

1958

# FRONT!



**FRONT!** goes to the **COSMOPOLITAN...**

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Our cover picture this month depicts the gaiety of the Imperial Room of the Cosmopolitan, famed for fine cocktails, dining and entertainment. Story, and more pictures, beginning page 10.

## FRONT!

FRONT! is published every other month in Seattle, Wash., by Western Hotels, Inc., Executive Offices, Olympic Western Hotel, Seattle.

### FRONT! CORRESPONDENTS

*If list is out of date or otherwise incorrect please notify FRONT!*

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 Hawaiian Village, *Robert Herrick*  
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 Owyhee, *R. J. Bawer, Jaunita Haws*  
 Rainbow, *Esther DeVault*  
 Roosevelt, *Effie McCain*  
 St. Francis, *Elizabeth Bell*  
 Sir Francis Drake, *Lorraine Koenig*  
 Winthrop, *Patricia Miller*



Earl Akana



Frank Eastman

## *Western "Men of Distinction" Featured In Ads Receive Widespread Comment*

What happens when your name, picture, and the story of your hotel appears in newspapers throughout the Western United States and British Columbia?

**FRONT!** wondered, too, so we called upon Western's "Men of Distinction" who have appeared in the Western advertising campaign during 1958. You remember them, of course. Each was featured, along with a picture of the highlight of his hotel, and the advertising copy told customers of the many Western features. The same men were featured in elevator cards, and other printed material.

Here are some of their comments:

*George Porte*, featured in July with the Davenport's wonderful Aqua Terrace: "Thought it was wonderful. Enjoyed every moment of it... gives a personal touch. Makes many friends faster."

*Hercilio De France*, who appeared in August with the elegant Stirrup Room of the Multnomah: "All com-

ments were good, and I even received clippings from out-of-town. I feel I have gained considerable prestige both personally and businesswise. Many people dropped in just to tell me about seeing the picture and to compliment me on being picked for the ad... it is an excellent conversation piece."

*Earl Akana*, way back last January, was featured with the Hawaiian Village. He still recalls the results: "One of the foremost results I noticed after the ad had been out was that many



John Belour



Hercilio De France

of the 'malahinis' or new-comers would know me by name when they would see me on the beach or at the dock."

And *Frank Meyers*, who with the *Cosmopolitan* helped sell *Hospitality* during September, had this to say: "I was able to broaden my acquaintance with the guests and I noticed that more people came to me for assistance and information. I wish to extend to *Mr. Tom Lee* and *Mr. Al Hawney*, General Manager and Executive Assistant Manager, my sincerest thanks for being honored in this manner. I am certain that this advertisement will help further my



Frank Meyers



George Porte

career as a hotelman and innkeeper."

*Frank Eastman* and the *Starlight Roof* of the *Sir Francis Drake* were featured in June, with these (in *Frank's* own words) results: "Letters from friends in Vancouver, B. C., Seattle, Los Angeles, and others who have been guests in *Western Hotels* and the *Starlight Roof* have mentioned how effective and appropriate the ad was... I was very pleased that I was privileged to have been featured."

"Many people commented on the elevator card which they had seen in several *Western Hotels*. In particular, *Mrs. DeGolia's* daughter remarked that when she saw the card in the elevator at the *Georgia Hotel* it made her 'feel at home'."

And *John Belour*, who last April was featured with the *Olympic's Marine Room*:

"Very proud of being featured. Received a lot of letters and clippings from all over the world from people I used to cater to when they were here... very good write up... helped sell the *Marine Room*, and now everyone calls me 'Captain John'."

**(See back cover for another  
"Man of Distinction")**

## *President Eisenhower Visits Olympic Hotel*



**IKE ADDRESSES COLOMBO CONFERENCE**—President Eisenhower is shown being escorted by General Manager Thomas A. Gildersleve of Olympic Hotel as they left Gildersleve's office. Ike addressed special session of Colombo Conference. During his short Olympic stay, Gildersleve's office was used by the President, equipped with special White House phones and other arrangements. On next page are story and pictures on Colombo Conference, a recent highlight of activities at the hotel.

