RENTING POLICIES AND PRACTICES OF MOTELS TO NON-WHITES IN NEW JERSEY

Prepared by
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DEPARTMENT OF EDUCATION
DIVISION AGAINST DISCRIMINATION
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FOREWORD

This survey is one of a continuing number of inquiries into the practices of employers and places of public accommodation which have been conducted by the Division Against Discrimination of the New Jersey State Department of Education. It should be noted that this survey, as is true of preceding ones, is an educational enterprise. Anonymity of those who furnish information is guaranteed. The reception which representatives of the Division have had from motel operators—and from employers and managers in other surveys—has been courteous with few exceptions. Resulting changes in attitudes and practices during and following a survey may always be noted. This type of effort on the part of the Division staff, together with the judicious processing and dismissal or adjustment of such complaints as have been or may be filed, have done and will do much to provide an increasing degree of opportunity for association among all peoples in employment, in places of public accommodation and in public housing. Such association is, we believe, the most effective means of intergroup education.

Mr. Isham B. Jones who planned and conducted this study deserves praise. He was assisted by a number of other field representatives. The care taken by members of the clerical staff in typing the manuscript is appreciated.
RENTING POLICIES AND PRACTICES
OF MOTELS TO NON-WHITES
IN NEW JERSEY

The American tourist took 86% of his trips by
car in 1953, and spent more than $1,500,000,000 for
motel facilities. This money was spread among
more than 50,000 motels, of which number 3,000
were built in 1953.1 The motels of New Jersey
shared in this total sum spent by motoring tourists.
The American Negro was among the vacationing
tourists. In seeking a resting place overnight for
his family, he was sometimes successful in getting
accommodations, and sometimes not, in spite of the
Anti-Discrimination Law of the State of New Jer-
sey that prohibits denial of services or facilities by
any place of public accommodation because of
race, religion, color or nationality.

Some Negro tourists from outside the State of
New Jersey called the Division Against Discrimina-
tion and informed it of their inability to get ac-
commodations readily. In these instances, the tourist
was in a hurry to get on to his destination, and was
not in a position to file a complaint. Shortly after
receiving formal complaints against some motels,
the Division Against Discrimination determined to
make a survey of motels in New Jersey.

Purpose and Objectives of the Study

In undertaking this survey, the Division Against
Discrimination desired to find out the policies and
practices of motel owners in renting their facilities
to non-white persons. At the same time, the Divi-
sion wished to inform the motel keeper of his
obligations to rent his facilities to any traveler who
met his standards of admittance regardless of his
race, religion, color or nationality. In addition to
these objectives, the Division would seek to con-
vince a motel owner that he could accept non-white
patrons and remain in business; that he would be
following an established practice maintained by
other motel owners, and also repeating a practice
which was meeting with success in the majority of
hotels in New Jersey. The Division would also

1. Kenneth Wylie, "Horizontal Hotels", Popular Science,
Vol. 16 (July 1954), 112.
strive to inform and advise a motel owner as to how he could rent to non-white patrons without loss of other patronage.

**Extent of Survey**

One of the first problems encountered was the fact that there was no central bureau, agency, or statistical publication that listed all of the motels in New Jersey. A list of 204 motels was drawn up by taking names of motels registered in motel association guide books, names listed in the classified section of telephone directories, and by adding names given by Field Representatives of the Division Against Discrimination as result of their travels throughout the State together with names given to Field Representatives by other motel owners. The final list did not include every motel in New Jersey, as some motels were in the process of being constructed, or changing ownership, and also because a time schedule prevented the Division from constantly adding new names. However, the motels included in this survey represent at least 50% of the total motels in the State of New Jersey. Information concerning only 185 of the 204 motels was included in this survey. Nineteen motels were excluded from the final tabulation for the following reasons: (a) seven had gone out of business; (b) five were efficiency apartments rather than motels; (c) three were non-cooperative; (d) two were private tourist homes; and (e) two were cottages.

It was soon discovered that the places of public accommodation operating under different types of names, but all performing the same functions as motels, labelled themselves as motor courts, cottages, cabins and hotels. There were differences in the physical layouts. The physical layouts of 141 locations could be classified as typical motels. Thirty-one places were constructed as cabins. Three additional places contained both motels and trailers; and nine other places consisted of motels and cabins, while one location contained cabins and trailers.

**Attitudes of Motel Owners Toward the Survey**

The attitudes of the motel owners, although in the main very favorable and helpful, varied greatly. A letter mailed to the 204 motel operators from the
Division office requesting their cooperation elicited replies from 47 motel owners, or 23%, indicating their willingness to participate in the study. One Field Representative experienced difficulty when a motel owner grabbed the survey schedule from his hand, tore it into many pieces, and threw it into a waste basket. Another motel operator refused to talk with a Field Representative. Still another motel owner questioned one of the Field Representatives concerning how he was being received by other motel owners: Would the other motel owners talk to him? How was he treated? Were they kind or nasty to him? Finally, he answered these questions himself:

"I see you speak well, you know what to say, you are a fine looking chap and will get along anywhere."

At least three or four motel owners greeted the Field Representative in this manner:

"I am certainly glad to see you, and have waited for you to come around. Come on in."

The very fact that preliminary letters from the Division office were sent to motel owners had an educational value. They discussed the impending survey and asked questions among themselves. One owner told a Field Representative that some of the motel owners in his vicinity had visited him. They wanted to know what they should do, and what was going to happen to them. He said:

"I told them this. ‘What have you been doing?’ A few of them answered that ‘We have been turning Negroes away.’ I told them that I saw no need to do that as I accept all travellers, and it has not affected my business. We discussed this matter for some time, and they said that they would start accepting Negroes too”

**Functions of Motels**

A good description of motels and their functions in meeting the needs of a weary traveller is described in the paragraph below:

"It is the highway’s hotel. In cities of a hundred thousand or less, it is always better than the local
hotels and everywhere it comes increasingly to compete with all but the very best. For the motorist, it has conveniences so important that they outweigh the drawbacks, which may sometimes be serious. He need wait on no one’s time, a clerk’s, a bell boy’s, or on elevator’s. His car is always at hand if he needs to run an errand; his supplementary baggage and his professional or technical equipment are in it; he need take into his lodging only what he will for the night. Rooms are more spacious than he is likely to find in a hotel. He pays in advance and may depart at any hour, in a tenth of the time it would take to check out of a hotel, and with much less fuss. Procedures are swift and there are no rituals.”

For the same reasons as mentioned above a non-white traveler often prefers a motel to a hotel. Just as any other traveller does, he too, selects a motel according to its eye-appeal or luxuriousness in keeping within his financial status. His desire to share in the best is the same as his fellow travelers. He reads the same books and magazines, attends the same plays and movies, and is part of the same culture. In keeping with his station in life, he too, will select a first class motel.

“Those which may be called first class have an adequate amount of comfortable furniture, walls, and curtains and carpeting in good taste, adequate service and usually room telephones. Beyond this . . . there is a class which are truly luxurious, which are equipped and furnished with genuine distinctions, and which provide some of the services of a luxury hotel. They are likely to be large, to have a restaurant and a bar, and to be surrounded by landscaped gardens.”

