

Guide to

MS 57

**Marion Isbell Papers  
1920-1999**

Bulk Dates 1940-1988

17 linear feet, 8.5 inches

Prepared by Christopher J. McCune

May 2000

Revised by Pamela Rector

August 2000

Donations by Robert J. Isbell for the Marion Isbell Family, 1999; Dr. William Miller, Marion Isbell Institute of Business Ethics, 1999; Pamela Rector, Arizona Historical Society, 1999, 2000.

Citation: Marion Isbell Papers, 1920-2000, MS 57, Library and Archives, Central Arizona Division, Arizona Historical Society.

Library and Archives  
Arizona Historical Society  
Central Arizona Division

## **HISTORICAL NOTE**

Marion Isbell was born in 1905 in Whitehaven, Tennessee, the second son of truck farmers Howard and Mary Isbell. When he was 5 years old, his mother passed away; his father died six months later, leaving Marion, along with his older brother James and younger brother Leon without parents. They spent a brief period at the nearby Leath Orphan Home. This move was precipitated by Howard just prior to his death, who could see that his health was failing fast, and wanted to make sure that his sons had a place to stay. The boys stayed in the home until 1913, when they came under the care of their aunt Kate. While attending school, Marion held a number of odd jobs beginning in 1914, earning 5 cents a day picking cotton after school. Later years saw him acquire employment in and around Memphis as a cotton picker and office boy, as well as positions with the William R. Moore and Southern Art. Corp. companies. It was during these years that he developed a rapport with people and demonstrated a knack for working hard, traits that would serve him well in later years.

In 1921, Marion and James ran away to Chicago to try and improve their fortunes. They soon found work in a restaurant as a dishwasher and cook, with meals included in their pay. The restaurant closed soon after, but Marion was able to find work in another restaurant that paid \$18 a week. He was eventually promoted to a position that included duties as a sandwich man, fry cook, and soda jerk. In 1926, he met Ingrid Helsing, another Southern transplant who had moved to Chicago from Alabama; they were married in 1927.

Marion had first made an attempt at running a business in 1926 when he invested in a sandwich shop called Mary Lou's. Unfortunately, this early venture soon went out of business, and Marion lost all the money that he had invested. However, his marriage to Ingrid presented an opportunity to invest in new ventures with her brother Bill, eventually operating a cumulative total of 24 soda fountain luncheonettes between 1928 and 1935.

In 1934, the two entrepreneurs opened the first Isbell's restaurant on 590 Diversey Parkway in Chicago, emphasizing good service and a variety of quality foods at reasonable prices. Over the next eight years, Marion opened an additional 9 restaurants and cocktail lounges under the same concept, and attracted a great deal of attention in the local press for the numbers of customers that routinely lined the streets to acquire a table. The successes in these ventures gained Isbell an appointment in 1941 as Community Commander in Civilian Defense for his ward, chairman of the local Office of Price Administration from 1944-1945, and President of the Chicago Restaurant Association from 1942-1944. This position led him to Washington, D.C. for a brief period as Chief of the Institutional Users Branch, then back to Chicago to finish duties as head of the OPA for the Chicago area. He also was elected President of the National Restaurant Association in 1955 and 1956, and even ran for city clerk during the 1955 elections on a Democratic ticket headed by then-Mayor Martin. The group was beaten in the primary by a ticket headed by police chief Richard Daley, who would dominate Chicago politics for the next twenty years.

Along with his businesses, Marion's family was growing; between the time he married Ingrid in 1927 and 1939, the couple had five children—Ingrid, who passed away three weeks after her birth; Edward, who died at age twelve from complications of polio and heart disease; Marion William Isbell, Jr. in 1935; Elaine in 1936; and Robert in 1939.

In 1946, Marion Isbell began selling his restaurant interests and exploring retirement options in the cities of Phoenix and Tucson, Arizona. He eventually joined an investment group in 1954 that was acquiring interests in motor hotels. Out of these early ventures—the Bagdad hotel in Las Vegas, the Sahara in Phoenix, and several Flamingo hotels in Arizona, Texas, and California. In 1959, the group sold its first franchise under the Ramada name, and four years later, sold the first motel in the Ramada chain. These first Ramadas were designed in the Colonial style that was partly influenced by Marion's visits to Colonial Williamsburg, although the franchises also eventually featured regional influences in their design. Marion Isbell expanded his efforts to full time to make Ramada a publicly owned corporation, which was accomplished in a limited scale in 1961, then became a full corporation in 1963 when trading of Ramada shares began in the over-the-counter market. The company also expanded to include several divisions that specialized in management, architectural development, and operations, among others.

In 1965, the company opened the one hundredth Ramada in the chain. It had also developed a series of free-standing Chez Bon restaurant franchises that could be included as part of the hotel grounds for guests to dine, or developed entirely separate from any lodging facility. The company also changed its logo from a dumpy "Uncle Ben" character blowing a horn to a more sophisticated version of the character dressed in coat, hat, and breeches. Uncle Ben was finally retired in 1974 due to lighting costs to make him visible; with the country in the midst of an energy crisis, it was impractical for the company to keep him as a hallmark of the hotel road signs.

