

Guide to

MS 153

**WESTWARD HO RESORT SCRAPBOOKS  
(1944-1964)**

5 Boxes

2003.88

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## **HISTORICAL NOTE**

Westward Ho, one of Phoenix's premier luxury hotels until its closure in 1979, was constructed on North Central Ave. in 1927. Considered a skyscraper, the 208 foot, sixteen story building was claim to the tallest building in Phoenix until 1960. It was the primary meeting place for important conventions and meetings in Phoenix, and was equally famous for the numerous Hollywood entertainers who performed there in the renowned Concho Room.

The building was thoroughly remodeled between 2003 and 2004, and now serves as living quarters for senior citizens and disabled adults, under the Federal HUD program.

## **SCOPE AND CONTENT**

The Westward Ho Resort Scrapbooks contain hundreds of photo copies of articles and advertisements pertaining to the Hotel business, spanning a period from July, 1944 to March, 1964. (there is one article in Box 4, dated August, 1978.)

The articles convey a virtual history of Phoenix during that period and reveal the Hotel as the premier meeting place for all important dignitaries visiting the City. The Concho Room is featured in many advertisements, and was renowned for its famous entertainers and dance bands. There are newspaper photos of many prominent citizens; including, Walter Bimson and Barry Goldwater.

## **CONTAINER LIST**

Box 1. Photo copies of articles published by various area newspapers and magazines, concerning affairs at the Westward Ho Hotel from July, 1944 to December, 1949. Included is information about construction and personnel changes at the Hotel, important guests who stayed there, Hotel entertainers at the famous Concho Room, amenities at the Hotel, restaurant advertisements, important meetings and conferences, and labor union negotiations. There are also several articles about prominent citizens and civic leaders; such as Walter Bimson.

Box 2. Contents similar to that referenced for Box 1., covering the period January, 1950 to December, 1952.

Box 3. Contents similar to that referenced for Box 1., covering the period January, 1953 to December, 1954.

Box 4. Content similar to that referenced for Box 1., covering the period January, 1955 to February, 1960. ( This box also contains a newspaper article dated August, 1978, concerning the Hotel's new owner-management team and restoration plans.)

Box 5. Content similar to that referenced for Box 1., covering the period August, 1963 to March, 1964.