Why Don’t Negroes Stop at Their Own Motels?

A small number of motel proprietors asked the Field Representative: “Why don’t Negroes patronize their own motels?” The answer given to this question took this form. A motel is a place of public accommodation in the State of New Jersey; a place of public accommodation is covered by the Anti-

2. Ibid., p. 46

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Discrimination Law which forbids refusals of services or facilities to anyone because of his race, religion, color, or nationality. It was also pointed out that a non-white traveler selects a motel on the basis of its appeal, his ability to pay, his desire to stop driving when he is tired, and his desire to get a comfortable place to stay before all of the units are occupied. The non-white person should no more be required to select or look for a non-white motel than an Englishman to select an “English” motel. Even if a Negro were to look for a non-white motel, he would not be likely to find one as there are only five known Negro motel owners in New Jersey. All five of them are located in Southern Jersey.

Three of the five motels owned by Negroes were included in this survey. One of these three proprietors stated that 65% of his business came from white patrons, while another one of them revealed that his trade was evenly divided between white and colored guests. Both of these proprietors indicated that some of their white guests were repeaters. Their establishments were beautifully furnished and could compete for business on the same basis as any other first class motel.

Within a radius of approximately ten miles, most of the white motel owners knew about the existence of the four motels owned by Negroes. A good relationship existed between the white and colored motel owners. These motel owners would recommend and exchange guests. However, some white motel owners would automatically refer a Negro tourist as he thought the “Negro would feel at home”, “would not be embarrassed”, or “his white guests would not have to complain”.

**Extent of Motel Accommodations for Negroes**

One hundred and ten of the 185 motels have had Negro guests, while 75 motels never had any Negro guests. Seventy-seven motels reported that their Negro guests lived outside of the State, and 20 motels revealed that their Negro guests lived within the State. Ninety-five motels did not report the residence of their Negro guests.
The geographical location of motels, the community social patterns, and individual prejudices and experiences, generally influenced the motel owner in deciding whether or not he would rent to non-whites. (See Table I)

**TABLE I**

<table>
<thead>
<tr>
<th>Location of Motels Surveyed and Number of Negro Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Negro guests</td>
</tr>
<tr>
<td>No Negro guests</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Percent having Negro guests</td>
</tr>
</tbody>
</table>

Seventy-seven per cent, or 45 of a total of 58, of all motels in North Jersey have had Negro guests. In Central and Shore Areas 61.3% or 27 of 44 motels, have had Negro guests. In Southern Jersey, the percentage of motels that had Negro guests was 45.7, or 38 of a total of 83. A further analysis of the Central and Shore areas revealed that 52.3% of the motels have rented their facilities to Negro guests, whereas 60% of the motels in the Atlantic City area have had Negro guests. Throughout the State of New Jersey, 59.4% of the motels have rented their facilities to Negro guests.

It should be noted that the highways crossing the State of New Jersey, or the highways bringing tourists to New Jersey and carrying them through the State to other states, are located only in North and Central Jersey. This means that fewer Negroes are using the highways in Southern Jersey that come come to a dead end at Cape May, or terminate at the Atlantic Ocean or the Delaware River.

With the building of the Garden State Parkway and the New Jersey Turnpike, more vacationists both in and outside of the State will visit Southern Jersey. As more and more of the motoring public

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* Includes all areas from New York State line to New Brunswick.
** Includes all areas south of New Brunswick to Camden and areas along the beaches in Monmouth County and upper section of Ocean County.
*** Includes all areas south of Camden to Cape May.
visits Southern Jersey, more Negroes will come. It is a matter of fact that each year more and more Negroes are staying at the first class beach hotels in a major resort city without loss of patronage by the hotels. As the knowledge of the reception and treatment of Negroes in restaurants, theaters, hotels, and other first class places of public accommodations penetrates the vicinity and environs of Southern New Jersey, more and more Negroes will be accepted as guests in motels.

**Community Pressures and Individual Prejudices**

Before the reader receives the impression that it is only a matter of a short period of time that a Negro guest will be staying at all motels in New Jersey, he should be acquainted with these additional factors. Community mores and patterns are so strong in some areas of South Jersey that if a motel operator desired to rent his facilities to Negroes, fear that his property would be damaged or burned to the ground might restrain him. In fact, in one resort town in Southern Jersey, not one motel in the city has ever rented any of its facilities to Negroes. One motel owner portrayed this sentiment in his community this way:

"I am afraid that they will burn my place down if I rent to Negroes. I can't get any insurance. If I had insurance, I would not care as I am only here during the summer. I rented once to a Chinese fellow and nobody liked it. The people are awful here. I call this little Florida."

The statement of another motel owner revealed that he has given some thought to the renting of his facilities to Negroes. He operated a rather large motel, and the Field Representative talked to him at length.

"I have been waiting to talk to you about some problems. I am glad to see you. We have a very large investment here and most of our business is repeat business. Tell me, what are some of the other motels doing in town and in this area? I find the people here are very
prejudiced. I really never had a Negro apply and it would be a problem for me.”

The community where these two motel owners lived has shown improved intergroup relations in the past few years. Within this period, there has been the utilization of places of accommodation by Negroes that were previously “off limits” to Negroes. Only in one other community visited was strong dislike expressed towards Negroes. This second community was not as far south as the one indicated above. A statement from a motel owner in this community is an extreme example, but significant:

“We don’t rent to Negroes. We don’t allow them in town. The only ones who come to town are those who are brought in by summer visitors. One Negro bought a place here forty years ago. He didn’t get to live in it. It was burned down before he moved in. We don’t have any problem here.”

Not willing to accept the statement of the motel manager that no Negroes lived in town, the Field Representative stopped several Negroes, who were walking along the streets. He was advised that Negroes lived outside of the town, came to town to work, and “you get along all right if you mind your own business.”

**Signs of Progress through Education**

Even where community attitudes and prejudices were unfavorable toward non-whites, individual motel owners rented to Negroes. Some others were giving this matter their fullest attention and were truly disturbed by their present exclusion policy. The motel owner, who expressed the thoughts below, operated a very beautiful, imposing and luxurious motel, having air conditioned units. His motel was located beside one of the main highways going into and out of Atlantic City.

“I have been waiting for you to call. I wanted to talk to you about some problems. I have never taken any Negroes. I usually speak to them courteously and tell them about my situation if I would rent to them. I usually call
a Negro motel or try to make arrangements for them with a Negro family in town. The people in this area are very bigoted. They boast that they are down below the Mason and Dixon line. The community is very much against taking Negroes."

After spending considerable time with this proprietor, explaining to him what lay beyond his fears, giving him confidence to change his renting policy as he wished to do in spite of his neighbor's practices, and advising him that many motel proprietors and first class hotels throughout New Jersey were renting to Negroes, the Field Representative was invited by this owner to return next year and check with him as he was going to change his policy.*

The thoughts expressed by this motel owner afforded the Field Representative an opportunity to interpret a Negro's attitude toward motel keepers securing accommodations for him at someone else's place. In calling for other accommodations, the motel owner was hurting the Negro's feelings. Regardless of what explanation is given to the Negro, he knows that he is not wanted, his pride has been hurt, and the owner is discriminating against him because of his race. Negroes have no more desire to stop at a motel operated by a Negro than any white motorist would desire to look for a particular motel operated by one having his skin color, nationality, or religion. When an individual requests a room in a motel, he has selected it on the basis of its beauty, its location, and his ability to pay. At times, a man's pocketbook is the only reason why a place is selected.