During these early years, Ramada led the way in many innovations that corresponded with the motto "Luxury For Less": free radios and TV sets in the rooms; room service for extended periods of the day; newsstands and shops; coffee shops and lounges; and equipment available for audio-visual presentations in meeting rooms.

After several years of helping Ramada expand into a successful corporation, Marion Isbell gradually began scaling back his responsibilities in the company in favor of his son, M. William Isbell, who took over the duties that his father had previously held. M. William Isbell became President in 1970, and CEO in 1974, and held these positions until 1981, when these duties passed to Richard Snell. Robert Isbell also worked for Ramada for a brief period before moving into a partnership in oil and gas production with Mary Elaine Isbell Cook, as well as real estate.

Marion Isbell, meanwhile, entered full retirement in 1978, when he resigned from the Board of Directors. Under his leadership, Ramada Inns had grown to include over 500 motels in 45 states, as well as Canada, Mexico, Brazil, and overseas to Europe, Morocco, and the Middle East. He passed away in October of 1988.

Sources for biographical and historical notes:

- Chronological Timeline, "Marion Isbell," vertical file.
- Randy Cordova, "Marion Isbell dies; founded Ramada Inc.," *The Arizona Republic*, October 21, 1988.
- Farrell and Wilbur Cross, "Welcome to Our World," manuscript, 1979.

--Jimmy Starr, "*Marion*," New York: Vantage Press, 1987.

## **SERIES DESCRIPTION**

The Marion Isbell Papers are arranged in 2 sub groups and 7 series:

### **Subgroup 1. Ramada**

Series 1. Business Papers, 1965-1980, 14 inches, 27 folders.

This series consists of interoffice memorandums written by Marion Isbell, along with a sub-series that contains a few personal articles such as speeches and letters that is meant to be a character study of Marion Isbell. This series consists of two sub-series: Character Study, Marion Isbell; and Business Papers, 1965-1980.

Series 2. Ramada Publications, 1955-1988, 16 inches, 52 folders

This series consists of publications issued by Ramada, including annual reports, directories, and newsletters, arranged chronologically. This series consists of 5 sub-series: Financial; Directories; Newsletters; Company History; and Publications.

Series 3. Ramada Policies, 1960s-1984, 12 inches, 26 folders

This series consists of policy manuals for Ramada hotel employees.

Series 4. Ramada Hotels, 1955-1986, 34.5 inches, 94 folders

This series consists of hotel profiles for company contests from 1981, hotel proposals from the 1970s, a transaction file, ephemera that includes promotional ads and employee items, along with company items of various kinds such as envelopes and hotel brochures. Also includes menus from Ramada hotels from across the United States, and Bahrain. This series consists of 6 sub-series: Profiles; Proposals; Inventories; Transactions; Ephemera; and Menus.

Series 5. Media 1942-1990, 24.5 inches, 51 folders

This series consists of articles and magazines dating to Marion Isbell's time in Chicago as a restaurateur, magazines and articles dealing with Ramada and Marion Isbell, and a collection of newspaper clippings from the 1950s to the 1980s. This series consists of 3 sub-series: Chicago; Magazines; and Newspapers.

Series 6. Images 1919-1976, 46.5 inches, 297 folders

This series consists of slides and photos covering Marion Isbell's time with Ramada, as well as his time in Chicago during the 1930s through the 1950s.

### **Sub-group 2. Marion Isbell**

Series 7: Personal, 1934-1999, 65 inches, 116 folders

This subgroup consists of personal files that are devoted exclusively to Marion Isbell and his family, and includes embossed scrapbooks, personal and business correspondence, some newspaper clips, and files of a historical project. This series consists of 6 sub-series: Historical Project; Chicago; Correspondence; Personal; Correspondence—Chronological Files; and Scrapbooks.

## SCOPE AND CONTENT NOTE

The Marion Isbell Papers were compiled by the Isbell family from 1934 to 1988, with part of the collection housed at the School of Hotel and Restaurant Management of Northern Arizona University in the family's name. There are miscellaneous items that were donated by Pamela Rector, employee of the Arizona Historical Society, whose father worked for Ramada. The collection is primarily made up of two main accessions, and has been divided into seven total series. The two accessions cover two themes, Ramada history and the history of Marion Isbell's time in Chicago as a restaurant and luncheonette owner. The materials consist primarily of the following: a large number of photographs; an extensive record of Ramada finances, activities, interoffice memos, policies, and other ephemera, which document the company's roots in the rise of the motor hotel business as a whole from the 1950s through the 1960s; and a number of media, letters, and scrapbooks that provide perspective on Marion Isbell, his family, and his years in both the Chicago restaurant business and as the head of Ramada.