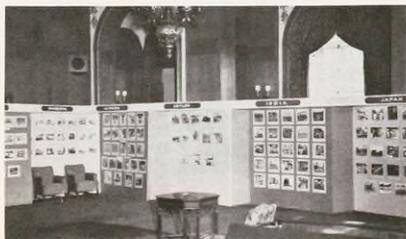
## *Olympic Center of Diplomatic Doings During 21-Nation Colombo Meeting*

Throughout the Olympic Hotel there was the air of excitement and accomplishment.

The hotel was chosen as the meeting place for the 10th annual Colombo Plan conference, held for the improvement of economic conditions in South and Southeast Asia countries, with other free nations helping them.



**WHICH LANGUAGE?**—*Norman Lavin*, left, and *Ed Sullivan*, members of Olympic Hotel staff, test translating equipment. Tables were equipped with headsets and switching devices, to tune in either of two translators, sitting in soundproofed booths. Translators repeated everything said—one in French, and the other in English—to aid delegates from 21 nations in understanding proceedings.



**COLOMBO EXHIBIT**—In lounge of Spanish Ballroom, Olympic Hotel, was section of pictorial exhibit featuring 21 countries.

High level diplomats from all the countries involved stopped at the Olympic. The Georgian Room, guarded by Marines, was the scene for the top priority meetings.

The room was rigged as in the United Nations with headsets at each chair, interpreters repeating all proceedings in two languages—English and French.

Colorful opening ceremonies were held at the Olympic's new Drive-In entrance. The 21 flags were unfurled by smartly dressed Marines.

Conference personnel complimented Olympic management and staff on many occasions for their handling of arrangements. In the grill, Marine Room, the lobby—throughout the hotel the economic and diplomatic leaders of the Pacific Rim enjoyed typical Western Hotels hospitality.

Two floors of the hotel were converted from sleeping rooms to offices. Fifty-two staff members of the State Department set up the necessary machinery, including press rooms and meeting places for individual countries. More than 200 delegates took part.

Countries represented were Australia, Burma, Cambodia, Canada, Ceylon, India, Indonesia, Japan, Laos, Malaya, Nepal, New Zealand, Pakistan, Philippines, Thailand, United Kingdom, North Borneo, Sarawak, Singapore, Viet Nam and the United States.



**PRESIDENT IN GEORGIAN ROOM**—President Eisenhower is pictured in Georgian Room of the Olympic Hotel addressing the Colombo Plan conference. Delegates from 21 nations are seated around U-shaped table in specially equipped room. Beneath flags on dais, left to right, are Governor Albert D. Rosellini, Secretary of State John Foster Dulles and Seattle's Mayor Gordon S. Clinton.

**HOTELMEN PROMOTE INTERNATIONAL GOOD WILL**—In foreground, Thomas A. Gildersleve, left, General Manager of Olympic Hotel, and Edward E. Carlson, Executive Vice President, Western Hotels, observe ceremonies which officially opened the 21-nation Colombo Plan conference. Flags in background were raised, and conference was addressed by Seattle's Mayor Gordon S. Clinton (at microphone), Gov. Albert D. Rosellini, and others. Western Hotels and Olympic management devoted a great deal of energy to preparing for the conference.



## *"The Impossible We Do Right Away" Is the Watchword at Western*

Try.

An important, three-letter word that makes the difference between mediocrity and a job well done.

"The difficult we do right away—the impossible takes a little longer"—so the saying goes. In Western Hotels, the impossible often is done right away, as this round up of "impossible events" will demonstrate.

**FRONT!** asked the hotels to send in accounts of jobs done above and beyond the call of ordinary duty that resulted in extra efforts to please Western guests. Here they are:

What would you do, if you were the head banquet waitress at the Rainbow Hotel, and five minutes before their scheduled luncheon a group of Great Falls women began arriving for a function that had been cancelled—in error? Plainly, this called for some fast footwork.