**Reservation Policies**

In processing the few complaints the Division Against Discrimination has had against motels, after having gained experience in handling various

*The reader should remember that with only four formal complaints lodged against motels, the attitude expressed by the motel owner reflects the thinking of a number of other motel keepers. Through an educational technique such as described in this survey, without force or duress, the Division Against Discrimination is able to change discriminatory policies and practices. The Division is enjoined by law to adjust complaints by conference, conciliation and persuasion, before utilizing its police powers.
other types of public accommodations, the Division sought to ascertain the role reservations played in the renting policy to non-whites. On occasion, advanced reservations have been stated as the reason why non-whites could not enjoy facilities in question. An examination of this item in this survey revealed that 21 motels rent their facilities almost exclusively without requiring advance reservations. One motel operator explained his policy in this manner:

"It is too much trouble to take reservations. Often, people don’t show up. In the meantime, you are losing business because requests for accommodations have been made by other travelers. You know you have to turn them down as you know you have several reservations. Sometimes, the reservation requests come from people who have been drinking too much. They don’t drive home, so they stop at your place. Some of these people will be all right, but others will continue the party and disturb your guests."

Another motel operator had this to say about her policy:

"All people are the same to us. If they appear O.K., we take them. We don’t even take any Shriners. (The Shriners Convention was being held in Atlantic City at the time of the visit.) We like to see our guests before renting to them."

Although some motel operators indicated that they did not accept any reservations, they admitted that if they knew the individual, or if the person returned every summer, or periodically, they would honor such requests.

Eighty-nine motel owners stated that approximately 10-15% of their business resulted from reservations. Thirty-four other motel proprietors indicated approximately 20 to 50% of their business came from reservations. Nineteen other motels revealed that most of their business was made almost exclusively by reservations. Twelve of these motels were located in Southern Jersey near or at summer resorts.
Two motel owners were under the impression that if a proprietor belonged to a motel association, he could not accept Negro guests. A review of the data revealed that 39 of the 58 motels located in North Jersey were members of some kind of motel association. Only five of these 39 motels never had any Negro guests. In the central and shore area, 27 of the 44 motels were members of motel associations. Five of these 27 motels never had entertained Negro guests. Twenty-eight of the 83 motels in Southern Jersey were motel association members. Fifteen of these 28 motels never accommodated Negro guests. With the exception of Southern New Jersey, Negroes had stayed less frequently at non-associated motels than at motels affiliated with motel associations. Negroes were accepted as guests at 41 non-associated motels and as guests at 69 associated motels. (See Table II)

**TABLE II**

<table>
<thead>
<tr>
<th></th>
<th>North Jersey</th>
<th>Central Shore</th>
<th>Southern Jersey</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members of Motel Assns.</td>
<td>39</td>
<td>27</td>
<td>28</td>
<td>94</td>
</tr>
<tr>
<td>Members of Motel Assns. &amp; Never Accommodated Negroes</td>
<td>5</td>
<td>5</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>Non-members of Assns. &amp; Never Accommodated Negroes</td>
<td>8</td>
<td>12</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Non-members of Assns. &amp; Have Accommodated Negroes</td>
<td>11</td>
<td>5</td>
<td>25</td>
<td>41</td>
</tr>
<tr>
<td>Members of Motel Assns. &amp; Have Accommodated Negroes</td>
<td>34</td>
<td>22</td>
<td>13</td>
<td>69</td>
</tr>
</tbody>
</table>

The information presented in Table II should establish beyond a shadow of a doubt that the acceptance of Negro guests has no relationship to the renting policies of motel associations regarding Negroes, nor the refusal of a motel association to accept a new member because Negroes have stayed at his motel. One motel owner blamed his denial of motel association membership to the fact that he rented his facilities to Negroes. One motel association clearly states its qualifications for membership: “Hotels, resorts, motor courts and restaurants
are selected . . . on five important considerations; general appearance, atmosphere, equipment, maintenance, and cleanliness.”

There seemed to be no relationship between the renting of facilities to Negroes and the acceptance or non-acceptance of reservations. The individual prejudice, or the assumed prejudices attributed to other people, resulted in his refusal to rent to Negroes. The frank attitude of one motel owner listed below illustrates this attitude:

“Each time a Negro stops in, we tell them we have no room.”

A different motel owner said:

“My help would not work here if Negroes stayed here. They would not clean up the rooms. Then, too, my guests would not stay either.”

A number of motel operators revealed that Negro guests were very appreciative of the fact that facilities had been rented to them. In these instances, the motel owner stated that Negroes would often fold the soiled sheets and pillow cases, and would straighten out the room before leaving. In fact, some Negroes would drop a postal card or letter to the motel owner after they had returned home informing them of their delightful stay.

Where a motel’s operations were based largely on reservations, such a motel usually was open only during the summer months. In this type of operation, the same customers may have returned. Twenty-eight motels pointed out that their guests stayed longer than three weeks; 28 other motels’ guests stayed two to three weeks; in 36 motels, guests remained one week; 86 motels had the same guest two to three days (mostly on weekends); and 162 motels reported that their guests remained only one night. (See Table III)
TABLE III
LENGTH OF STAY AT MOTELS

<table>
<thead>
<tr>
<th>Number of Days Stayed</th>
<th>Number of Motels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>162</td>
</tr>
<tr>
<td>2-3</td>
<td>86</td>
</tr>
<tr>
<td>7</td>
<td>36</td>
</tr>
<tr>
<td>14-21</td>
<td>28</td>
</tr>
<tr>
<td>21 and more</td>
<td>28</td>
</tr>
</tbody>
</table>

These figures clearly show that most of the motels did their business with overnight guests; however, a portion of their business included guests staying over one night.

The Cost of Living at Motels

The rates charged to guests varied considerably. The lowest rate charged was $1.00 per person per night. This owner usually kept his units fully rented during the summer. Of course, his competitors did not like this. On the other hand, rentals at nine motels were more than $15.00 per day. One luxury motel, having large picture windows, plush furnishings, air conditioning, restaurant, and cocktail bar, charged $15.00 per day for the first person and $5.00 per day for each additional person besides the first one. (See Table IV)

TABLE IV
Rate Charged Per Night

<table>
<thead>
<tr>
<th>Rate Per Day*</th>
<th>Number of Motels</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.00-$3.00</td>
<td>18</td>
</tr>
<tr>
<td>$4.00-$5.00</td>
<td>87</td>
</tr>
<tr>
<td>$6.00-$10.00</td>
<td>117</td>
</tr>
<tr>
<td>$11.00-$15.00</td>
<td>33</td>
</tr>
<tr>
<td>$15.00 and up</td>
<td>9</td>
</tr>
</tbody>
</table>

It is to be remembered that the rates charged varied according to the season of the year. In almost all places, the winter rates were lower than the summer rates. The rates charged during the height of the vacation season were usually higher than those at the start of the summer. Higher rates

*Motels have most of their guests for one night, but also have guests remaining for longer periods of time.