### Subgroup 1: **Ramada**

Series 1: **Business Papers, 1965-1980** This series consists of interoffice memorandums written by Marion Isbell, shown by the blue carbon copies, with yellow carbon copies that are a mix of business and personal letters. Included is a file that was compiled as a "character study" of Marion Isbell.

Series 2: **Ramada Publications, 1950-1988** This series consists of newsletters, annual reports, directories, and a company history. Also includes publications issued by the Del Webb Company, which built some of the early hotels that eventually came under the Ramada name.

Series 3: **Ramada Policy, 1960s-1984** This series consists of a number of policy manuals for Ramada that detail food and beverage preparation, management operations, credit card acceptance, and employee regulations. There are also files on sales and advertising.

Series 4: **Ramada Hotels, 1955-1986** This series consists of hotel profiles conducted in 1981 for a company-wide competition in 1981, along with hotel site proposals conducted in the mid-1970s. There also exists a large sub-series of ephemera that includes such items as a company press kit, tourist and Ramada promotional brochures, and maps. The last sub-series in the collection contains a number of menus from various hotels across the country, from the mid-1970s to early 1980's. Slides (1999.112.01-.123) are included in the Profiles sub-series. Photographs 1999.112.299-.459 and 1999.133.162-.165 are included in hotel proposal files, feasibility studies and in an application to purchase state land file. Due to numbering errors, not all numbers within this range were used.

Series 5: **Media, 1942-1990** This series consists primarily of newspaper clippings and magazine articles from the 1950s through the 1980s that document the growth and activities of Marion Isbell in the motor hotel business and the Ramada hotel chain. There are also a few newspaper articles and magazine issues that document Marion's time in

Chicago as a restaurateur, the head of the National and Chicago Restaurant Association, and the Office of Price Administration during World War II.

**Series 6: Images, 1919-1976** This series consists of slides that correspond with the hotel profiles from Series 4, as well as over 600 photographs. The latter document Marion Isbell's when he was a restaurateur and served as the head of the Office of Price Administration during World War II, through the period he began and ran Ramada Inns, most of which are in business or media related shots. Almost 500 combined slides and photos detail Marion Isbell's life in the motor hotel business. Over 200 photographs mainly detail the earlier period as a restaurant owner.

#### Subgroup 2: **Marion Isbell**

**Series 7: Personal, 1934-1999** This series consists of material that documents more personal aspects of Marion Isbell not applicable to the other series in the collection. Included are eight embossed scrapbooks—six of these mostly contain newspaper clippings and advertisements, with some loose photos documenting the period from 1934-1955 when Marion Isbell was in Chicago, while the last two contain bound annual reports. There is a large official resolution by the Ramada Board of Directors recognizing Marion and his efforts for the company; obituaries for Marion Isbell and a funeral card and program for Ingrid Isbell. There are many “chronological” files that contain a combination of personal and business-related correspondence, and files on a historical project that was put together for Marion's 80<sup>th</sup> birthday in 1985.

## **PROVENANCE**

These records were accumulated by the Marion Isbell Family, the Northern Arizona University School of Hotel and Restaurant Management, and Pamela Rector of the Arizona Historical Society. On June 29, July 8 and 16, 1999, Robert J. Isbell, for the Marion Isbell family, donated the Marion Isbell Papers to the Arizona Historical Society, Central Arizona Division. On January 4 and 10, 2000, Pamela Rector of the Arizona Historical Society donated 1 business card, 1 funeral mass program, and 1 holy card to the Arizona Historical Society, Central Arizona Division.

## **RESTRICTIONS**

None

## **LITERARY RIGHTS STATEMENT**

Permission to publish material from the *MARION ISBELL PAPERS, 1920-2000*, must be obtained from the Library and Archives Department at the Central Arizona Division of the Arizona Historical Society.

## **NOTES TO RESEARCHERS**

All materials, where applicable, have been frozen and returned to the collection, and materials placed in acid-free folders and boxes where there was space. In order to stabilize the materials included in the collection, newspaper articles were photocopied and placed in these folders as well, and the originals recycled. Due to time constraints, it was not possible to photocopy every available newspaper; this will be done as time and labor availability warrants. In the meantime, all newspaper clippings not photocopied are in boxes 48 and 49, but can only be taken out at the discretion of the library employees due to their fragile nature. When found, staples were removed if it was possible not to damage the document, as were paper clips. Due to the somewhat haphazard nature of the entire collection's arrival, many documents have been rearranged in order to maintain a sense of coherence within the collection, although materials were left in their original order whenever possible. While the photos arrived in relatively ordered sequence, time constraints and lack of nomenclature in some of the photos made it necessary to assign them to the collection according to accession number rather than chronological sequence, to maintain cohesion. Oversize material was removed and placed in larger boxes for better care. A "Document Removed" sheet is in its place in the collection. The oversized boxes are 14-16, 20-23, 26-29, 45-49.