*Gladys Czerwinski*

*Gladys Czerwinski*, head banquet waitress, didn't bat her beautiful eyes. She mustered a well-trained force and in an actually timed period of 4½ minutes set up the tables.

**FRONT!** Correspondent *Es De Vault* reports the meal, "with perfect teamwork, was served on time."

Let's turn to a hotter issue—false fire alarms, which for some time plagued the Olympic. *John Roberts*, night engineer, accomplished the impossible by apprehending the offender. Here's the report:



*John Roberts*

"The quick thinking and acting of *John Roberts*, night engineer, was instrumental in apprehending the offender. *John* rushed to the Arcade when an ADT alarm was turned in, and caught a man who had given the Seattle Fire Department a considerable amount of trouble.

"*John's* action is representative of the keen interest employees in the engineering staff of the Olympic take in their jobs, for the welfare of the organization."

Then there's the "Case of the Colonel's Unpressed Pants," from the Marcus Whitman. Writes Correspondent *Donna Lobdell*:

"Twas a big night at the Marcus Whitman. The Army Engineers were having a large get-together. Twenty minutes before dinner, *Col. Myron Symbol* called down to have his suit pressed. There was no maid available, and only one iron, which was shorting out!



**Patti Hofer**

in spite of the fact that she received several shocks from the iron, managed to get the Colonel ready in time for the dinner—which was held in his honor. Hats off to Patti, for saving the day!"



**Bob McIntosh**

At the Cosmopolitan, *Bob McIntosh*, Purchasing Agent, had to find a place to stash 10 "Tiki" poles, each 8 feet long and weighing 200 pounds — delivered ahead of schedule for decorating the Outrigger Room. *Bob* found an unused steam room where the poles fitted nicely—and in addition, had more time to be properly cured!

Comes now from the Benson the story of *Verne Turner*, resourceful engineer, who was called to the aid of a guest in terrible distress. Ready to leave for the airport, the guest had lost his glass eye in a sink trap. *Verne*, with a quick twist of a pipe wrench, rescued the vitreous orb in plane time.

And *Gerald Schaie*, on duty as relief assistant manager at the St. Francis, rescued a maiden and her mother in distress. Mother, calling from Port-

land, said her daughter, en route to San Francisco from Seattle, had missed Portland plane connections where they were to join for the trip South. Daughter had no money, called Mom collect from the San Francisco airport.



**Gerald Schaie**

Gallant *Gerald Schaie* organized a rescue effort. Cab to the airport, daughter to the St. Francis, a room on the cuff 'till Mother arrived the next day. Congratulations all around.

And from the Multnomah, there's the story of *Mrs. Betty Bailey*, Third Floor Maid, who did not the "impossible," since such an adjective shouldn't be applied to the word "honesty," but whose quick action prevented loss of a \$3,400 bracelet containing 37 diamonds. The jewelry was left in an ash tray by a guest and nearly discarded.

*Mrs. Bailey*, a widow, retrieved it. Result: a \$30 reward, a letter of gratitude from the guest, and renewed faith in Western's service.

*(Continued on page 28)*

# FRONT!

## Goes to the COSMOPOLITAN



The Cosmopolitan Western Hotel, "Host of the West," is ideally situated for the traveler in the heart of Denver, conveniently located close to transcontinental highways and transportation terminals.

"Host of the West" is a theme as well as a reputation for the Cosmopolitan Western Hotel in Denver. Largest hotel in Denver, The Cosmopolitan, with 425 rooms, is the headquarters for most of the city's large conventions. Situated close to transcontinental highways and only a few minutes from all transportation terminals, The Cosmopolitan is ideally convenient for the traveler.

The Cosmopolitan joined the Western Hotel's family in April, 1953. Prior to that time the hotel was owned and operated by the Cosmopolitan Realty Company, Hugh Monnick, president.