*Many motels have different rates according to time of season and size of unit.
were usually paid during the Fourth of July and Labor Day weekends.

Generally, most of the larger motels have a few family units that are rented above the usual $8.00 to $10.00 fee per day. Such rates would fall in the $10.00 to $14.00 rate per day. These units are large and accommodate more than two persons.

The smaller motel units were usually filled up first. This meant that only the larger sized units and more costly units were left for late customers. Thus a late stopper might be penalized financially for his accommodations, or he might not get any accommodations. In one instance, only, was evidence presented that five years ago it used to be the custom to “jack-up the rates when a Negro motorist applied for a room”.

Informed travellers know that they should look for a motel before five p.m. Duncan Hines, the vacation expert and adviser, stated:

“Vacation time travelers run the risk of finding no vacancies in the better motels if they wait until too late in the afternoon.”

He suggested the traveler should stop before 4:30 p.m. One other author gave the same suggestion:

“If you have no reservation, plan to stop by 4:00 p.m.”

License Fees

Aware of the fact that motels are covered by the Anti-Discrimination Law of New Jersey, the Division Against Discrimination was desirous of finding the extent to which motels might also be subject to municipal or township ordinances. For this reason, the Division inquired as to whether or not motels are required to have licenses. The municipality or township that issued licenses may at its discretion refuse to renew a license if the licensee has failed to observe all local ordinances, county and state statutes which might cover all phases of its operations.


Seventy-three motels of the 185 had to have a license in order to operate their business. Six motel owners operated more than one motel. Four of these six motel owners had more than one motel in the State of New Jersey. The other motel owners had motels outside of the State.

It was interesting to note the extreme range of fees for licenses that the 73 motel proprietors had to pay in their communities. In most instances, the license fees ranged from $1.00 to $5.00 per unit. However, the highest fee paid by one motel owner was $100.00 per unit for the first ten units, and $50.00 for each unit above ten units. His yearly license was $2,500.00. (See Table V)

TABLE V

<table>
<thead>
<tr>
<th>Number of Units</th>
<th>Number of Motels</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10</td>
<td>51</td>
</tr>
<tr>
<td>11-15</td>
<td>43</td>
</tr>
<tr>
<td>16-20</td>
<td>25</td>
</tr>
<tr>
<td>21-25</td>
<td>16</td>
</tr>
<tr>
<td>25 and more</td>
<td>49</td>
</tr>
<tr>
<td>Unknown</td>
<td>1</td>
</tr>
</tbody>
</table>

Additional Problems

Motel owners were very careful in protecting their investment and reputation. A good number of proprietors have adopted the policy of not renting to any automobile driver who applies for a room if he has local automobile plates, regardless of his race, creed, color or nationality, or if he has no luggage.

One motel owner stated:

"In most instances, we turn down anybody, white or colored, if they come here without baggage."

Another motel owner reported this about his rental policy:

"We make everybody drive up to the front office so we can see who is in the car, before renting. This way, we can see if there are any local townspeople, or any cheating being done. Some fellows have the habit of parking their
cars away from the office and coming to the office alone. We advise those fellows to bring their car to the office. After that, we will talk about renting a room. In those instances, these fellows get in their cars and keep on going.”

Another renting problem facing some motel owners was the inheritance of the previous owner’s business. One owner said:

“The first year I operated this motel I had a lot of trouble. Previous customers kept coming back whose type of business I did not want. Some of these people were gamblers, drunks, and immoral persons. The second year, I had less trouble from those kind of people. This year, I have a good business and have no more of those problems.”

Evan M. Wylie pointed out this same problem:

“An owner still encounters difficulties for a few months at the very least in convincing the public that he is running a first class motel for bona fide travelers only and that he will not stand for any funny business.

“Near the resorts and smaller towns, it will be necessary to deal firmly with unmarried couples posing as tourists, free-wheeling collegians and sometimes even hell-raising high school students. New courts are often sought out by such unwelcome visitors as local hoodlums, gamblers and prostitutes. In their eagerness to rent rooms, neophyte motel keepers can get into serious difficulties with the law and earn an unsavory reputation which may haunt them for years. Once so labeled, it is impossible to gain membership in the reputable motel owners’ associations or receive endorsement of the A.A.A. and other groups which have done so much to improve the standards of the industry.”

**Acquaintance with Anti-Discrimination Law**

It has been previously mentioned in this survey that motels are places of public accommodation, and therefore, must operate their facilities in accordance with the Anti-Discrimination Law of the

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**TABLE V**

<table>
<thead>
<tr>
<th>Number of Units</th>
<th>Number of Motels</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10</td>
<td>51</td>
</tr>
<tr>
<td>11-15</td>
<td>43</td>
</tr>
<tr>
<td>16-20</td>
<td>25</td>
</tr>
<tr>
<td>21-25</td>
<td>16</td>
</tr>
<tr>
<td>25 and more</td>
<td>49</td>
</tr>
<tr>
<td>Unknown</td>
<td>1</td>
</tr>
</tbody>
</table>

**Additional Problems**

Motel owners were very careful in protecting their investment and reputation. A good number of proprietors have adopted the policy of not renting to any automobile driver who applies for a room if he has local automobile plates, regardless of his race, creed, color or nationality, or if he has no luggage.

One motel owner stated:

"In most instances, we turn down anybody, white or colored, if they come here without baggage."

Another motel owner reported this about his rental policy:

"We make everybody drive up to the front office so we can see who is in the car, before renting. This way, we can see if there are any local townspeople, or any cheating being done. Some fellows have the habit of parking their
Anti-Discrimination Law of the State, all orderly persons had to be accepted. Field Representatives also used these same items as one of the selling points in bolstering the confidence of some motel owners in changing their renting policies.

Conclusions

The findings of this survey could be summarized in the following fashion: (1) Approximately sixty per cent (59.4) of the motel owners in New Jersey are renting their facilities on a non-discriminatory basis. (2) Negroes have the best opportunity of getting accommodations in Northern New Jersey (77.5%). (3) Fewer facilities are available to non-whites in Central and Shore areas (61.3%). (4) Non-whites gain access most infrequently in Southern New Jersey (45.7%).

Implications

A non-white traveler in New Jersey may experience difficulty in gaining motel accommodations. His chances are best in Northern New Jersey, and least in Southern New Jersey where he has not quite a 50-50 chance of gaining accommodations.

Motels accepting Negro guests will continue to do so, and will accept more of them. Motels, which have never accepted Negro guests, after learning that the majority of motels in New Jersey rent their facilities to Negroes, without loss of business and with few objections from white guests, will gradually change their renting policy. Once a motel owner overcomes his psychological fears and those of community pressures and rents to a Negro, he will continue to do so.

