

RENO EVENING GAZETTE  
PROOF OF PUBLICATION

STATE OF NEVADA )  
COUNTY OF WASHOE ) sr.

DOROTHY YOCOM

being first duly sworn, deposes and says:

That she is the PRINCIPAL CLERK of THE RENO EVENING GAZETTE, a daily newspaper published at Reno, in Washoe County, in the State of Nevada.

That the notice OF COUNTY ORDINANCE

of which a copy is hereto attached, was first published in said newspaper in its issue dated the 26th day of

February, 1966, and was published in each issue of said newspaper thereafter for

March 5

the full period of 2 days, the last publication thereof being in the issue dated the 5th day of

March, 1966.

Signed *[Signature]*

Subscribed and sworn to before me this

5th day of March, 1966.

*[Signature]*  
Notary Public.

RICHARD J. TAYLOR  
Notary Public - State of Nevada  
Washoe County  
My Commission Expires Jan. 22, 1967

NOTICE OF COUNTY ORDINANCE  
NOTICE IS HEREBY GIVEN THAT  
BILL No. 145, Ordinance No. 145, AN  
ORDINANCE TO PROHIBIT CERTAIN  
ADVERTISING OF RATES BY USE OF  
NUMBERS AND NUMERALS BY HO-  
TELS, MOTELS, MOTOR COURTS, MO-  
TOR HOTELS, TOURIST COURTS AND  
LIKE ESTABLISHMENTS, DEFINING  
"OUTDOOR SIGN" OR "OUTSIDE  
SIGN"; PROVIDING OTHER MATTERS  
PROPERTY RELATING THERETO;  
PROVIDING PENALTIES FOR THE VI-  
OLATION THEREOF; AND REPEALING  
ALL ORDINANCES OR PARTS OF OR-  
DINANCES IN CONFLICT HEREWITH,  
was proposed February 15, 1966 by Com-  
missioner Sauer and final action of adop-  
tion was taken on Friday, February 25,  
1966.  
The vote on the above Ordinances  
was as follows:  
AYES: Commissioners: McKenzie,  
Streeter, Sauer, McKissick and Cunning-  
ham.  
NAYS: Commissioners: None  
ABSENT: Commissioners: None  
This Ordinance shall be in full force  
and effect from and after March 5, 1966  
and 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, Courthouse,  
Reno, Nevada.  
H. K. BROWN, County Clerk  
and Clerk of the Board of  
County Commissioners,  
Washoe County, Nevada  
Feb. 26-March 3

**SUMMARY:** An ordinance to supplement State law prohibiting outdoor advertising by hotels, motels and like establishments of rates for accommodations in the unincorporated area of Washoe County.

BILL NO. 145  
ORDINANCE NO. 145

AN ORDINANCE TO PROHIBIT CERTAIN ADVERTISING OF RATES BY USE OF NUMBERS AND NUMERALS BY HOTELS, MOTELS, MOTOR COURTS, MOTOR HOTELS, TOURIST COURTS AND LIKE ESTABLISHMENTS; DEFINING "OUTDOOR SIGN" OR "OUTSIDE SIGN"; PROVIDING OTHER MATTERS PROPERLY RELATING THERETO; PROVIDING PENALTIES FOR THE VIOLATION THEREOF; AND REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH.

WHEREAS, the Nevada State Legislature has provided for regulation of outside advertising of rates for accommodation by hotels and motels pursuant to the provisions of NRS §651.040; and

WHEREAS, it appears that certain outside advertising by hotels and motels which utilizes numbers or numerals may not come within the language of NRS §651.040; and

WHEREAS, it is the desire of the Board of County Commissioners of Washoe County, Nevada to supplement the State regulation of outdoor advertising by hotels and motels with regard to numbers or numerals which could indicate rates for accommodations;

NOW, THEREFORE, THE BOARD OF COUNTY COMMISSIONERS OF WASHOE COUNTY DO ORDAIN:

Section 1. No person shall display or cause to be displayed:

(a) Any outdoor sign or outside sign which may be seen from a public highway or street, which outdoor sign or outside sign includes any number or numeral of any description whatsoever, or the number of apartments, rooms, or units in the establishment. Any such establishment may, however, advertise "singles", "doubles", or "family units".

(b) Advertising by outdoor sign or outside sign with reference to any rates at which rooms or accommodations may be secured at such establishment.

(c) Advertising by outdoor sign or outside sign the corporate or fictitious name of such establishment or membership in any organization the name of which pertains to or can be reasonably constructed as pertaining to the rate of rooms or accommodations at such establishment.

Section 2. "Outdoor Sign" or "Outside Sign", as used in this Ordinance, means any sign visible to passers-by, whether the same shall be located within or without buildings.

Section 3. Nothing in this Ordinance shall be construed to prevent any person from placing the street address of the motel

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or hotel upon an outdoor sign, as herein defined, provided, however, such numerical address must be placed horizontally across the sign and must be followed by the name of the street on which the motel or hotel is located, provided further that such address shall be in letters and numbers of the same size and shall contain no dash, comma, period or blank space between the numerals or letters.

Section 4. Nothing in this Ordinance shall be construed to prevent any establishment maintaining a restaurant or providing floor show entertainment from advertising the price of meals or the time of said floor show entertainment on an outdoor sign.

Section 5. All ordinances or parts of ordinances in conflict with this Ordinance are hereby repealed.

Section 6. If any provision of this Ordinance or the application of such provision to any person or circumstance is held invalid, the remainder of this Ordinance and the application of such provision to other persons or circumstances shall not be affected thereby.

Section 7. Any violation of this Ordinance, or any provision herein contained, shall constitute a misdemeanor and the offender shall be punished by a fine of not more than \$500.00 or imprisonment in the County 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 8. 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 15th day of February, 1966.  
Proposed by Commissioner Sauer  
Passed on the 25th day of February, 1966.

Vote:  
Ayes: Commissioners: McKenzie, Streeter, Sauer  
McKissick and Cunningham  
Nayes: Commissioners: None  
Absent: Commissioners: None

JC McKenzie  
Chairman of the Board

ATTEST: [Signature]  
County Clerk

This Ordinance shall be in force and effect from and after the 5th day of March, 1966.