There has been a complete modernization program of the hotel since the Western management became effective. Under the direction of General Manager *Tom Lee*, the restaurant and meeting facilities have more than doubled.

The Cosmopolitan has two beautiful dining and lounge rooms in addition to its specialty room, The Outrigger.

The rich, hand rubbed walnut paneling of The Cosmopolitan's main lobby is the background for one of the favorite meeting places of Denver's social and business leaders.

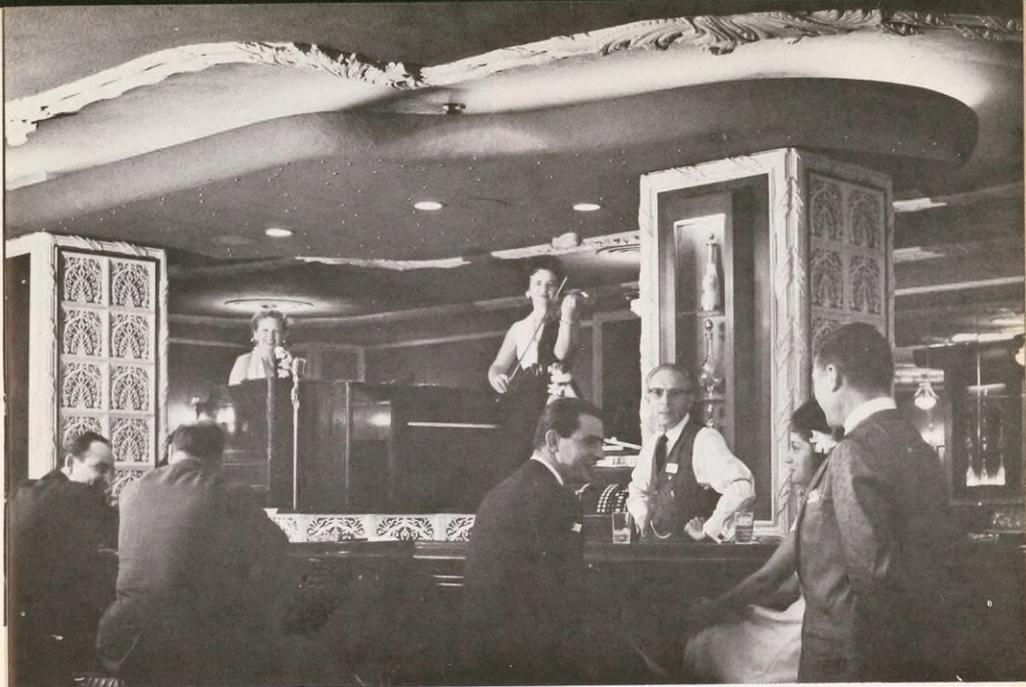
As guests approach the registration desk, they notice and comment upon the beautiful mural above the desk. Created by A. Parvin & Company, the mural depicts the principal cities and geographical high points of the nation.

After registering, the traveler is escorted by smartly uniformed bellmen, perhaps to one of the Deluxe Western suites. These suites, following a newly adopted system, are named for other Western Hotels. The luxurious Northern, Olympic, Multnomah, Sir Francis Drake and Cascadian Suites are very popular with The Cosmopolitan's guests.

These suites are "home" to visiting governors, generals, entertainers, former Presidents and many other notables who make the Cosmopolitan their Denver headquarters.

The Imperial Room of the Cosmopolitan, where the famous Dodd

*(Continued on page 12)*



Denver's history—a colorful past of gaiety and glamour—is magically preserved in the Cosmopolitan's Imperial Room, where the famous Dodd sisters entertain each evening.

Guests at Denver's Cosmopolitan are shown enjoying the exotic atmosphere and South Seas hospitality in the hotel's Outrigger—specialty room created by Trader Vic.