The services of the Division Against Discrimination are always available to any motel owner to assist him with any of his problems. Additional copies of the Law are available as well as cards that might be displayed for employees and the
RENTING POLICIES AND PRACTICES OF MOTELS TO NON-WHITES IN NEW JERSEY

Prepared by
ISHAM B. JONES
Field Representative

JUNE 1955

STATE OF NEW JERSEY
DEPARTMENT OF EDUCATION
DIVISION AGAINST DISCRIMINATION
1060 BROAD STREET
NEWARK 2, N. J.
FOREWORD

This survey is one of a continuing number of inquiries into the practices of employers and places of public accommodation which have been conducted by the Division Against Discrimination of the New Jersey State Department of Education. It should be noted that this survey, as is true of preceding ones, is an educational enterprise. Anonymity of those who furnish information is guaranteed. The reception which representatives of the Division have had from motel operators—and from employers and managers in other surveys—has been courteous with few exceptions. Resulting changes in attitudes and practices following a survey may always be noted. This type of effort on the part of the Division staff, together with the judicious processing and dismissal or adjustment of such complaints as have been or may be filed, have done and will do much to provide an increasing degree of opportunity for association among all peoples in employment, in places of public accommodation and in public housing. Such association, we believe, the most effective means of intergroup education.

Mr. Isham B. Jones who planned and conducted this study deserves praise. He was assisted by a number of other field representatives. The care taken by members of the clerical staff in typing the manuscript is appreciated.
RENTING POLICIES AND PRACTICES
OF MOTELS TO NON-WHITES
IN NEW JERSEY

The American tourist took 86% of his trips by car in 1953, and spent more than $1,500,000,000 for motel facilities. This money was spread among more than 50,000 motels, of which number 3,000 were built in 1953.1 The motels of New Jersey shared in this total sum spent by motoring tourists. The American Negro was among the vacationing tourists. In seeking a resting place overnight for his family, he was sometimes successful in getting accommodations, and sometimes not, in spite of the Anti-Discrimination Law of the State of New Jersey that prohibits denial of services or facilities by any place of public accommodation because of race, religion, color or nationality.

Some Negro tourists from outside the State of New Jersey called the Division Against Discrimination and informed it of their inability to get accommodations readily. In these instances, the tourist was in a hurry to get on to his destination, and was not in a position to file a complaint. Shortly after receiving formal complaints against some motels, the Division Against Discrimination determined to make a survey of motels in New Jersey.

Purpose and Objectives of the Study

In undertaking this survey, the Division Against Discrimination desired to find out the policies and practices of motel owners in renting their facilities to non-white persons. At the same time, the Division wished to inform the motel keeper of his obligations to rent his facilities to any traveler who met his standards of admittance regardless of his race, religion, color or nationality. In addition to these objectives, the Division would seek to convince a motel owner that he could accept non-white patrons and remain in business; that he would be following an established practice maintained by other motel owners, and also repeating a practice which was meeting with success in the majority of hotels in New Jersey. The Division would also

strive to inform and advise a motel owner as to how he could rent to non-white patrons without loss of other patronage.

**Extent of Survey**

One of the first problems encountered was the fact that there was no central bureau, agency, or statistical publication that listed all of the motels in New Jersey. A list of 204 motels was drawn up by taking names of motels registered in motel association guide books, names listed in the classified section of telephone directories, and by adding names given by Field Representatives of the Division Against Discrimination as result of their travels throughout the State together with names given to Field Representatives by other motel owners. The final list did not include every motel in New Jersey, as some motels were in the process of being constructed, or changing ownership, and also because a time schedule prevented the Division from constantly adding new names. However, the motels included in this survey represent at least 50% of the total motels in the State of New Jersey. Information concerning only 185 of the 204 motels was included in this survey. Nineteen motels were excluded from the final tabulation for the following reasons: (a) seven had gone out of business; (b) five were efficiency apartments rather than motels; (c) three were non-cooperative; (d) two were private tourist homes; and (e) two were cottages.

It was soon discovered that the places of public accommodation operating under different types of names, but all performing the same functions as motels, labelled themselves as motor courts, cottages, cabins and hotels. There were differences in the physical layouts. The physical layouts of 141 locations could be classified as typical motels. Thirty-one places were constructed as cabins. Three additional places contained both motels and trailers; and nine other places consisted of motels and cabins, while one location contained cabins and trailers.

**Attitudes of Motel Owners Toward the Survey**

The attitudes of the motel owners, although in the main very favorable and helpful, varied greatly. A letter mailed to the 204 motel operators from the
Division office requesting their cooperation elicited replies from 47 motel owners, or 23%, indicating their willingness to participate in the study. One Field Representative experienced difficulty when a motel owner grabbed the survey schedule from his hand, tore it into many pieces, and threw it into a waste basket. Another motel operator refused to talk with a Field Representative. Still another motel owner questioned one of the Field Representatives concerning how he was being received by other motel owners: Would the other motel owners talk to him? How was he treated? Were they kind or nasty to him? Finally, he answered these questions himself:

“I see you speak well, you know what to say, you are a fine looking chap and will get along anywhere.”

At least three or four motel owners greeted the Field Representative in this manner:

“I am certainly glad to see you, and have waited for you to come around. Come on in.”

The very fact that preliminary letters from the Division office were sent to motel owners had an educational value. They discussed the impending survey and asked questions among themselves. One owner told a Field Representative that some of the motel owners in his vicinity had visited him. They wanted to know what they should do, and what was going to happen to them. He said:

“I told them this. ‘What have you been doing?’ A few of them answered that ‘We have been turning Negroes away.’ I told them that I saw no need to do that as I accept all travellers, and it has not affected my business. We discussed this matter for some time, and they said that they would start accepting Negroes too”

Functions of Motels

A good description of motels and their functions in meeting the needs of a weary traveller is described in the paragraph below:

“It is the highway’s hotel. In cities of a hundred thousand or less, it is always better than the local
hotels and everywhere it comes increasingly to compete with all but the very best. For the motorist, it has conveniences so important that they outweigh the drawbacks, which may sometimes be serious. He need wait on no one's time, a clerk's, a bell boy's, or on elevator's. His car is always at hand if he needs to run an errand; his supplementary baggage and his professional or technical equipment are in it; he need take into his lodging only what he will for the night. Rooms are more spacious than he is likely to find in a hotel. He pays in advance and may depart at any hour, in a tenth of the time it would take to check out of a hotel, and with much less fuss. Procedures are swift and there are no rituals."

For the same reasons as mentioned above a non-white traveler often prefers a motel to a hotel. Just as any other traveller does, he too, selects a motel according to its eye-appeal or luxuriousness in keeping within his financial status. His desire to share in the best is the same as his fellow travelers. He reads the same books and magazines, attends the same plays and movies, and is part of the same culture. In keeping with his station in life, he too, will select a first class motel.

"Those which may be called first class have an adequate amount of comfortable furniture, walls, and curtains and carpeting in good taste, adequate service and usually room telephones. Beyond this ... there is a class which are truly luxurious, which are equipped and furnished with genuine distinctions, and which provide some of the services of a luxury hotel. They are likely to be large, to have a restaurant and a bar, and to be surrounded by landscaped gardens."

