

ORDINANCE NO. 943

AN ORDINANCE PROHIBITING FALSE AND FRAUDULENT ADVERTISING, INCLUDING ADVERTISING OF RATES BY RENTAL CAR AGENCIES WITHIN THE CITY OF LAS VEGAS; PROVIDING FOR INSURANCE; PROVIDING PENALTIES THEREFOR; PROVIDING OTHER MATTERS PROPERLY RELATED THERETO AND REPEALING ALL ORDINANCES AND PARTS OF ORDINANCES IN CONFLICT THEREWITH,

WHEREAS, the economic growth of the City of Las Vegas is due in part 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 residents of Las Vegas have been damaged as a result of false and fraudulent advertising which misrepresents facts, or which is deceptive or misleading, and that the Board of Commissioners of the City of Las Vegas has therefore determined that this 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. DEFINITION: Outdoor sign or outside sign as used in this Chapter means any sign visible to passers-by, whether the same shall be located within or without buildings, or displayed from or on a vehicle.

SECTION 2. No person shall display or cause to be displayed, any outdoor sign or sign which may be seen from a public highway or street, or from a passer-by, which sign includes any reference to the price for rental of a vehicle.

SECTION 3. No person owning, operating, or as manager or employee of a vehicle rental agency, shall display the price said vehicles may be rented for upon any vehicle owned or operated by said agency.

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SECTION 4. Before a license shall be granted to any person engaged in operating rental car vehicles, he shall deposit with the Supervisor of Licenses & Revenue an insurance policy securing payment in accordance with the provisions thereof to the patrons of the insured and to other persons as hereinafter provided:

(A) For damages because of bodily injury or death sustained by any such persons caused by accident and arising out of negligence in the use or operation of such vehicles;

(B) For damages because of injury to or destruction of property caused by accident and arising out of negligence in the use or operation of such rental vehicle, or vehicles, in the following amounts:

As respects coverage, twenty-five thousand dollars (\$25,000) for each person and subject to that limit for each person; one hundred thousand dollars (\$100,000) for each accident; as respects property damage coverage, twenty-five thousand (\$25,000) for each accident.

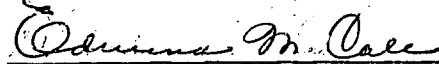
No such policy of insurance shall be cancelled prior to its expiration except upon five (5) days' notice in writing to the Supervisor of Licenses & Revenue. Upon the cancellation or expiration of such policy of insurance, it shall be unlawful to rent or let for hire any rental vehicle covered thereby until a new policy of insurance meeting the requirements of this Ordinance shall have been deposited with the Supervisor of Licenses & Revenue. Any such policy of insurance shall be issued by a company authorized to do business in this state and shall be approved by the City Attorney as to form and compliance with this ordinance.

Any person operating more than one vehicle as herein defined for hire at any one time, shall furnish a combined policy of an additional automobile liability policy as set forth above for each vehicle so held or maintained for hire.

SECTION 5. All ordinances or parts of ordinance, chapters, sections, subsections, phrases, sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada, 1960, in conflict herewith are hereby repealed.


ORAN K. GRAGSON, Mayor

ATTEST:


EDWINA M. COLE, City Clerk

(SEAL)

The above and foregoing ordinance was first proposed and read by title to the Board of Commissioners on the 15th day of November, 1961, and referred to the following committee composed of Commissioners Fountain and Levy for recommendation; thereafter the said committee reported favorably on said Ordinance on the 6th day of December, 1961, which was a regular meeting of said Board; that at said regular meeting the proposed Ordinance was read by title to the Board of Commissioners as first introduced and adopted by the following vote:

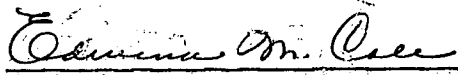
Voting "AYE": Commissioners Mirabelli, Levy, Fountain, Whipple & Mayor Gragson

Voting "NAY": None ABSENT: None

APPROVED:

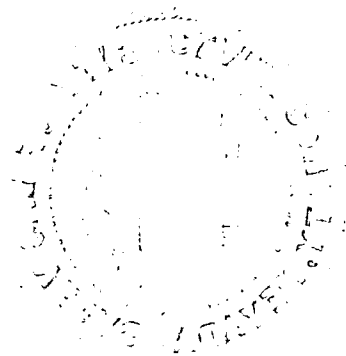

ORAN K. GRAGSON, Mayor

ATTEST:


EDWINA M. COLE, City Clerk

(SEAL)

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END