

## Hotels:

# BIG FUTURE FOR THE "IN" RESORT

## *Manager Ricardo Talks of Bell Channel*

There was a television character not too long ago called Ricky Ricardo.

In the TV series, "I Love Lucy", he was the husband of actress Lucille Ball and led a latin orchestra.

Well Freeport has its own Ricky Ricardo.

Unlike the Desilu Productions character, he isn't a nightclub entertainer. But he does entertain as companionable host of Freeport/Lucaya's Bell Channel Villas and Marina.

Those readers who have been to Freeport's hotel area in the past may recall him as being with the resort's first inn, The Lucayan Beach Hotel.

And there are many more who would remember him from his days in Nassau when he was convention manager at the Nassau Beach, or the season he was with Huntington Hartford's Ocean Club.

Rick went to Freeport to work in an executive capacity for the Lucayan Beach in July of 1963. Four managers later, he saw the villas sitting across Bell Channel bay from the hotel, decided it had "a unique type of relaxed elegance", and prevailed on the hotel owner whose interests included the villas as well, to let him take over their management.

Seated in a corner suite converted to office use, the Niagara Falls-born (N.Y.) hotelier noted that the attractive villas include 150 rooms with twenty-two suites and their management also means control of the 128-slip marina.



Manager Rick Ricardo... unique type of elegance.

An official Port of Entry, the marina accommodates up to two hundred yachts and has proved popular with their owners.

Equipped with an Olympic-size swimming pool, boutiques for the ladies and shops for the yachtsmen, informal bar, coffee shop and a dining room of which

the Ricardos are justifiably proud, Bell Channel Villas is about to undergo expansion to make it even more interesting.

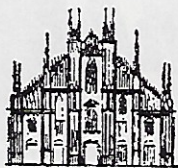
Wearing a checked shirt with built-in Ascot — he's said by hotel friends to have an extensive and imaginative wardrobe — Mr. Ricardo reported that the home of the "International Sportsmen's Club" a three or four-storey clubhouse including yacht club, will be going up shortly adjacent on the villas property. Tennis courts and other sports facilities also are being provided.

In the public rooms section of the villas, a tasteful architectural blend of intimacy and informality, he plans to enclose the outdoor dance patio and make it into a new room probably called "The Promenade Room".

Removed from the activity and formality of the resorts most expensive hotel, but close enough to it to go for an evening in the spacious casino, and serviced by a happy staff — always a good sign in a hotel operation — Bell Channel Villas and Marina is quite likely to become an "in" place to stay at Freeport.



Resort promoter Lou Chesler, filmstar Connie Stevens and hubby James Stacey, Mrs. Chesler, and Ricardo. Famous guests often drop in.



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