**Why Don't Negroes Stop at Their Own Motels?**

A small number of motel proprietors asked the Field Representative: "Why don't Negroes patronize their own motels?" The answer given to this question took this form. A motel is a place of public accommodation in the State of New Jersey; a place of public accommodation is covered by the Anti-

2. Ibid., p. 46
Discrimination Law which forbids refusals of services or facilities to anyone because of his race, religion, color, or nationality. It was also pointed out that a non-white traveler selects a motel on the basis of its appeal, his ability to pay, his desire to stop driving when he is tired, and his desire to get a comfortable place to stay before all of the units are occupied. The non-white person should no more be required to select or look for a non-white motel than an Englishman to select an “English” motel. Even if a Negro were to look for a non-white motel, he would not be likely to find one as there are only five known Negro motel owners in New Jersey. All five of them are located in Southern Jersey.

Three of the five motels owned by Negroes were included in this survey. One of these three proprietors stated that 65% of his business came from white patrons, while another one of them revealed that his trade was evenly divided between white and colored guests. Both of these proprietors indicated that some of their white guests were repeaters. Their establishments were beautifully furnished and could compete for business on the same basis as any other first class motel.

Within a radius of approximately ten miles, most of the white motel owners knew about the existence of the four motels owned by Negroes. A good relationship existed between the white and colored motel owners. These motel owners would recommend and exchange guests. However, some white motel owners would automatically refer a Negro tourist as he thought the “Negro would feel at home”, “would not be embarrassed”, or “his white guests would not have to complain”.

**Extent of Motel Accommodations for Negroes**

One hundred and ten of the 185 motels have had Negro guests, while 75 motels never had any Negro guests. Seventy-seven motels reported that their Negro guests lived outside of the State, and 20 motels revealed that their Negro guests lived within the State. Ninety-five motels did not report the residence of their Negro guests.
The geographical location of motels, the community social patterns, and individual prejudices and experiences, generally influenced the motel owner in deciding whether or not he would rent to non-whites. (See Table I)

**TABLE I**

<table>
<thead>
<tr>
<th>Location of Motels Surveyed and Number of Negro Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section</strong></td>
</tr>
<tr>
<td>Negro guests ...... 45</td>
</tr>
<tr>
<td>No Negro guests ... 13</td>
</tr>
<tr>
<td>Total .............. 58</td>
</tr>
<tr>
<td>Percent having Negro guests .... 77.5</td>
</tr>
</tbody>
</table>

Seventy-seven per cent, or 45 of a total of 58, of all motels in North Jersey have had Negro guests. In Central and Shore Areas 61.3% or 27 of 44 motels, have had Negro guests. In Southern Jersey, the percentage of motels that had Negro guests was 45.7, or 38 of a total of 83. A further analysis of the Central and Shore areas revealed that 52.3% of the motels have rented their facilities to Negro guests, whereas 60% of the motels in the Atlantic City area have had Negro guests. Throughout the State of New Jersey, 59.4% of the motels have rented their facilities to Negro guests.

It should be noted that the highways crossing the State of New Jersey, or the highways bringing tourists to New Jersey and carrying them through the State to other states, are located only in North and Central Jersey. This means that fewer Negroes are using the highways in Southern Jersey that come come to a dead end at Cape May, or terminate at the Atlantic Ocean or the Delaware River.

With the building of the Garden State Parkway and the New Jersey Turnpike, more vacationists both in and outside of the State will visit Southern Jersey. As more and more of the motoring public

* Includes all areas from New York State line to New Brunswick.

** Includes all areas south of New Brunswick to Camden and areas along the beaches in Monmouth County and upper section of Ocean County.

*** Includes all areas south of Camden to Cape May.
visits Southern Jersey, more Negroes will come. It is a matter of fact that each year more and more Negroes are staying at the first class beach hotels in a major resort city without loss of patronage by the hotels. As the knowledge of the reception and treatment of Negroes in restaurants, theaters, hotels, and other first class places of public accommodations penetrates the vicinity and environs of Southern New Jersey, more and more Negroes will be accepted as guests in motels.

**Community Pressures and Individual Prejudices**

Before the reader receives the impression that it is only a matter of a short period of time that a Negro guest will be staying at all motels in New Jersey, he should be acquainted with these additional factors. Community mores and patterns are so strong in some areas of South Jersey that if a motel operator desired to rent his facilities to Negroes, fear that his property would be damaged or burned to the ground might restrain him. In fact, in one resort town in Southern Jersey, not one motel in the city has ever rented any of its facilities to Negroes. One motel owner portrayed this sentiment in his community this way:

"I am afraid that they will burn my place down if I rent to Negroes. I can't get any insurance. If I had insurance, I would not care as I am only here during the summer. I rented once to a Chinese fellow and nobody liked it. The people are awful here. I call this little Florida."

The statement of another motel owner revealed that he has given some thought to the renting of his facilities to Negroes. He operated a rather large motel, and the Field Representative talked to him at length.

"I have been waiting to talk to you about some problems. I am glad to see you. We have a very large investment here and most of our business is repeat business. Tell me, what are some of the other motels doing in town and in this area? I find the people here are very
prejudiced. I really never had a Negro apply and it would be a problem for me.”

The community where these two motel owners lived has shown improved intergroup relations in the past few years. Within this period, there has been the utilization of places of accommodation by Negroes that were previously “off limits” to Negroes. Only in one other community visited was strong dislike expressed towards Negroes. This second community was not as far south as the one indicated above. A statement from a motel owner in this community is an extreme example, but significant:

“We don’t rent to Negroes. We don’t allow them in town. The only ones who come to town are those who are brought in by summer visitors. One Negro bought a place here forty years ago. He didn’t get to live in it. It was burned down before he moved in. We don’t have any problem here.”

Not willing to accept the statement of the motel manager that no Negroes lived in town, the Field Representative stopped several Negroes, who were walking along the streets. He was advised that Negroes lived outside of the town, came to town to work, and “you get along all right if you mind your own business.”

**Signs of Progress through Education**

Even where community attitudes and prejudices were unfavorable toward non-whites, individual motel owners rented to Negroes. Some others were giving this matter their fullest attention and were truly disturbed by their present exclusion policy. The motel owner, who expressed the thoughts below, operated a very beautiful, imposing and luxurious motel, having air conditioned units. His motel was located beside one of the main highways going into and out of Atlantic City.

“I have been waiting for you to call. I wanted to talk to you about some problems. I have never taken any Negroes. I usually speak to them courteously and tell them about my situation if I would rent to them. I usually call
a Negro motel or try to make arrangements for them with a Negro family in town. The people in this area are very bigoted. They boast that they are down below the Mason and Dixon line. The community is very much against taking Negroes."

After spending considerable time with this proprietor, explaining to him what lay beyond his fears, giving him confidence to change his renting policy as he wished to do in spite of his neighbor's practices, and advising him that many motel proprietors and first class hotels throughout New Jersey were renting to Negroes, the Field Representative was invited by this owner to return next year and check with him as he was going to change his policy.*

The thoughts expressed by this motel owner afforded the Field Representative an opportunity to interpret a Negro's attitude toward motel keepers securing accommodations for him at someone else's place. In calling for other accommodations, the motel owner was hurting the Negro's feelings. Regardless of what explanation is given to the Negro, he knows that he is not wanted, his pride has been hurt, and the owner is discriminating against him because of his race. Negroes have no more desire to stop at a motel operated by a Negro than any white motorist would desire to look for a particular motel operated by one having his skin color, nationality, or religion. When an individual requests a room in a motel, he has selected it on the basis of its beauty, its location, and his ability to pay. At times, a man's pocketbook is the only reason why a place is selected.

