

Chapter 3 ADVERTISING*

*State law reference(s)--Outdoor advertisers, F.S. Ch. 479.

Art. I. In General, <sec> <sec> 3-1--3-19

Art. II. Reserved

ARTICLE I. IN GENERAL

Sec. 3-1. Deceptive advertisements illegal.

It is unlawful to publish, or place before the public, in a newspaper or in any other way, an advertisement of any sort regarding goods or services offered to the public for sale or distribution and containing any representation or statement of fact which is untrue, or misleading, with intent to sell or in any way dispose of such goods or services, or to induce the public in any manner to enter into any obligation relating thereto or to acquire title interest therein.

Sec. 3-2. Price reductions must be bona fide.

It shall be unlawful to advertise, or otherwise represent to the public, in any manner whatsoever, a reduction in the price of any goods, or service, of whatsoever kind offered to the public, where the reduction is not based upon a previous bona fide sale price or cost price previously advertised or represented to the public for the articles or services so offered to the public.

Sec. 3-3. Deceptive representations.

It shall be unlawful by means of exaggerated variations in the comparative size, location or position of letters, figures or other markings or characters in any price-tag, or other public representation of any nature whatsoever, to mislead or deceive the public as to the true nature, price, quantity, quality, brand or character of any goods or services, or as to the nature of, or the reason, for the sale so being made to the public.

Sec. 3-4. Sound trucks and sound amplifying devices.

It shall be unlawful for any person to operate or permit to be operated in the city any sound amplifying devices or equipment for any purpose whatever, whether the same be stationary or operated from a vehicle or other carriage unless a permit has been obtained from the City Clerk to do so; provided, however, that it shall be unlawful for any person to make any loud and raucous noise to the disturbance of the peace. Any person to whom a permit has been issued under this section that abuses his discretion and causes or

permits loud and raucous noises shall subject the permit to immediate revocation. The words "sound amplifying equipment" as used in this section shall mean any machine or device for the amplification of any sound.

Cross reference(s)--Noises generally, Ch. 14.

Sec. 3-5. Posting bills, etc.

It shall be unlawful for any person to post any bills or other advertising matter upon any permanent or temporary structure or building, pole or tree located in any street, park, or other public way or place within the corporate limits of the City.

Secs. 3-6--3-19. Reserved.

ARTICLE II. RESERVED*

*Editor's note--Ord. No. 565-79, <sec> 1, adopted Nov. 7, 1979, repealed former Art. II of Ch. 3, consisting of <sec> <sec> 3-20--3-24, which pertained to land sale literature and was derived from Ord. No. 336, <sec> <sec> 1--5, adopted May 5, 1970. -----