted in respect of any land not the property of the Corporation, the permission of the owner or occupier shall be first obtained;
- (b) any such licence shall be subject to such terms, conditions and notice of discontinuance as the Corporation may deem expedient; and
- (c) the space on any hoarding, or other structure used for advertising purposes, shall not exceed six feet in height.

### **Corporation of St George's**

7 The Corporation of St. George's shall have the like powers of granting licences in respect of land within the limits of the Town of St. George as are vested in the Corporation of Hamilton by section 6.

### **Offences**

8 Any person who contravenes any of the foregoing provisions of this Act commits an offence against this Act:

Punishment on summary conviction: a fine of \$720 and in the case of a continuing offence a further fine of \$144 for every day during which the offence continues.

### **Removal of prohibited advertisements**

9 (1) Any magistrate may on the complaint of any person issue a summons requiring the owner or occupier of any land upon or over which any advertisement prohibited by this Act is placed or exhibited to appear before him and to show cause why he should not take down or remove such advertisement, and on failure of any person so summoned to appear or to show cause as aforesaid, the magistrate may order such owner or occupier as aforesaid to take down or remove such advertisement within a specified time.

(2) In the event of his failure to comply with such order such owner or occupier commits an offence against this Act:

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Punishment on summary conviction: a fine of \$720.

(3) The magistrate may also, in the event of non-compliance with his order as aforesaid, by warrant under his hand and seal, order any police officer, with such assistance as may be deemed necessary, to enter upon such land and take down and remove such advertisement, at the expense of such owner or occupier, and the expense of any proceedings with reference to such entry, taking down, or removal may be recovered by such police officer from the owner or occupier in the manner provided by the Magistrates Act 1948 [title 8 item 15], for the recovery of a debt or liquidated demand.

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[Amended by

1912 24	1952 3
1937 23	1952 11
1948 25	1965 186
1949 26	1966 19
1951 68	1969 321]
1951 87	

[The Act, originally of limited duration, was continued in force indefinitely by Act No 71 of 1930 ]