

EMERGENCY ORDINANCE NO. 818

AN EMERGENCY ORDINANCE TO AMEND EMERGENCY ORDINANCE NO. 815; PROHIBITING FALSE AND FRAUDULENT ADVERTISING, INCLUDING ADVERTISING OF RATES AND SERVICES OF HOTELS, INNS, MOTELS, MOTOR COURTS, BOARDING HOUSES AND LODGING HOUSES WITHIN THE CITY OF LAS VEGAS; PROVIDING PENALTIES THEREFOR; PROVIDING OTHER MATTERS PROPERLY RELATED THERETO; REPEALING ALL OTHER ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT THEREWITH; AND DECLARING AN EMERGENCY.

WHEREAS, the economic growth of the City of Las Vegas is due in large measure to businesses catering to and servicing the needs of tourists in the City of Las Vegas, and the continued expansion of such businesses is dependent upon fair and truthful practices affecting the traveling public; and

WHEREAS, the Board of Commissioners of the City of Las Vegas has determined that the tourist trade and the economic well being of establishments catering thereto, as well as the people of Las Vegas have been damaged as a result of false and fraudulent advertising which misrepresents facts, or which is deceptive or misleading, and has further determined that this emergency ordinance will be in the public interest and for the public welfare;

NOW, THEREFORE, the Board of Commissioners of the City of Las Vegas do ordain as follows:

SECTION 1. Emergency Ordinance No. 815 is hereby amended to read as follows:

SECTION 2. FALSE ADVERTISING PROHIBITED. It shall be unlawful for any person, firm, corporation, or association, with intent to sell, let, lease, rent or in anywise offer or dispose of merchandise, products, securities, service, lodging, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for rent, lease, sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or any interest therein, to make, publish, post, disseminate, display, circulate or place before the public, or cause, directly or indirectly, to be made, published, posted, disseminated, displayed, circulated or placed before the public in this city, in a newspaper or other publication or in form of a book, notice, handbill, poster, bill, circular, pamphlet, letter, sign or billboard, or in any other way, an advertisement of any sort regarding such lodgings, meals, merchandise, products, securities, service or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading.

SECTION 3. FRAUDULENT ADVERTISING PROHIBITED. No motel, hotel, inn, motor court, boarding house or lodging house within the City of Las Vegas, when employing any of the advertising medium hereinabove referred to in Section 2 hereof, shall insert or use any advertising matter whatsoever except words of description of the principal commodity or services offered. If words of description of the principal commodity or services are used the letters, figures and numerals which form any words, figures or numerals shall all be of the same height, width and color. Whenever any numeral is used, accompanying lettering of the same height, width and color must be used therewith which gives a full and complete explanation of what the numeral means or is intended to mean, and in no event shall the total or aggregate of the numeral and letters explaining the meaning of such numeral occupy a space or area larger than twelve (12) inches high and/or twelve (12) inches long in any form of advertising medium as hereinabove set forth in Section 2 hereof.

CITY  
CLERK'S  
FILE

SECTION 4. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 5. By reason of the facts and determinations recited in the preamble of this ordinance, it is hereby declared that an emergency exists and that this ordinance is in the public interest and is necessary for the immediate preservation of the public peace, health and safety of the inhabitants of the City of Las Vegas.

SECTION 6. Any person who violates any provision of this ordinance shall be guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not more than \$500.00, or by imprisonment in the City Jail for not more than six months, or by both such fine and imprisonment.

SECTION 7. The City Clerk and Clerk of the Board of Commissioners of the City of Las Vegas shall cause this ordinance to be published once a week for two successive weeks immediately following its adoption in the Las Vegas Review Journal, a daily newspaper published in the City of Las Vegas, Nevada, and this ordinance shall become effective immediately upon the second publication thereof.

PASSED, ADOPTED AND APPROVED this 6th day of January, 1960.

