

AN ORDINANCE TO AMEND ORDINANCE NO. 594 TO REGULATE AND CONTROL THE POSTING AND MAINTAINING OF OUTSIDE ADVERTISING SIGNS OF MOTELS, MOTOR COURTS, AND LIKE ESTABLISHMENTS; AND PROVIDING PENALTIES FOR THE VIOLATION THEREOF.

WHEREAS, the economic growth of Las Vegas is due in part to the great tourist trade brought into the area; and

WHEREAS, the continuance of such tourist trade is dependant in part upon fair and ethical practice being followed by persons serving the traveling public; and

WHEREAS, it has been brought to the attention of the Commission that numerous unfair practices exist in the posting of signs for motels and like accomodations advertising a price that in fact does not exist at such place and accomodation; and

WHEREAS, the Commission has determined it to be in the public welfare and interest to regulate such a conduct;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF LAS VEGAS, NEVADA, AS FOLLOWS:

SECTION 1. For the purpose of this Ordinance certain terms and words are defined as follows:

"SIGN" as used in this Ordinance means any sign visible to passers-by whether the same shall be located within or without buildings.

"RATES" as used in this Ordinance means the rates at which rooms or other accomodations are rented to occupants.

"OPERATOR" as used in this Ordinance includes a manager or any person in charge of the operation of motels and like establishments. "Operator" or "owner" includes natural person, firms and corporations.

SECTION 2. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance, located within the City of Las Vegas, Nevada to display or cause to be displayed any sign or signs which may be seen from a public highway or street, which sign or signs includes in dollars and/or cents a statement relating to the rates charged at such establishment unless such sign or signs includes in letters and figures of similar size and prominence the following additional information; the number of rooms or units in the establishment and the rates charged for each; whether the rates quoted are for single or mutiple occupancy where such fact affects the rates charged; and the dates and hours during which such rates are in effect where such dates and/or times affect the rates charged.

SECTION 3. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance to display or cuase to be displayed on any sign rates for accommodations in any such establishment unless there shall be available in any such establishment, when vacant, accomodations for immediate occupancy to meet the displayed rates on such signs.

SECTION 4. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance to display or cuase to be displayed any sign in connection with any such establishment relating to rates which shall have thereon any untrue, misleading, false, or fraudulent representations.

SECTION 5. Nothing contained in this Ordinance shall be construed as to require any establishment within the scope of this Ordinance to have signs. This Ordinance, however, shall be liberally construed so as to prevent untrue, misleading, false, or fraudulent representations relating to rates, being placed upon signs pertaining to such establishments.

SECTION 6. This Ordinance shall apply to operators and owners of motels, motor courts, and like establishments, and to such establishments.

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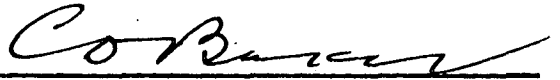
SECTION 7. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance to display or cause to be displayed any sign advertising a rate other or different than the rate filed with the City of Las Vegas for such establishment in compliance with Ordinance No. 568 of the City of Las Vegas.

SECTION 8. Any violation of this Ordinance, or any provision herein contained, shall constitute a misdemeanor and upon conviction thereof, the offender shall be punished by a fine of not more than \$500.00, or imprisonment in the City Jail for not more than six (6) months, or by both such fine and imprisonment in addition to any other penalties provided by law.

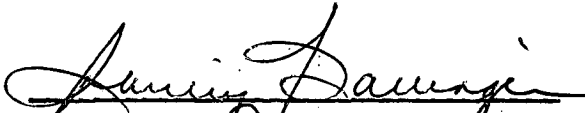
SECTION 9. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 10. 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 first reading and adoption in the Las Vegas Sun a daily newspaper published in the City of Las Vegas.

ATTEST:



C. D. BAKER, Mayor



SHIRLEY BALLINGER, City Clerk

The above and foregoing Ordinance was first proposed and read by title to the Board of Commissioners on the 2nd day of May, 1956, and referred to the following committee composed of Commissioners Bunker and Whipple for recommendation; thereafter the said committee reported favorably on said Ordinance on the 16th day of May, 1956, which was the regular meeting held on said day, and at said regular meeting held on said day, the proposed ordinance was read in full to the Board of Commissioners as first introduced and adopted by the following vote:


Voting "Aye": Commissioners Bunker, Fountain, Sharp, Whipple and Mayor Baker

Voting "Nay": None

Absent: None

ATTEST:

APPROVED:



SHIRLEY BALLINGER, City Clerk



C. D. BAKER, Mayor

ORDINANCE NO. 112
 AN ORDINANCE TO AMEND ORDINANCE NO. 534 TO REGULATE AND CONTROL THE POSTING AND MAINTAINING OF OUTSIDE ADVERTISING SIGNS OF MOTELS, MOTOR COURTS, AND LIKE ESTABLISHMENTS; AND PROVIDING PENALTIES FOR THE VIOLATION THEREOF.