**Reservation Policies**

In processing the few complaints the Division Against Discrimination has had against motels, after having gained experience in handling various

*The reader should remember that with only four formal complaints lodged against motels, the attitude expressed by the motel owner reflects the thinking of a number of other motel keepers. Through an educational technique such as described in this survey, without force or duress, the Division Against Discrimination is able to change discriminatory policies and practices. The Division is enjoined by law to adjust complaints by conference, conciliation and persuasion, before utilizing its police powers.
other types of public accommodations, the Division sought to ascertain the role reservations played in the renting policy to non-whites. On occasion, advanced reservations have been stated as the reason why non-whites could not enjoy facilities in question. An examination of this item in this survey revealed that 21 motels rent their facilities almost exclusively without requiring advance reservations. One motel operator explained his policy in this manner:

"It is too much trouble to take reservations. Often, people don't show up. In the meantime, you are losing business because requests for accommodations have been made by other travelers. You know you have to turn them down as you know you have several reservations. Sometimes, the reservation requests come from people who have been drinking too much. They don't drive home, so they stop at your place. Some of these people will be all right, but others will continue the party and disturb your guests."

Another motel operator had this to say about her policy:

"All people are the same to us. If they appear O.K., we take them. We don't even take any Shriners. (The Shriners Convention was being held in Atlantic City at the time of the visit.) We like to see our guests before renting to them."

Although some motel operators indicated that they did not accept any reservations, they admitted that if they knew the individual, or if the person returned every summer, or periodically, they would honor such requests.

Eighty-nine motel owners stated that approximately 10-15% of their business resulted from reservations. Thirty-four other motel proprietors indicated approximately 20 to 50% of their business came from reservations. Nineteen other motels revealed that most of their business was made almost exclusively by reservations. Twelve of these motels were located in Southern Jersey near or at summer resorts.
Two motel owners were under the impression that if a proprietor belonged to a motel association, he could not accept Negro guests. A review of the data revealed that 39 of the 58 motels located in North Jersey were members of some kind of motel association. Only five of these 39 motels never had any Negro guests. In the central and shore area, 27 of the 44 motels were members of motel associations. Five of these 27 motels never had entertained Negro guests. Twenty-eight of the 83 motels in Southern Jersey were motel association members. Fifteen of these 23 motels never accommodated Negro guests. With the exception of Southern New Jersey, Negroes had stayed less frequently at non-associated motels than at motels affiliated with motel associations. Negroes were accepted as guests at 41 non-associated motels and as guests at 69 associated motels. (See Table II)

TABLE II

<table>
<thead>
<tr>
<th>Members of Motel Assns.</th>
<th>North Jersey</th>
<th>Central Shore</th>
<th>Southern Jersey</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members of Motel Assns. &amp; Never Accommodated</td>
<td>39</td>
<td>27</td>
<td>28</td>
<td>94</td>
</tr>
<tr>
<td>Negroes</td>
<td>5</td>
<td>5</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>Non-members of Assns. &amp; Never Accommodated</td>
<td>8</td>
<td>12</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Negroes</td>
<td>11</td>
<td>5</td>
<td>25</td>
<td>41</td>
</tr>
<tr>
<td>Non-members of Assns. &amp; Have Accommodated</td>
<td>34</td>
<td>22</td>
<td>13</td>
<td>69</td>
</tr>
<tr>
<td>Negroes</td>
<td>34</td>
<td>22</td>
<td>13</td>
<td>69</td>
</tr>
</tbody>
</table>

The information presented in Table II should establish beyond a shadow of a doubt that the acceptance of Negro guests has no relationship to the renting policies of motel associations regarding Negroes, nor the refusal of a motel association to accept a new member because Negroes have stayed at his motel. One motel owner blamed his denial of motel association membership to the fact that he rented his facilities to Negroes. One motel association clearly states its qualifications for membership: "Hotels, resorts, motor courts and restaurants
are selected . . . on five important considerations; general appearance, atmosphere, equipment, maintenance, and cleanliness."

There seemed to be no relationship between the renting of facilities to Negroes and the acceptance or non-acceptance of reservations. The individual prejudice, or the assumed prejudices attributed to other people, resulted in his refusal to rent to Negroes. The frank attitude of one motel owner listed below illustrates this attitude:

"Each time a Negro stops in, we tell them we have no room."

A different motel owner said:

"My help would not work here if Negroes stayed here. They would not clean up the rooms. Then, too, my guests would not stay either."

A number of motel operators revealed that Negro guests were very appreciative of the fact that facilities had been rented to them. In these instances, the motel owner stated that Negroes would often fold the soiled sheets and pillow cases, and would straighten out the room before leaving. In fact, some Negroes would drop a postal card or letter to the motel owner after they had returned home informing them of their delightful stay.

Where a motel’s operations were based largely on reservations, such a motel usually was open only during the summer months. In this type of operation, the same customers may have returned. Twenty-eight motels pointed out that their guests stayed longer than three weeks; 28 other motels’ guests stayed two to three weeks; in 36 motels, guests remained one week; 86 motels had the same guest two to three days (mostly on weekends); and 162 motels reported that their guests remained only one night. (See Table III)
TABLE III

LENGTH OF STAY AT MOTELS

<table>
<thead>
<tr>
<th>Number of Days Stayed</th>
<th>Number of Motels*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>162</td>
</tr>
<tr>
<td>2-3</td>
<td>86</td>
</tr>
<tr>
<td>7</td>
<td>36</td>
</tr>
<tr>
<td>14-21</td>
<td>28</td>
</tr>
<tr>
<td>21 and more</td>
<td>28</td>
</tr>
</tbody>
</table>

These figures clearly show that most of the motels did their business with overnight guests; however, a portion of their business included guests staying over one night.

The Cost of Living at Motels

The rates charged to guests varied considerably. The lowest rate charged was $1.00 per person per night. This owner usually kept his units fully rented during the summer. Of course, his competitors did not like this. On the other hand, rentals at nine motels were more than $15.00 per day. One luxury motel, having large picture windows, plush furnishings, air conditioning, restaurant, and cocktail bar, charged $15.00 per day for the first person and $5.00 per day for each additional person besides the first one. (See Table IV)

TABLE IV

Rate Charged Per Night

<table>
<thead>
<tr>
<th>Rate Per Day*</th>
<th>Number of Motels</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.00-$3.00</td>
<td>18</td>
</tr>
<tr>
<td>$4.00-$5.00</td>
<td>87</td>
</tr>
<tr>
<td>$6.00-$10.00</td>
<td>117</td>
</tr>
<tr>
<td>$11.00-$15.00</td>
<td>33</td>
</tr>
<tr>
<td>$15.00 and up</td>
<td>9</td>
</tr>
</tbody>
</table>

It is to be remembered that the rates charged varied according to the season of the year. In almost all places, the winter rates were lower than the summer rates. The rates charged during the height of the vacation season were usually higher than those at the start of the summer. Higher rates

*Motels have most of their guests for one night, but also have guests remaining for longer periods of time.