Oran K. Gragson  
ORAN K. GRAGSON, Mayor

ATTEST:

Edwina M. Cole  
EDWINA COLE, City Clerk

Commissioners voting in favor of the foregoing emergency ordinance were as follows:

Those voting "Aye": Commissioners Elwell, Fountain, Sharp and His Honor  
Mayor Gragson

Those voting "Nay": None

Absent: Commissioner Whipple

APPROVED:

(SEAL)

Oran K. Gragson  
ORAN K. GRAGSON, Mayor

ATTEST:

Edwina M. Cole  
EDWINA COLE, City Clerk

Review Journal  
1-8-60 + 1-15-60

EMERGENCY ORDINANCE NO. 818  
AN EMERGENCY ORDINANCE TO  
AMEND EMERGENCY ORDINANCE  
NO. 815, PROHIBITING FALSE AND  
FRAUDULENT ADVERTISING, INCLUD-  
ING ADVERTISING OF RATES AND  
SERVICES OF HOTELS, INNS, MOTELS,  
MOTOR COURTS, BOARDING HOUSES  
AND LODGING HOUSES WITHIN THE  
CITY OF LAS VEGAS; PROVIDING  
PENALTIES THEREFOR; PROVIDING  
OTHER MATTERS PROPERLY RELAT-  
ED THEREFOR.

**AFFIDAVIT OF PUBLICATION**

WHEREAS the Board of Commissioners  
of the City of Las Vegas has determined  
that the tourist trade and the economic  
well being of establishments catering  
thereto, as well as the people of Las  
Vegas have been damaged as a result  
of false and fraudulent advertising which  
misrepresents facts, or which is decep-  
tive or misleading, and has further de-  
termined that this emergency ordinance  
will be in the public interest and for the  
public welfare;

STATE OF NEVADA,  
COUNTY OF CLARK) ss.

A. F. Schellack, being first duly sworn  
deposes and says, That he is Foreman of the LAS VEGAS REVIEW-  
ERIAL, a daily newspaper, of general circulation, printed  
published at Las Vegas, in the County of Clark, State of  
Nevada, and that the attached was continuously published in

NOW, THEREFORE, the Board of  
Commissioners of the City of Las Vegas  
do ordain as follows:  
SECTION 1. Emergency Ordinance No.  
815 is hereby amended to read as follows:  
SECTION 2. FALSE ADVERTISING  
PROHIBITED. It shall be unlawful for  
any person, firm, corporation, or associa-  
tion, with intent to sell, let, lease, rent  
or in anywise offer or dispose of mer-  
chandise, products, securities, service,  
lodging, or anything offered by such per-  
son, firm, corporation or association,  
directly or indirectly, to the public for  
rent, lease, sale or distribution, or with  
intent to increase the consumption there-  
of, or to induce the public in any man-  
ner to enter into any obligation relating  
thereto, or to acquire title thereto, or  
any interest therein, to make, publish,  
post, disseminate, display, circulate,  
or place before the public, or  
cause, directly or indirectly, to be  
made, published, posted, disseminated,  
displayed, circulated or placed before  
the public in this city, in a newspaper  
or other publication or in form of a  
book, notice, handbill, poster, bill, cir-  
cular, pamphlet, letter, sign or billboard,  
or in any other way, an advertisement  
of any sort regarding such lodgings,  
meals, merchandise, products, securities,  
service or anything so offered to the  
public, which advertisement contains any  
assertion, representation or statement of  
fact which is untrue, deceptive or mis-  
leading.

