

**More than 900
Fine Motels from Coast to Coast
To Serve You**

Ask Manager for a free Travel Guide, shows over 40,000 miles of principally traveled highways in the U.S.A. and Canada, miles between towns, and total miles between larger cities and points of interest.

"900" - 9/64 BW/BE 30s

Arranging Those

If you're a Best Western collector...or a Holiday Inn collector...or many another Chain Hotel collector, you have, or you will, face the question of how to arrange all those stock designs in your albums. There are certainly different ways, but I am assuming that the majority of such collectors have them by state, then by location, then by...? That's where the crunch comes...you have seven different stock designs from the same location. What order do you put them in? For a few collectors, it may not make any difference, but collectors on the whole tend to be a very structured, organized type, and with me it's even worse, because I have a History background, and I NEED everything in chronological order! I want the older stock design first, then the next one that was issued, and so forth.

Fortunately, for BWs, HIs, Hiltons, etc., the information allowing us to do that is already out there, courtesy of earlier collectors.

It was in 1949 that one conscientious motel owner (BW's wording) in Long Beach, CA, organized the chain. As the chain progressed eastward, the name was changed to Best Western/Best Eastern. But, this was

"900" - 9/64 BW/BE

"1019" - 1/67 BW

"1057" - 6/68

"1100" - 4/70

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*The Nation's Largest Chain
of Individually Owned Motels*

1019 fine motels, in over 800 cities coast-to-coast. Let us make a **FREE, GUARANTEED ADVANCE RESERVATION** for your next night's stop. You'll be sure of first-class accommodations... you can drive more carefully, see more on the way.

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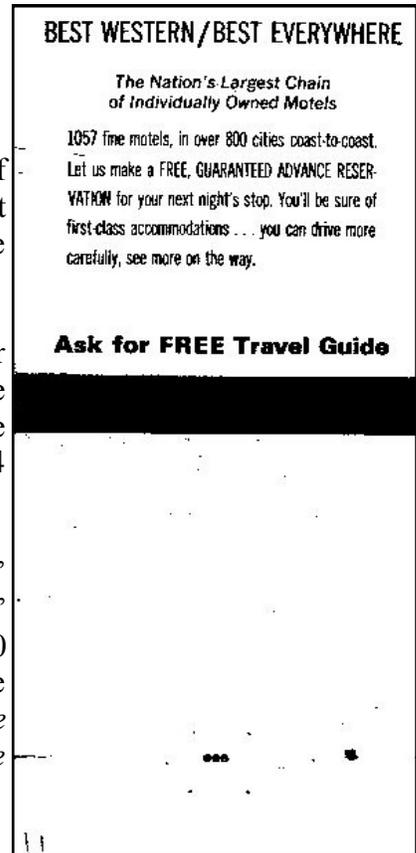
"1057" - 6/68 BW 30s

dropped shortly thereafter, and it became Best Western again. Some of the earlier matchcovers bore only the slogan, "Member The Best Western Motels," and, at most, some only had a small logo somewhere on the cover.

It wasn't until the early 1960s that the matchcovers became a familiar yellow/white with the logo emblazoned on the back. Around 1964, the Best Western/Best Eastern logo appeared, along with the imprint inside the cover showing the figure "900 motels". Some had the date 9/64 imprinted behind the matches.

A few years later, the inside imprint "1019 motels" and "1/67" appeared. Then "1057 motels" and "6/68". Next was "1100 motels" and "4/70"+later dates...then "1250 motels" and "9/73"...then "1250 motels" and so on. Some examples are shown below, but there are others. *[You're probably not going to be able to see the dates here (they're very small), but each is right on the top flap crease on the inside].*

[Adapted from Frank Gosztyla, RMS Bulletin, March/April 1975]



"1100" - 9/71

"1100" - 1/72

"1250" - 9/73

2/76

