

Sheffield signs

ANCHORAGE, Sheffield Enterprises, operators of Alaska's largest hotel and restaurant chain, has signed a cooperative hotel reservation agreement with Avis Rent-A-Car.

According to Bill Sheffield, president of Sheffield Enterprises, the cooperative agreement offers direct room reservations through any of Avis's outlets throughout the state of Alaska.

"We have been looking for some time to find some means of making reservations easier to obtain for the traveler when coming to Alaska," said Sheffield. "With the kind of assistance that we have received from Avis, we are now able to offer the only service of its kind

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Sheffield . . .

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to the traveling customer residing in or visiting our state. traveling customer residing in or visiting our state.”

The agreement was signed by Rolf Klug, vice president and general manager of Alaska Rent—A—Car in Alaska. According to Klug, the eventual further expansion of the program throughout the Sheffield locations in the state will give the travelers that stay at Sheffield Hotels not only an edge in obtaining firm room reservations but at the same time will be supplying themselves with Avis Rent—A—Car transportation.

With the agreement signed, direct room reservations through Avis go into effect immediately, Sheffield said.