and newspaper for a period of Two (2) insertions

SECTION 3. FRAUDULENT ADVER-  
TISING PROHIBITED. No motel, hotel,  
inn, motor court, boarding house or lodg-  
ing house within the City of Las Vegas,  
when employing any of the advertising  
medium hereinabove referred to in Sec-  
tion 2 hereof, shall insert or use any ad-  
vertising matter whatsoever except words  
of description of the principal commod-  
ity or services offered. If words of de-  
scription of the principal commodity or  
services are used the letters, figures and  
numerals which form any words, figures  
or numerals shall all be of the same  
height, width and color. Whenever any  
numeral is used, accompanying lettering  
of the same height, width and color must  
be used therewith which gives a full  
and complete explanation of what the  
numeral means or is intended to mean,  
and in no event shall the total or aggre-  
gate of the numeral and letters explaining  
the meaning of such numeral occupy a  
space or area larger than (12) inches  
high and/or twelve (12) inches long in  
any form of advertising medium as  
hereinabove set forth in Section 2 hereof.

from January 8, 1960 to January 15, 1960

SECTION 1. Emergency Ordinance No.  
815 is hereby amended to read as follows:  
SECTION 2. FALSE ADVERTISING  
PROHIBITED. It shall be unlawful for  
any person, firm, corporation, or associa-  
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chandise, products, securities, service,  
lodging, or anything offered by such per-  
son, firm, corporation or association,  
directly or indirectly, to the public for  
rent, lease, sale or distribution, or with  
intent to increase the consumption there-  
of, or to induce the public in any man-  
ner to enter into any obligation relating  
thereto, or to acquire title thereto, or  
any interest therein, to make, publish,  
post, disseminate, display, circulate,  
or place before the public, or  
cause, directly or indirectly, to be  
made, published, posted, disseminated,  
displayed, circulated or placed before  
the public in this city, in a newspaper  
or other publication or in form of a  
book, notice, handbill, poster, bill, cir-  
cular, pamphlet, letter, sign or billboard,  
or in any other way, an advertisement  
of any sort regarding such lodgings,  
meals, merchandise, products, securities,  
service or anything so offered to the  
public, which advertisement contains any  
assertion, representation or statement of  
fact which is untrue, deceptive or mis-  
leading.

clusive, being the issues of said newspaper for the follow-  
ing dates, to-wit: January 8, 15, 1960

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ner to enter into any obligation relating  
thereto, or to acquire title thereto, or  
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or other publication or in form of a  
book, notice, handbill, poster, bill, cir-  
cular, pamphlet, letter, sign or billboard,  
or in any other way, an advertisement  
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public, which advertisement contains any  
assertion, representation or statement of  
fact which is untrue, deceptive or mis-  
leading.

that said newspaper was regularly issued and circulated on  
each of the dates above named.

*A. F. Schellack*  
SIGNED \_\_\_\_\_  
A. F. Schellack, Foreman

Subscribed and sworn to  
before me  
this 15th day of January 19 60

*Notary Public*  
\_\_\_\_\_  
NOTARY PUBLIC, IN AND FOR CLARK COUNTY, NEVADA  
My Commission Expires April 14, 1962

SECTION 4. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 5. By reason of the facts and determinations recited in the preamble of this ordinance, it is hereby declared that an emergency exists and that this ordinance is in the public interest and is necessary for the immediate preservation of the public peace, health and safety of the inhabitants of the City of Las Vegas.

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SECTION 7. The City Clerk and Clerk of the Board of Commissioners of the City of Las Vegas shall cause this ordinance to be published once a week for two successive weeks immediately following its adoption in the Las Vegas Review-Journal, a daily newspaper published in the City of Las Vegas, Nevada, and this ordinance shall become effective immediately upon the second publication thereof.

PASSED, ADOPTED AND APPROVED  
this 6th day of January, 1960.

Oran K. Gragson, Mayor

ATTEST:

Edwina Cole, City Clerk  
Commissioners voting in favor of the foregoing emergency ordinance were as follows:

Those voting "Aye": Commissioners Elwell, Sharp, Fountain and Mayor Gragson.

Those voting "Nay": None.

ABSENT: Commissioner Whipple.

APPROVED:

(SEAL)

Oran K. Gragson, Mayor

ATTEST:

Edwina M. Cole, City Clerk

Jan. 8, 1960