

AN EMERGENCY ORDINANCE TO REPEAL EMERGENCY ORDINANCE NO. 807; 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 travelling 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 Emergency Ordinance No. 807 is hereby repealed.

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. All motels, hotels, inns, motor courts, boarding houses and lodging houses within the City of Las Vegas, when employing any of the advertising medium hereinabove referred to in Section 1 hereof, shall not insert any other advertising matter whatsoever except words of description of the principal commodity or service offered. If words of description of the principal commodity or service 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 the 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 1 hereof.

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.

CITY
CLERK'S
FILE

SECTION 6. 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 MORNING SUN, 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 16th day of December, 1959.

Oran K. Gragson
ORAN K. GRAGSON, Mayor

ATTEST:

Edmund M. Cole
City Clerk

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

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

Those voting "Nay": None

Absent: Commissioner Elwell

APPROVED:

Oran K. Gragson
ORAN K. GRAGSON, Mayor

(SEAL)

ATTEST:

Edmund M. Cole
City Clerk

AFFIDAVIT OF PUBLICATION

COUNTY OF CLARK }
STATE OF NEVADA, } ss.

.....
ANTHONY CINA.....

, being first duly sworn,

deposes and says: That he is Foreman..... of the
LAS VEGAS MORNING SUN, a daily newspaper of general circulation, printed and
published at Las Vegas, in the County of Clark, State of Nevada, and that the
attached was continuously published in said newspaper for a period of

Two Weeks

from Dec 19

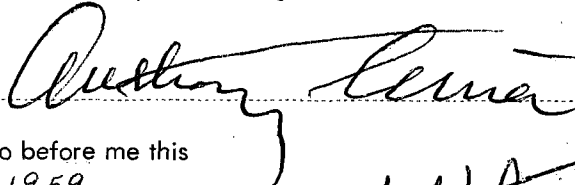
to Dec 26

inclusive, being the issues of said newspaper for the following dates, to-wit:

Dec 19 and 26, 1959

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

Signed.....



Subscribed and sworn to before me this
day of

Dec. 29, 1959

.....
HERBERT L. TOBMAN - NOTARY PUBLIC
In and for the County of Clark, State of Nevada
Notary Public in and for Clark County, Nevada

My Commission Expires

EMERGENCY ORDINANCE NO. 815
AN EMERGENCY ORDINANCE TO REPEAL EMERGENCY ORDINANCE NO. 807 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 FOR OTHER MATTERS PROPERLY RELATING HERETO; 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 has 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;

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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. All motels, hotels, inns, motor courts, boarding houses and lodging houses within the City of Las Vegas, when employing any of the advertising medium hereinabove referred to in Section 1 hereof, shall not insert any other advertising matter whatsoever except words of description of the principal commodity or service offered. If words of description of the principal commodity or service 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 the 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 1 hereof.

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PASSED, ADOPTED AND APPROVED this 16th day of December, 1959.

/s/ ORAN K. GRAGSON,
Mayor

Attest:
/s/ EDWINA M. COLE,
City Clerk

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

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

Those voting "Nay": None.
Absent: Commissioner Elwell.

Approved:
/s/ ORAN K. GRAGSON,
Mayor

(SEAL)
Attest:
/s/ EDWINA M. COLE,
City Clerk
Dec. 19 and 26, 1959.