## CONTAINER LIST

### SUBGROUP 1: RAMADA

#### SERIES 1: BUSINESS PAPERS, 1965-1980

##### Character Study, Marion Isbell

Box : Folder

- 1 : 1 Executive Memos
- 1 : 2 Personal Correspondence
- 1 : 3 Speeches
- 1 : 4 AMHA Speech and Article
- 1 : 5 Portrait Invoice
- 1 : 6 Letters of Advice
- 1 : 7 Memorandum to the Next President

##### Business Papers, 1965-1980

- 1 : 8 1965
- 1 : 9 1966, Volume 1
- 1 : 10 1966, Volume 2
- 1 : 11 1967, Volume 1
- 2 : 12 1967, Volume 2
- 2 : 13 1968, Volume 1:1
- 2 : 14 1968, Volume 1:2
- 2 : 15 1968, Volume 2:1
- 2 : 16 1968, Volume 2:2
- 2 : 17 1969, Volume 1
- 2 : 18 1969, Volume 2:1
- 2 : 19 1969, Volume 2:2
- 3 : 20 1970
- 3 : 21 1971
- 3 : 22 1972
- 3 : 23 1973
- 3 : 24 Smiley Button
- 3 : 25 Marion Isbell Biography
- 3 : 26 "Why Executives Hate Hotels"
- 3 : 27 Unknown Speech Draft

#### SERIES 2: RAMADA PUBLICATIONS, 1950-1988

##### Financial

- 3 : 28 Interim Reports, 1964-1973
- 3 : 29 Interim Reports, March, September 1968
- 3 : 30 Interim Reports, June 1970
- 3 : 31 Interim Reports, March, September 1977
- 3 : 32 Interim Reports, March, June 1979
- 3 : 33 Interim Reports, 1978
- 3 : 34 Interim Reports, October 1981

Box : Folder

- 3 : 35 Interim Reports, 1982
- 3 : 36 Interim Reports, September 1983
- 4 : 37 Interim Reports, March 1984
- 4 : 38 Interim Reports, April 1985
- 4 : 39 Annual Reports, 1963-1970
- 4 : 40 Annual Reports, 1963-1970
- 4 : 41 Annual Reports, 1971-1977
- 4 : 42 Annual Reports, 1971-1977
- 4 : 43 Annual Reports, 1978-1982
- 5 : 44 Annual Reports, 1978-1982
- 5 : 45 Annual Reports, 1983-1986
- 5 : 46 Annual Reports, 1983, 1988

### **Directories**

- 5 : 47 1950s
- 5 : 48 1962
- 5 : 49 1968-1972
- 5 : 50 1973
- 5 : 51 1974
- 5 : 52 1975
- 5 : 53 1981
- 5 : 54 1980
- 5 : 55 1982

### **Newsletters**

- 5 : 56 The Webb Spinner, July 1957
- 6 : 57 Webb Spinner, January 1955
- 6 : 58 Webb Spinner, December 1955
- 6 : 59 Ramada Bugler, 1958, 1964, 1965
- 6 : 60 Ramada International Division, 1971
- 6 : 61 Ramada Resorts and International Hotels, c. late 1970s
- 6 : 62 Ramada News Review, 1980
- 6 : 63 Ramada Regular, January 1980, May 1981
- 6 : 64 Ramada Inn Focus, 1980, 1981
- 6 : 65 Ramada World, August 1982
- 6 : 66 Ramada Report, July 31, 1983
- 6 : 67 Ramada World, Winter 1988
- 6 : 68 Announcement of Ramada Inns Common Stock, 1963
- 6 : 69 Ramada Inns Ink, October 1978

### **Company History**

- 6 : 70 Draft of Ramada History, Pages 1-28
- 6 : 71 Draft of Ramada History, Pages 29-56
- 6 : 72 Manuscript: Welcome to Our World 1978

**Publications**

Box : Folder

- 6 : 73 Ramada Renaissance Promotional Brochures
- 6 : 74 News Release, 1965
- 6 : 75 Semi-Annual Reports, 1963, 1965
- 6 : 76 Notice of Annual Meeting of Stockholders, March 1968
- 6 : 77 Prospectus, May 1964
- 6 : 78 List of Prospectuses Issued, 1962-1969
- 6 : 79 Executive Notices, 1964, 1965, 1968
- 6 : 80 Condensed Statement of Income and Cash Flow, May 1965