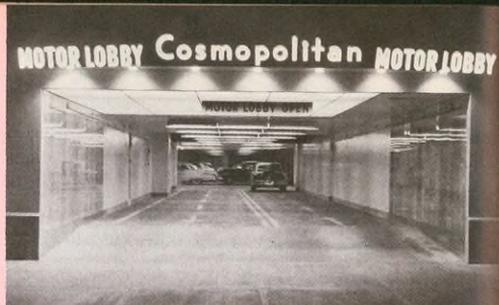
(Continued from page 10)

sisters, musicians of note, entertain each evening, is gaily reminiscent of the Gay 90's and the Victorian Age. This popular Denver lounge has the favored menu item of Baron of Beef, served from the Jeep. Delicious chafing dish items such as Deviled Crab Meat are prepared before the guest by a splendidly attired chef.

Lining the walls of the richly decorated Imperial Room are treasures from the old Broadway Theatre, which opened in 1890. Photographs, many of them autographed, are accentuated by the hand-formed white lace grill work covering the pillars and some of the walls. Shadow boxes highlight a collection of rare liquor bottles, hand-fashioned by the skilled artisans of far away lands. The standards of the highly polished footrail of the circular bar were formerly used to support the stage rails of the old theatre.

The Broadway Theatre building was razed in 1954 to make room for expansion of the Hotel Cosmopolitan and the area is now occupied by the hotel's two level Motor Lobby. This modern entrance enables guests to enter the hotel directly from their cars. A bellman takes their luggage and an attendant parks their car where it is constantly available.

The popular Gun Room derives its name from the collection of aged firearms which helped to win the West. These valuable pieces, displayed in shadow boxes around the walls and pillars, are accentuated by the rich leather seats and the deep wal-



nut paneling of this popular priced restaurant.

Denver is almost 8,000 miles from the South Seas and Polynesia, but Denverites need only come to The Cosmopolitan to enjoy a South Sea atmosphere. Trader Vic has done a superb job of creating the Hotel Cosmopolitan's Outrigger Room. While sipping his Kamaaina cocktail and waiting for Mahi Mahi to be served, a patron may study the keel of a genuine outrigger canoe or stare at a spiny blowfish suspended over his head. After dinner, he may browse in a distinctive gift shop featuring items from far away lands.

The exciting atmosphere and exotic food and cocktails of the Outrigger have been so popular that an expansion program is now under way to increase the capacity of the restaurant to over 200. As guests enter this new dining area, they will be able to observe a chef preparing meals in a Chinese Oven. The expansion is scheduled to be completed in early winter.

The luxurious Silver Glade is the center of The Cosmopolitan's convention and banquet rooms. Located directly off the main lobby, the Glade, with its beautifully draped stage, golden tree-shadow murals, and shelved ceiling lights, is capable of



The strikingly beautiful lobby of the Cosmopolitan with its hand rubbed walnut paneling, huge mural above the desk and fabulous chandeliers spell the ultimate in beauty of appointment.

accommodating over 1000 persons for receptions, and 750 for dinner service. It is most popular for large dances and subscription dinners. However, the Glade has been used for Denver's social, fraternal, and charity groups, as an auto show room, merchandise mart, for bathing beauty contests and other functions.

The Century Room, its beautiful

parquet floor set a-glistening by the crystal chandeliers is most popular among the college group for dinner-dances. The Cosmopolitan has seven other meeting rooms of various sizes in addition to these larger rooms.

In order to maintain the high standards which have been established by The Cosmopolitan, an average staff of 375 persons is required.

Another view of the Outrigger.



The distinguished Gun Room.





**NAME GAME NETS CASH**—Winners of "Name's the Game" contest at Davenport Hotel (see story, page 15) hold envelopes containing winnings. Left to right are *Barbara Summers*, *Chuck Quinn* and *Colleen Druz*.

