

# NEVADA STATE JOURNAL

## PROOF OF PUBLICATION

STATE OF NEVADA }  
COUNTY OF WASHOE } ss.

DOROTHY YOCOM

being first duly sworn, deposes and says: That she is the legal clerk of THE NEVADA STATE JOURNAL, a daily newspaper published at Reno, in Washoe County, in the State of Nevada.

That the notice..... BILL NO: 207 .....

.....  
of which a copy is hereto attached, was first published in said newspaper in its issue dated the ... 7th day of ..... March ....., 19 68 .. and  
..... March 14 .....


the full period of .. 2 ... days, the last publication thereof being in the issue dated the ... 14th day of ..... March ....., 19 68 ..

Signed *Dorothy Yocom* .....

Subscribed and sworn to before me this

14th day of March ....., 19 68

*Richard J. Taylor*  
Notary Public.

 RICHARD J. TAYLOR  
Notary Public — State of Nevada  
Washoe County  
My Commission Expires Jan. 22, 1971

**NOTICE OF COUNTY ORDINANCE**  
Notice is hereby given that Bill No. 207, Ordinance No. 149 entitled: "An Ordinance to amend Section 3, County Ordinance 149, prohibiting false and fraudulent advertising in hotels, motels, and the like and by allowing therein the display in outdoor signs of numerals or wording indicating the name of the establishment, the said Ordinance No. 149 entitled as follows: "An Ordinance prohibiting false and fraudulent advertising by hotels, motels, and like establishments in the unincorporated area of Washoe County; requiring statement of rates to be posted; providing for revocation of business licenses of such establishments for cause; providing other matters properly relating thereto; providing penalties for the violation thereof; and repealing all ordinances or parts of ordinances in conflict herewith." was proposed on February 26, 1968 by Commissioner Cunningham and final action of adoption was taken on March 5, 1968 by the following vote of the Board of County Commissioners:  
Those Voting Nay: Commissioners: McKissick, McKenzie, Sauer, Cunningham and Streeter  
Those Voting Nay: Commissioners: None  
Those absent and Not Voting: Commissioners: None  
This ordinance shall be in full force and effect from and after March 14, 1968, the second date of publication. Notice is further given that typewritten copies of the above Ordinance are available for inspection by all interested parties at the office of the County Clerk, H. K. BROWN, County Clerk  
334900-207 March 7-14

SUMMARY: An Ordinance amending Ordinance No. 149 by prohibiting false and fraudulent advertising and allowing numerals in outdoor signs.

BILL NO. 207

ORDINANCE NO. 149

AN ORDINANCE TO AMEND SECTION 3, COUNTY ORDINANCE 149, PROHIBITING FALSE AND FRAUDULENT ADVERTISING IN HOTELS, MOTELS AND THE LIKE AND BY ALLOWING THEREIN THE DISPLAY IN OUTDOOR SIGNS OF NUMERALS OR WORDING INDICATING THE NAME OF THE ESTABLISHMENT, THE SAID ORDINANCE NO. 149 ENTITLED AS FOLLOWS: "AN ORDINANCE PROHIBITING FALSE AND FRAUDULENT ADVERTISING BY HOTELS, MOTELS, AND LIKE ESTABLISHMENTS IN THE UNINCORPORATED AREA OF WASHOE COUNTY; REQUIRING STATEMENT OF RATES TO BE POSTED; PROVIDING FOR REVOCATION OF BUSINESS LICENSES OF SUCH ESTABLISHMENTS FOR CAUSE; PROVIDING OTHER MATTERS PROPERLY RELATING THERETO; PROVIDING PENALTIES FOR THE VIOLATION THEREOF; AND REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH."

THE BOARD OF COUNTY COMMISSIONERS OF WASHOE COUNTY DO ORDAIN:

Section 1. Section 3 of County Ordinance No. 149 of the Ordinances of Washoe County is hereby amended by deleting the present wording of Section 3 of Ordinance No. 149 and substituting therefor the following wording to read as follows:

Section 3. Fraudulent Advertising Prohibited; Exceptions:

- (a) It shall be unlawful for the owner or operator of any motel, hotel, inn, motor court, boardinghouse, lodginghouse or like establishment to display or cause to be displayed on any outdoor sign or outside sign any advertising which includes any of the following material:
- (1) Any room rates charged for accommodations in such establishments;
  - (2) Any reference to "lowest rates", "family low rates", "special rates", "seasonal rates", "summer rates", "winter rates", "weekly rates", "low rates", or any other phraseology referring to any special rates, charges, prices or give-away gimmicks, merchandise, or special services, such as free meals, free television, free show reservations, free drinks, or similar free service, in connection with the rental of accommodations in such establishments;
  - (3) The number of apartments, rooms or units in such establishments; provided, however, that any such establishments may advertise "singles", "doubles", or "family units";
  - (4) The word "dollar" or the symbol thereof, or any of the numerals from one to nine, or zero, or words indicating the same, irrespective of whether such numeral or numerals are a part of the name of an association of which such owner or operator is or

may claim to be a member; provided, however, that it shall not be unlawful to advertise by means of an outdoor sign, or outside sign, membership in a recognized national association, the name of which includes a numeral or numerals.

(b) Nothing contained in this Chapter shall be construed to prevent:

(1) Any owner or operator from erecting, maintaining, displaying or showing any outdoor sign which contains numerals or words indicating the same, providing such numerals or words are part of the name of such establishment which name has been duly designated as the name of such establishment as provided by the laws of the State of Nevada and a business license has been issued under such name as provided for under Ordinance 31 of the Ordinances of Washoe County. Such outdoor sign must at all times contain the full name of such establishment as shown on such business license.


(2) Any establishment maintaining a restaurant or providing floor show entertainment from advertising the price of meals or the time of such floor show entertainment on an outdoor sign.

Section 2. This Ordinance shall be in full force and effect from and after its passage, approval and publication as prescribed by NRS 244.100.

Proposed on the 26th day of February, 1968.  
Proposed by Commissioner Cunningham  
Passed on the 5th day of March, 1968.

Vote:

Ayes: Commissioners: McKissick, McKenzie,  
Sauer, Cunningham & Streeter  
Nays: Commissioners: None  
Absent: Commissioners: None

ATTEST:  
  
[Signature]  
County Clerk

[Signature]  
Chairman of the Board

This Ordinance shall be in force and effect from and after the 14th day of March, 1968.