**SERIES 3: RAMADA POLICIES 1960s-1984**

- 7 : 81 Managers Manual, Volume 23:1
- 7 : 82 Managers Manual, Volume 23:2
- 7 : 83 Managers Manual, Volume 23:3
- 7 : 84 Food Manual 1 of 2, Photos included, 1999.112.500-.533
- 7 : 85 Food Manual 2 of 2, Photos included, 1999.112.534-.543
- 7 : 86 Byerly's Wild Rice Soup Recipe
- 7 : 87 Food Purchasing and Specifications
- 7 : 88 Beverage Manual, Sections 1-6
- 8 : 89 Beverage Manual, Sections 1-6
- 8 : 90 Beverage Manual, Sections 7-12
- 8 : 91 Beverage Manual, Sections 7-12
- 8 : 92 Beverage Requisition Form
- 8 : 93 Beverage Control Procedures, July 1978
- 8 : 94 Advertising Manual, 1984
- 8 : 95 Sales Promotions Manual, 1984
- 8 : 96 Sales Information Manual, 1980: 1
- 8 : 97 Sales Information Manual, 1980: 2
- 9 : 98 Operating Manual
- 9 : 99 Quality Assurance Program
- 9 : 100 Quality Assurance Program
- 9 : 101 Quality Assurance Program—Ramada Renaissance Hotel
- 9 : 102 Employee Handbook
- 9 : 103 "I Never Wanted to be a Supervisor Anyway"—Situational  
Questionnaire
- 9 : 104 Hotel License Application
- 9 : 105 Reservations Service Agreement
- 9 : 106 Ramada Credit Card Procedures, c.1960s

**SERIES 4: RAMADA HOTELS 1955-1986**

**Profiles**

Box : Folder

- 9 : 107 Alexandria (Old Town), VA
- 9 : 108 Ardmore, OK
- 9 : 109 Bakersfield, CA
- 9 : 110 Baltimore, MD
- 9 : 111 Beaumont, TX
- 9 : 112 Beltsville (Calverton), MD
- 9 : 113 Birmingham (Airport), AL
- 9 : 114 Carbondale, IL
- 9 : 115 Carson (Los Angeles South), CA
- 9 : 116 Charlottesville, VA
- 10 : 117 Cincinnati (Northeast), OH
- 10 : 118 Clifton, NJ
- 10 : 119 Crossett, AR
- 10 : 120 Des Plaines (O'Hare), IL
- 10 : 121 East Hanover, NJ (Top 10 Food)
- 10 : 122 Effingham, IL (Top 10 Food)
- 10 : 123 El Paso (East/ Airport), TX
- 10 : 124 Elkhart, IN
- 10 : 125 Falls Church, VA (Top 10 Food/Beverage)
- 10 : 126 Fort Morgan, CO (Top 10 Food)
- 10 : 127 Gillette, WY (Renovation)
- 10 : 128 Grand Forks, ND (Top 10)
- 10 : 129 Henderson, KY
- 10 : 130 Ramada Safari, Scottsdale, AZ

**Proposals**

- 10 : 131 Loan Submission, Morocco, May 1965 (1 of 2)
- 10 : 132 Loan Submission, Morocco, May 1965 (2 of 2)
- 11 : 133 Toronto, Ontario, April-July 1972 (1 of 2)
- 11 : 134 Toronto, Ontario, April-July 1972 (2 of 2)
- 11 : 135 Allentown (Airport), PA, January 1973
- 11 : 136 Brevard, NC, March 1973
- 11 : 137 Muskogee, OK, September 1973
- 11 : 138 Palatine (West) IL, November 1973
- 11 : 139 Southfield, MI, January 1975
- 11 : 140 Ardmore, OK, February 1975
- 11 : 141 Concord, NH, February 1975
- 11 : 142 Eau Claire, WI, February 1975
- 11 : 143 Greenville, MS, February 1975
- 12 : 144 Omaha, NE, February 1975
- 12 : 145 Wilmington, NC, February 1975
- 12 : 146 York, PA (Manchester, 1 of 2), February 1975

**Box : Folder**

- 12 : 147 York, PA (Manchester, 2 of 2), February 1975
- 12 : 148 Concord, NH, May 1975
- 12 : 149 London, Ontario, August 1975
- 12 : 150 Montreal, Ontario, August 1975
- 12 : 151 Montreal (East), Fontainebleau, August 1975
- 12 : 152 Quebec, Province of Quebec, August 1975
- 12 : 153 Toronto, Ontario, August 1975
- 12 : 154 Concord, NH, October 1975
- 12 : 155 Omaha, NE, October 1975
- 12 : 156 Lima, OH, March, 1976
- 12 : 157 Woburn, MA, April 1976
- 13 : 158 East Hartford, C, December, 1976
- 13 : 159 Feasibility Studies for 19 Motor Hotels—1969 (1 of 2)
- 13 : 160 Feasibility Studies for 19 Motor Hotels—1969 (2 of 2)

**Inventories**

- 13 : 161 Inventory of Hotel Properties, February 1975
- 13 : 162 Selected Ramada Inns, May 1975
- 13 : 163 Application to Purchase State Land, August 1972