**ELEVEN WINTHROP HOTEL** employees were added to the Five Year Honor Roll, and three were given 10-Year awards at the annual service dinner, pictured here. General Manager *Scotty Myles* was master of ceremonies, and *Gordon Bass*, Vice President, Western Hotels, made the presentations. **FRONT!** Correspondent *Peggy Insel* reports a highlight of evening was when *Bass* and *Myles* did the hula hoop. Ten year awards went to *Lora Moe*, *Scotty Myles* and *Ruth Ann Stevens*; five-year honors to *Marie Bartram*, *Ethel Belcher*, *Margaret Brooks*, *Elena DeLano*, *Mattie Johnson*, *Leonard Hovland*, *Nelle Kohler*, *Dorothy Robertson*, *Clifford Seay*, *Marie Senberg* and *Hazel Slater*.



## **Name Game Rings Cash Register At Davenport**

As the result of an employee contest staged to emphasize the importance of calling guests by name, Davenport Hotel employees have had some fun and won some cash.

"In my opinion," reports Sales Manager Donald L. Allison, "this idea was a very effective tool in promoting name calling among our hotel employees."

Employees were informed by bulletin of the contest rules. "Mystery guests" who volunteered to help were given envelopes containing dollar bills. When an employee displayed courtesy, efficiency, and *remembered to call the guest by name*, the "Mystery Guest" promptly handed them one of the contest dollars.

Employees were encouraged to hold the winning dollars, and drawings were made for larger cash prizes based on serial numbers. Barbara Summers, Chuck Quinn and Colleen Druz cleaned up the most cash.

Everyone in the hotel—including the guests who were pleased to participate—enjoyed the game. Most important, it was impressed on Davenport employees that guests feel much more at home when you remember to call them by name.

**(At top of page 14 are winners holding their cash awards.)**

## *Western's Guatemala Hotels Open New Tourist Possibilities*

Expanding its operations into Central America has opened new possibilities for tourist promotion throughout the Western Hotels, Inc. system, Edward E. Carlson, Executive Vice President, reports.

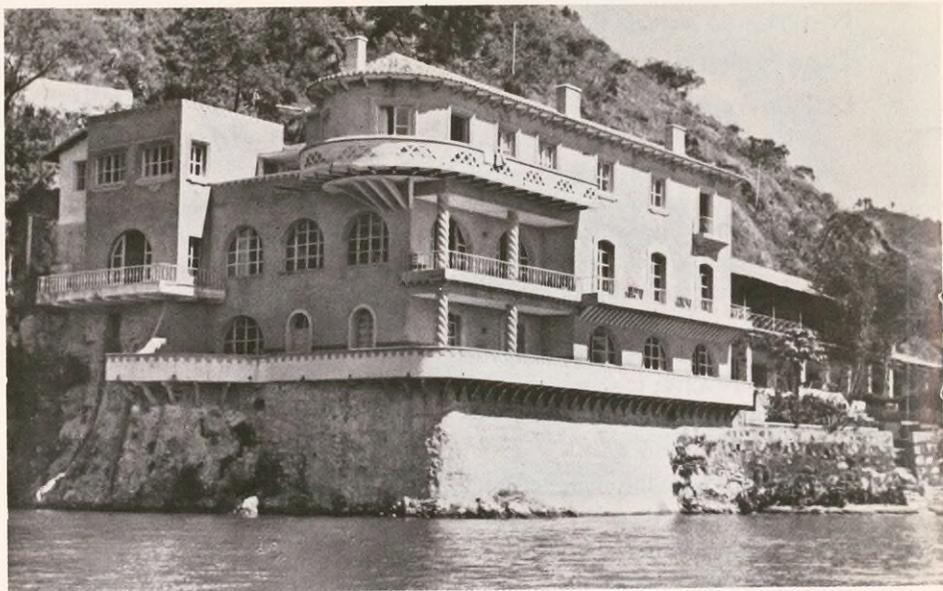
Typical of the new tourist attraction which Western has to offer is the Tzanjuyu Hotel on the edge of colorful Lake Atitlan—one of four Western hotels in Guatemala.

