

AN EMERGENCY ORDINANCE TO PROHIBIT FALSE 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 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. 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 state, 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 2. Any person, firm, or any officer or managing agent of any corporation or association, who shall violate the provisions of this ordinance shall be guilty of a misdemeanor, and shall be punished by a fine of not more than Five Hundred Dollars (\$500.00), or by imprisonment in the City Jail for not more than six (6) months, or by both such fine and imprisonment.

SECTION 3. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 4. 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.

SECTION 5. 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 Sun, a daily newspaper published in the City of Las Vegas, Nevada, and this ordinance shall become effective immediately

CITY
CLERK'S
FILE

upon the second publication thereof.

PASSED, ADOPTED AND APPROVED this 7th day of October, 1959.

Oran K. Gragson
ORAN K. GRAGSON, Mayor

ATTEST:

Marjorie Holtschlag
MARJORIE HOLTSCHLAG, City Clerk

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

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

Those voting "Nay": None

Absent: Commissioner Sharp

APPROVED:

Oran K. Gragson
ORAN K. GRAGSON, Mayor

(SEAL)

ATTEST:

Marjorie Holtschlag
MARJORIE HOLTSCHLAG, City Clerk

Adv. in Sun
Oct 10th & 17th

EMERGENCY ORDINANCE NO. 807.
AN EMERGENCY ORDINANCE TO PROHIBIT FALSE ADVERTISING, INCLUDING ADVERTISING FOR REAL ESTATE, SERVICES OF TOURS, TRIPS, TRAVEL, MOTOR TOURS, 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 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. 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 state, 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 2. Any person, firm, or any officer or managing agent of any corporation or association, who shall violate the provisions of this ordinance shall be guilty of a misdemeanor, and shall be punished by a fine of not more than Five Hundred Dollars (\$500.00), or by imprisonment in the City Jail for not more than six (6) months, or by both such fine and imprisonment.

SECTION 3. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 4. 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.

SECTION 5. 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 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 7th day of October, 1959.
 /s/ Oran K. Gragson
ORAN K. GRAGSON, Mayor

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA, }
 COUNTY OF CLARK } ss.

ANTHONY CINA, being first duly sworn,

deposes and says: That he is **Foreman** of the **LAS VEGAS 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 **Oct 10** to **Oct 17**

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

Oct 10 and 17, 1959

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

Signed *Anthony Cina*

Subscribed and sworn to before me this **19th** day of **Oct**, **1959**

Barbara J. Green
 Notary Public in and for Clark County, Nevada.

My Commission Expires
 My Commission Expires Mar. 17, 1960

ATTEST:
 /s/ Marjorie Holtschlag
MARJORIE HOLTSCHLAG
 City Clerk
 Commissioners voting in favor of the foregoing emergency ordinance were, as follows:
 Those voting "Aye": Commissioners Elwell, Fountain, Whipple and Mayor Gragson.
 Those voting "Nay": None
 Absent: Commissioner Sharp
APPROVED:
 /s/ Oran K. Gragson
ORAN K. GRAGSON, Mayor
 (SEAL)
 ATTEST:
 /s/ Marjorie Holtschlag
MARJORIE HOLTSCHLAG
 City Clerk
 Oct. 10 and 17, 1959.