*Many motels have different rates according to time of season and size of unit.
were usually paid during the Fourth of July and Labor Day weekends.

Generally, most of the larger motels have a few family units that are rented above the usual $8.00 to $10.00 fee per day. Such rates would fall in the $10.00 to $14.00 rate per day. These units are large and accommodate more than two persons.

The smaller motel units were usually filled up first. This meant that only the larger sized units and more costly units were left for late customers. Thus a late stopper might be penalized financially for his accommodations, or he might not get any accommodations. In one instance, only, was evidence presented that five years ago it used to be the custom to “jack-up the rates when a Negro motorist applied for a room”.

Informed travellers know that they should look for a motel before five p.m. Duncan Hines, the vacation expert and adviser, stated:

“Vacation time travelers run the risk of finding no vacancies in the better motels if they wait until too late in the afternoon.”

He suggested the traveler should stop before 4:30 p.m. One other author gave the same suggestion:

“If you have no reservation, plan to stop by 4:00 p.m.”

License Fees

Aware of the fact that motels are covered by the Anti-Discrimination Law of New Jersey, the Division Against Discrimination was desirous of finding the extent to which motels might also be subject to municipal or township ordinances. For this reason, the Division inquired as to whether or not motels are required to have licenses. The municipality or township that issued licenses may at its discretion refuse to renew a license if the licensee has failed to observe all local ordinances, county and state statutes which might cover all phases of its operations.


Seventy-three motels of the 185 had to have a license in order to operate their business. Six motel owners operated more than one motel. Four of these six motel owners had more than one motel in the State of New Jersey. The other motel owners had motels outside of the State.

It was interesting to note the extreme range of fees for licenses that the 73 motel proprietors had to pay in their communities. In most instances, the license fees ranged from $1.00 to $5.00 per unit. However, the highest fee paid by one motel owner was $100.00 per unit for the first ten units, and $50.00 for each unit above ten units. His yearly license was $2,500.00. (See Table V)

**TABLE V**

<table>
<thead>
<tr>
<th>Number of Units</th>
<th>Number of Motels</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10</td>
<td>51</td>
</tr>
<tr>
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</tr>
<tr>
<td>21-25</td>
<td>16</td>
</tr>
<tr>
<td>25 and more</td>
<td>49</td>
</tr>
<tr>
<td>Unknown</td>
<td>1</td>
</tr>
</tbody>
</table>

**Additional Problems**

Motel owners were very careful in protecting their investment and reputation. A good number of proprietors have adopted the policy of not renting to any automobile driver who applies for a room if he has local automobile plates, regardless of his race, creed, color or nationality, or if he has no luggage.

One motel owner stated:

“In most instances, we turn down anybody, white or colored, if they come here without baggage.”

Another motel owner reported this about his rental policy:

“We make everybody drive up to the front office so we can see who is in the car, before renting. This way, we can see if there are any local townspeople, or any cheating being done. Some fellows have the habit of parking their
cars away from the office and coming to the office alone. We advise those fellows to bring their car to the office. After that, we will talk about renting a room. In those instances, these fellows get in their cars and keep on going.”

Another renting problem facing some motel owners was the inheritance of the previous owner's business. One owner said:

“The first year I operated this motel I had a lot of trouble. Previous customers kept coming back whose type of business I did not want. Some of these people were gamblers, drunks, and immoral persons. The second year, I had less trouble from those kind of people. This year, I have a good business and have no more of those problems.”

Evan M. Wylie pointed out this same problem:

“An owner still encounters difficulties for a few months at the very least in convincing the public that he is running a first class motel for bona fide travelers only and that he will not stand for any funny business.

“Near the resorts and smaller towns, it will be necessary to deal firmly with unmarried couples posing as tourists, free-wheeling collegians and sometimes even hell-raising high school students. New courts are often sought out by such unwelcome visitors as local hoodlums, gamblers and prostitutes. In their eagerness to rent rooms, neophyte motel keepers can get into serious difficulties with the law and earn an unsavory reputation which may haunt them for years. Once so labeled, it is impossible to gain membership in the reputable motel owners' associations or receive endorsement of the A.A.A. and other groups which have done so much to improve the standards of the industry.”

**Acquaintance with Anti-Discrimination Law**

It has been previously mentioned in this survey that motels are places of public accommodation, and therefore, must operate their facilities in accordance with the Anti-Discrimination Law of the

Seventy-three motels of the 185 had to have a license in order to operate their business. Six motel owners operated more than one motel. Four of these six motel owners had more than one motel in the State of New Jersey. The other motel owners had motels outside of the State.

It was interesting to note the extreme range of fees for licenses that the 73 motel proprietors had to pay in their communities. In most instances, the license fees ranged from $1.00 to $5.00 per unit. However, the highest fee paid by one motel owner was $100.00 per unit for the first ten units, and $50.00 for each unit above ten units. His yearly license was $2,500.00. (See Table V)

<table>
<thead>
<tr>
<th>Number of Units</th>
<th>Number of Motels</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10</td>
<td>51</td>
</tr>
<tr>
<td>11-15</td>
<td>43</td>
</tr>
<tr>
<td>16-20</td>
<td>25</td>
</tr>
<tr>
<td>21-25</td>
<td>16</td>
</tr>
<tr>
<td>25 and more</td>
<td>49</td>
</tr>
<tr>
<td>Unknown</td>
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</tbody>
</table>

**Additional Problems**

Motel owners were very careful in protecting their investment and reputation. A good number of proprietors have adopted the policy of not renting to any automobile driver who applies for a room if he has local automobile plates, regardless of his race, creed, color or nationality, or if he has no luggage.

One motel owner stated:

"In most instances, we turn down anybody, white or colored, if they come here without baggage."

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"We make everybody drive up to the front office so we can see who is in the car, before renting. This way, we can see if there are any local townspeople, or any cheating being done. Some fellows have the habit of parking their
Anti-Discrimination Law of the State, all orderly persons had to be accepted. Field Representatives also used these same items as one of the selling points in bolstering the confidence of some motel owners in changing their renting policies.

**Conclusions**

The findings of this survey could be summarized in the following fashion: (1) Approximately sixty per cent (59.4) of the motel owners in New Jersey are renting their facilities on a non-discriminatory basis. (2) Negroes have the best opportunity of getting accommodations in Northern New Jersey (77.5%). (3) Fewer facilities are available to non-whites in Central and Shore areas (61.3%). (4) Non-whites gain access most infrequently in Southern New Jersey (45.7%).

**Implications**

A non-white traveler in New Jersey may experience difficulty in gaining motel accommodations. His chances are best in Northern New Jersey, and least in Southern New Jersey where he has not quite a 50-50 chance of gaining accommodations.

Motels accepting Negro guests will continue to do so, and will accept more of them. Motels, which have never accepted Negro guests, after learning that the majority of motels in New Jersey rent their facilities to Negroes, without loss of business and with few objections from white guests, will gradually change their renting policy. Once a motel owner overcomes his psychological fears and those of community pressures and rents to a Negro, he will continue to do so.

The services of the Division Against Discrimination are always available to any motel owner to assist him with any of his problems. Additional copies of the Law are available as well as cards that might be displayed for employees and the