WHEREAS, the economic growth of Las Vegas is due in part to the great tourist trade brought into the area; and

WHEREAS, the continuance of such tourist trade is dependant in part upon fair and ethical practice being followed by persons serving the traveling public; and

WHEREAS, it has been brought to the attention of the Commission that numerous unfair practices exist in the posting of signs for motels and like accommodations advertising a price that in fact does not exist at such place and accommodations; and

WHEREAS, the Commission has determined it to be in the public welfare and interest to regulate such a conduct;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF LAS VEGAS, NEVADA, AS FOLLOWS:

SECTION 1. For the purpose of this Ordinance certain terms and words are defined as follows:

"Sign" as used in this Ordinance means any sign visible to passers-by whether the same shall be located within or without buildings.

"Rates" as used in this Ordinance means the rates at which rooms or other accommodations are rented to occupants.

"Operator" as used in this Ordinance includes a manager or any person in charge of the operation of motels and like establishments. "Operator" or "owner" includes natural person, firms and corporations.

SECTION 2. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance, located within the City of Las Vegas, Nevada to display or cause to be displayed any sign or signs which may be seen from a public highway or street, which sign or signs includes in dollars and/or cents a statement relating to the rates charged at such establishment unless such sign or signs includes in letters and figures of similar size and prominence the following additional information; the number of rooms or units in the establishment and the rates charged for each; whether the rates quoted are for single or multiple occupancy where such fact affects the rates charges; and the dates and hours during which such rates are in effect where such dates and/or times affect the rates charged.

SECTION 3. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance to display or cause to be displayed any sign rates for accommodations in any such establishment unless there shall be available in any such establishment, when vacant, accommodations for immediate occupancy to meet the displayed rates on such signs.

SECTION 4. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance to display or cause to be displayed any sign in connection with any such establishment relating to rates which shall have thereon any untrue, misleading, false, or fraudulent representations.

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA, }
 COUNTY OF CLARK } ss.

Richard Lochrie, 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 *2 weeks*

from *May 23, 1956* to *May 30, 1956*

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

May 23, 30, 1956
 That said newspaper was regularly issued and circulated on each of the dates above named.

Signed *Richard Lochrie*

Subscribed and sworn to before me this *31st* day of *May, 1956*

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

My Commission Expires
 Commission Expires Mar. 17, 1960

SECTION 5. Nothing contained in this Ordinance shall be construed as to require any establishment within the scope of this Ordinance to have signs. This Ordinance, however, shall be liberally construed so as to prevent untrue, misleading, false, or fraudulent representations relating to rates, being placed upon signs pertaining to such establishments.

SECTION 6. This Ordinance shall apply to operators and owners of motels, motor courts, and like establishments, and to such establishments.

SECTION 7. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance to display or cause to be displayed any sign advertising a rate other or different than the rate filed with the City of Las Vegas for such establishment in compliance with Ordinance No. 368 of the City of Las Vegas.

SECTION 8. Any violation of this Ordinance, or any provision herein contained, shall constitute a misdemeanor and upon conviction thereof, the offender shall be punished by a fine of not more than \$500.00, or imprisonment in the City Jail for not more than six (6) months, or by both such fine and imprisonment in addition to any other penalties provided by law.

SECTION 9. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 10. 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 first reading and adoption in the Las Vegas Sun a daily newspaper published in the City of Las Vegas.

C. D. BAKER, Mayor

ATTEST:
SHIRLEY BALLINGER, City Clerk.

The above and foregoing Ordinance was first proposed and read by title to the Board of Commissioners on the 2nd day of May, 1956, and referred to the following committee composed of Commissioners Bunker and Whipple for recommendation; thereafter the said committee reported favorably on said Ordinance on the 16th day of May, 1956, which was the regular meeting held on said day, and at said regular meeting held on said day, the proposed ordinance with read in full to the Board of Commissioners as first introduced and adopted by the following vote:

Voting "Aye": Commissioners Bunker, Fountain, Sharp, Whipple and Mayor Baker.

Voting "Nay": None. Absent: None.

APPROVED:

C. D. BAKER, Mayor

ATTEST:
SHIRLEY BALLINGER, City Clerk,
May 23, 30, 1956.