**Transactions**

- 13 : 164 Los Angeles International Airport Offer to Sell, November 1976

**Ephemera**

- 13 : 165 Yuma Flamingo Town Brochure, c.1955
- 13 : 166 Opening Announcements, 1958-1959
- 13 : 167 Holiday Greeting Brochures
- 13 : 168 Employee Uniform Stickers
- 13 : 169 Ramada Inns National Association Convention Items, 1965
- 13 ; 170 Hotel Reservation Pamphlet, 1965
- 13 : 171 Rand McNally Dist-O-Map
- 13 : 172 Management Development Center Diploma
- 13 : 173 Ramada Inns, Inc., Executive Office Envelopes
- 13 : 174 Ramada Inns Press Kit; Pre-Opening Information
- 13 : 175 U.S. Travel Trip Game, 1986
- 13 : 176 Ramada Hotel Brochures, 1960s
- 13 : 177 El Paso Tourist Guide, 1955
- 13 : 178 Ramada Inn Promotional Brochures, 1960
- 13 : 179 Ramada Free Weekend Promotion, 1965
- 13 : 180 Ramada Hotel Guest Regulations, 1959
- 17 : 181 Flamingo Welcome Notice, c.1958.
- 17 : 182 Employee Incentive Button, 1986
- 17 : 183 Room Mementos—Phoenix Ramadas, 1959
- 17 : 184 Radco Inn Supply Business Card, c.1980.
- 17 : 185 2 Advertising Scrapbooks

Box : Folder

- 17 : 186 The Lodging Industry—A Review, c.1973
- 17 : 187 Five 1979 Fall Directory Cover Proposals
- 17 : 188 Ramada O'Hare Hotel Advertisement
- 17 : 189 Oil Company Scrapbook, p. 1-30, c.1960s
- 17 : 190 Oil Companies Scrapbook, p. 31-47, c.1960s
- 17 : 191 List of Ephemera—Box 15

**Menus**

- 17 : 192 List of Menus
- 17 : 193 List of Menus
- 17 : 194 Breakfast Order Menus; Bahrain
- 17 : 195 Catering Menu, Bethesda, MD
- 17 : 196 Brochure Menu
- 17 : 197 Advertisement—KC Special Dinner
- 17 : 198 Ramada Renaissance Room Service
- 17 : 199 Room Service Menus
- 17 : 200 Various Menus—Locations Unknown
- 17 : 201 Flamingo Hotel Holiday Menu, c. late 1950s

**SERIES 5: MEDIA 1942-1990**

**Chicago**

- 17 : 202 *Mid-West Restaurant News*, May 1944
- 17 : 203 *The Missouri Restaurant*, October 1955
- 17 : 204 *Restaurant South*, October 1955
- 17 : 205 *Cooking for Profit*, November 1955

**Magazines**

- 17 : 206 Article; "The Games Employees Play"
- 17 : 207 Article; "A New Oasis," *American Restaurant Magazine*, May 1956
- 17 : 208 *Realty Digest*, April 1955
- 17 : 209 *Time* magazine, July 25, 1955
- 17 : 210 *Texas Hotel Review*, 1959, 1963
- 17 : 211 Arizona Hotel & Motel Association Membership Rosters, 1963-1970
- 17 : 212 Clipping of Vancouver Ramada Construction, 1963
- 18 : 213 *Arizona Hotel and Motel Association*, 1964, 1965, 1971
- 18 : 214 *Tourist Court Journal*, November, 1967
- 18 : 215 *American Hotel Journal*, November, 1968
- 18 : 216 *Leisure*, October, 1968
- 18 : 217 *Investor's Reader*, December 4, 1968
- 18 : 218 *Lodging Industry*, 1971
- 18 : 219 *Dean Witter Industry Study*, February 1971
- 18 : 220 *Mitchell, Jones and Templeton*, January 1972
- 18 : 221 *Cooking for Profit*, November 1972

Box : Folder

- 18 : 222 Article; "Be Different and Get Ahead," Nation's Business, October 1973
- 18 : 223 *Business Conditions Digest*, February 1975
- 18 : 224 *National Restaurant Association Directory*, 1975-1976
- 18 : 225 Article Clipping, Reader's Digest, January c.1977
- 18 : 226 Article; "What Makes Tycoons Tick," Nation's Business, June 1981
- 18 : 227 *Industry Report*, August 1981

**Newspapers**

- 18 : 228 Ed Crump clipping, *Chicago Sun Times*, 1945
- 18 : 229 Newspaper Clip—Illinois Development Council, 1942
- 18 : 230 Newspaper Clippings, 1955
- 18 : 231 Flamingo Hotel Restaurant Ads, 1955
- 18 : 232 Sahara Hotel Construction, 1955
- 18 : 233 Hotel Newspaper Clippings, c. mid 1950s
- 18 : 234 Hotel Newspaper Clippings, c.1955
- 18 : 235 Newspaper Clipping; Turtle Derby, *Chicago Tribune*, c.1950s
- 18 : 236 George Gobel Clippings, c.1955
- 18 : 237 Newspaper Clippings, 1954-1956
- 18 : 238 Newspaper Clippings, 1958-1960
- 18 : 239 *Evening American*, September 1, 1963
- 19 : 240 Newspaper Clippings, 1963
- 19 : 241 Newspaper Clippings, 1964-1965
- 19 : 242 Newspaper Clippings, 1966-1968
- 19 : 243 Newspaper Clippings, 1969
- 19 : 244 Newspaper Clippings, 1970
- 19 : 245 Newspaper Clippings, 1971
- 19 : 246 Newspaper Clippings, 1972
- 19 : 247 Newspaper Clippings, 1973
- 19 : 248 Newspaper Clipping, Marion Isbell; *Scottsdale Daily Progress*, c.1985
- 19 : 249 *North Loop News* (Chicago), 1989
- 19 : 250 *Arizona Republic*, 1990
- 19 : 251 "Roots of Ramada Inns: 1955" Scrapbook
- 19 : 252 Newspaper Clippings Scrapbook, 1961-1979 (1 of 2)
- 19 : 253 Newspaper Clippings Scrapbook, 1980-1985 (2 of 2)

