

CHAPTER 216

AN ACT to create 160.37 of the statutes, relating to the posting of rates for motels and motor courts, and providing a penalty.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

160.37 of the statutes is created to read:

160.37 MOTEL RATES. (1) DEFINITIONS. (a) "Outdoor sign" or "outside sign" means any sign visible to passers-by whether the same shall be located within or without buildings.

(b) "Room rates" means the rates at which rooms or other accommodations are rented to occupants.

(c) "Operator" includes a manager or any person in charge of the operation of motels and like establishments. "Operator" or "owner" includes natural persons, firms and corporations.

(2) **RENTAL POSTED.** It is unlawful for any owner or operator of any establishment held out as a motel, motor court, tourist cabin or like accommodation to post or maintain posted on any outdoor or outside advertising sign pertaining to such establishment, any rates for accommodations in such establishment unless the sign shall have posted thereon both the minimum and maximum room, or other rental unit rates for accommodations offered for rental. All posted rates and descriptive data required by this section shall be in type and material of the same size and prominence as the aforesaid data. This section shall not be held to be complied with by signs stating the rate per person or bearing the legend "and up."

(3) **ACCOMMODATIONS MUST EXIST.** It is unlawful for any owner or operator of any motel, motor court, tourist cabin or like accommodation to post or maintain posted on outdoor or outside advertising signs 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 posted rates on such advertising signs.

(4) **MISREPRESENTATION.** It is unlawful for any owner or operator of any motel, motor court, tourist cabin or like accommodation to post or maintain outdoor or outside advertising signs in connection with any such establishment relating to rates which have thereon any untrue, misleading, false, or fraudulent representations.

(5) **CONSTRUCTION.** Nothing contained in this section shall be construed so as to require such establishments to have outdoor or outside signs. This section shall be liberally construed so as to prevent untrue, misleading, false, or fraudulent representations relating to rates being placed upon outdoor or outside signs pertaining to such establishments.

(6) **PENALTY.** Any person violating this section shall be fined not exceeding \$300, or imprisoned not exceeding 6 months, or both.

Approved June 18, 1957.