**SERIES 6: IMAGES, 1919-1976**

**Slides**

- 24 : 254 Hotel Slides Sheet for 1999.112.01-.123
- 25 Des Plaines (O'Hare), IL, (The O'Hare Inn in Des Plaines)1982; 1999.112.01-.06
- 25 Alexandria (Old Town), VA, 1982; 1999.112.07-.10
- 25 Carbondale, IL, 1982; 1999.112.11-.17
- 25 Fort Morgan, CO, 1982; 1999.112.18-.26

Box : Folder

- 25 Beltsville (Calverton), MD, 1980, 1982; 1999.112.27-.32
- 25 Ardmore, OK, 1982; 1999.112.33-.45
- 25 Birmingham (Airport), AL, 1982; 1999.112.46-.62
- 25 Bakersfield, CA, 1982; 1999.112.63-.70
- 25 Clifton, NJ, 1982; 1999.112.71-.77
- 25 Elkhart, IN, 1982; 1999.112.78-.91
- 25 Effingham, IL, 1982; 1999.112.92-.100
- 25 Gillette, WY, 1982; 1999.112.101-.110
- 25 Falls Church, VA, 1982; 1999.112.111-.123

**Photographs & Negatives**

**1999.112**

Box : Folder

- 24 : 255 Bagdad Hotel, Las Vegas c.1958; 1999.112.124, .124N
- 24 : 256 Sahara Hotel Pool, Phoenix c.1956; 1999.112.125
- 24 : 257 President Gerald Ford; 1999.112.126, .126N
- 24 : 258 Marion & Ingrid Isbell, c. late 1960s; 1999.112.127, .127N
- 24 : 259 Marion & Ingrid Isbell, c. late 1960s; 1999.112.128
- 24 : 260 Isbell Family, l to r: Robert Isbell w/wife Janice, Ingrid and Marion Isbell, Elaine Isbell Cook and husband Dr. Jack Cook, Susan and Marion W. Isbell, Jr., 1963; 1999.112.129, .129N
- 24 : 261 unknown people; 1999.112.130, .130N
- 24 : 261a unknown people; 1999.112.130a, .130aN
- 24 : 262 Jimmy Starr with lady, c. late 1960s; 1999.112.131N
- 24 : 263 Ramada Inn Logo c.1960s; 1999.112.132N
- 24 : 263 Ramada Inn Logo c.1960s; 1999.112.133
- 24 : 264 early Ramada Inn, El Paso, TX, 1962; 1999.112.134-.135
- 24 : 264 early Ramada Inn, El Paso, TX, 1962; 1999.112.136N
- 24 : 265 Sahara Hotel Night Photo; 1999.112.137, .137N
- 24 : 266 George Gobel on stage/Opening of Flamingo Hotel, Arcadia, CA; 1999.112.138, .138N
- 24 : 267 Crowd at Sahara Hotel, 1956; 1999.112.139, .139N
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- 34 : 549 Ramada Convention Speaker; 1999.133.215
- 34 : 550 l to r: (?), Charles Lanphere, M. Jack Ferrell, c. late 1960s; 1999.133.216
- 34 : 551 Marion Isbell with speaker, Ingrid Isbell, c.1960s; 1999.133.217
- 47 : 673 oversized; Ingrid Isbell, c.1960s; 1999.133.168
- 47 : 672 oversized; b/w photo reproduction of oil painting of Marion Isbell, 1952;  
1999.133.172

Box : Folder

- 47 : 673 oversized; Taller man is James Isbell, older brother to Marion; shorter man  
is George Theel, c.1930s; 1999.133.173

## **SUBGROUP 2: MARION ISBELL, 1934-1999**

### **SERIES 7: PERSONAL**

#### **Historical Project**

- 34 : 552 Company Registration Files, 1979, 1982
- 34 : 553 Display and Fixture Order, 1984

- 34 : 554 Museum Forms, 1985
- 34 : 555 Advertisement for Opening of Historical Collection, 1985
- 34 : 556 Invitation to Ramada Collection Showing, 1985
- 34 : 557 Historical Project Fact Sheets
- 34 : 558 Labels for Displays, 1985
- 47 : 670 Poster re: Marion Isbell's 80<sup>th</sup> birthday party/historical project; 1985
- 47 : 671 Declaration (probably in 1985) signed by Ramada Inn's Board of Directors recognizing Marion's contributions.

### **Chicago**

- 34 : 559 Advertisement Jingle Rough Draft—Isbell's
- 34 : 560 Handbill—Fish & Chips, Inc.
- 34 : 561 Fisher Ice Cream Co. Contract, 1934
- 34 : 562 Newspaper Clippings, 1939-1941
- 34 : 563 Correspondence Letters, 1936-1945
- 34 : 564 Office of Price Administration Papers, 1944-1945
- 34 : 565 Aluminum Round-Up Certificate of Honor, 1941
- 34 : 566 Restaurant Association Papers and Invitations, 1944-1980
- 34 : 567 3 menus from Isbell's, 1941-1942
- 34 : 568 Letter from Ed Crump, 1940
- 34 : 569 Letter from Illinois Governor Dwight Green, 1942

### **Correspondence**

- 34 : 570 Gareth Thorne to Marion Isbell, 1967
- 34 : 571 Marion Isbell to First Bank Evanston President, 1980
- 34 : 572 J.W. Marriot, Jr. to Marion Isbell, 1988
- 34 : 573 Joe Cole to Robert Isbell

### **Personal**

- 34 : 574 Ramada Board Official Recognition of Marion Isbell, 1978
- 34 : 575 Obituaries—Marion Isbell
- 34 : 576 Funeral Card and Program—Ingrid Isbell, 1999

### **Correspondence—Chronological Files**

- 35 : 577 April 1965
- Box : Folder
- 35 : 578 May 1965
- 35 : 579 June 1965
- 35 : 580 July 1965
- 35 : 581 August 1965
- 35 : 582 September 1965
- 36 : 583 October 1965
- 36 : 584 November 1965
- 36 : 585 December 1965
- 36 : 586 January 1966
- 36 : 587 February 1966

36 : 588 March 1966  
37 : 589 April 1966  
37 : 590 May 1966  
37 : 591 June 1966  
37 : 592 July 1966  
37 : 593 August 1966  
37 : 594 September 1966  
37 : 595 October 1966  
37 : 596 November 1966  
38 : 597 December 1966  
38 : 598 January 1967  
38 : 599 February 1967  
38 : 600 March 1967  
38 : 601 April 1967  
38 : 602 May 1967  
38 : 603 June 1967  
38 : 604 July 1967  
39 : 605 August 1967  
39 : 606 September 1967  
39 : 607 October 1967  
39 : 608 November 1967  
39 : 609 December 1967  
39 : 610 January 1968  
39 : 611 February 1968  
39 : 612 March 1968  
39 : 613 April 1968  
40 : 614 May 1968  
40 : 615 June 1968  
40 : 616 July 1968  
40 : 617 August 1968  
40 : 618 September 1968  
40 : 619 October 1968  
40 : 620 November 1968  
40 : 621 December 1968  
40 : 622 January 1969  
Box : Folder  
41 : 623 February 1969  
41 : 624 March 1969  
41 : 625 April 1969  
41 : 626 May 1969  
41 : 627 June 1969  
41 : 628 July 1969  
41 : 629 August 1969  
41 : 630 September 1969  
41 : 631 October 1969  
41 : 632 November 1969

- 41 : 633 December 1969
- 42 : 634 January/February 1970
- 42 : 635 March/April 1970
- 42 : 636 May/June 1970
- 42 : 637 July-December 1970
- 42 : 638 January-March 1971
- 42 : 639 April-June 1971
- 42 : 640 July-September 1971
- 42 : 641 October-December 1971
- 42 : 642 January-March 1972
- 43 : 643 April-June 1972
- 43 : 644 July-September 1972
- 43 : 645 October-December 1972
- 43 : 646 January-March 1973
- 43 : 647 April-June 1973
- 43 : 648 July-September 1973
- 43 : 649 October-December 1973
- 43 : 650 January-March 1974
- 43 : 651 April-June 1974
- 43 : 652 July-December 1974
- 43 : 653 1975
- 44 : 654 1976
- 44 : 655 1977
- 44 : 656 1978
- 44 : 657 1979
- 44 : 658 1980
- 44 : 659 1981
- 44 : 660 1982-1985

**Scrapbooks**

- 44 : 661 Bound Annual Reports—"A Pattern For the Future," Robert J. Isbell (Embossed)
- 44 : 662 Bound Annual Reports—"A Pattern For the Future," M. William Isbell (Embossed)
- 44 : 663 Marion W. Isbell Historical Newspapers 1943-1959
- Box : Folder
- 44 : 664 Isbell's Restaurants Advertising and Publicity 1935-1957 (1 of 3)
- 44 : 665 Isbell's Restaurants Advertising and Publicity 1935-1957 (2 of 3)
- 44 : 666 Isbell's Restaurants Advertising and Publicity 1935-1957 (3 of 3)
- 44 : 667 Marion W. Isbell Political Adventure 1954-1955
- 44 : 668 Marion W. Isbell, President, Chicago Restaurant Association 1942-1944