The Tzanjuyu is 65 miles from downtown Guatemala City, and consists of one building with hotel lobby, office and 35 guest bedrooms overlooking the lake, plus a bar and dining room building a few steps away through a tropical garden, adjoining a cruiser and motor launch breezeway. Swimming, water skiing, boating and fishing lure the vacationer.

Vacationers wishing to learn of the history of Central America will want to visit another Western Hotel, the Antigua. It consists of a main building which houses restaurant and bar, plus 35 spacious, well appointed cottages throughout a square block of native gardens, including a swimming pool. Attracting the history lover are the ancient ruins of a church, typical of the city which was founded in 1543.

Contrasted to this are the two metropolitan hotels in Guatemala City—the Pan American, and the Guatemala

*(Continued on page 16)*



**TZANJUJU HOTEL**—This is the Tzanjuyu Hotel, operated by Western Hotels, Inc., at Lake Atitlan, Guatemala. The resort is 2½ hours from Guatemala City at an altitude of 7,600 feet above sea level. It is Guatemala's most beautiful and comfortable year-around resort center. This picture, made from the lake, shows the main hotel building at water's edge.



**ANCIENT SETTING**—One of the charms of the Antigua Hotel, Guatemala, is the fact that it is situated amid ancient ruins which go back hundreds of years in the history of Central America. Seen here, framed in the doorway of the Antigua Hotel lounge, are ruins of an old church, with the hotel's swimming pool in center of picture.

Biltmore. The Biltmore is under construction, and due to open next April.

The Biltmore will be a 100 room deluxe, resort hotel located on "Embassy Row" in the exclusive residential district of Guatemala City, five minutes from downtown. It will include a heated swimming pool, sun terrace, cabanas by the pool, dining room and cocktail lounge and nightly entertainment. The new building will

### PAN AMERICAN WAITRESSES—

Four native waitresses, dressed in their colorful costumes in which they serve guests of the Pan American Hotel, Guatemala City, pose with the National Palace in background. Architecture of National Palace typifies the Spanish atmosphere which awaits the guest who stays at the Pan American, operated by Western Hotels, Inc. The Pan American is situated downtown, next to Centenario Park, near the National Palace and the Archbishop's Palace and Cathedral. It is near banks, airline offices and other facilities, completely equipped to make your vacation or business trip to Guatemala a success.

include a motor entrance with guarded parking area.

The fourth Western Hotel in Guatemala, the Pan American, is located in the heart of the cultural, commercial and entertainment center of Guatemala City.



**POOLSIDE RELAXATION**—Hotel Antigua stresses beauty and comfort, with bedroom accommodations in cottages away from the main building to insure complete quiet and rest. Shown here is the hotel pool, with the hotel lounge in the background. Modern tiled baths and a colorful blend of Spanish Colonial and Spanish California decor are featured. The hotel's garden, part of which is shown in background, is a riot of color—crimson, salmon, wine red bougainvillea, rosy pink and flaming hibiscus are among the many tropical plants to be seen. Banana, papaya, avocado and other trees bear tropical fruit which guests may pick in the garden. The Antigua is operated by Western Hotels, Inc.



## *Western to Expand Into Alaska, Plans New Anchorage Hotel*

Construction of a new hotel in Anchorage, Alaska, which will be formed by joining two existing structures, will begin next spring, Western Hotels, Inc., has announced.

Western will operate the new development, following completion of arrangements with two Anchorage groups who now operate the Anchorage and the Westward hotels.

Merger of the Anchorage and Westward will be accomplished by building a new structure between the two buildings, which will join them. Upon completion, the new combined unit will provide 600 rooms, including dining, specialty and public meeting rooms. Drive-in parking at the main entrance will be included.

Work on the new project will begin next spring, with the first construction to involve one building. Future units will replace the existing Anchorage Hotel building. When completed the main building will extend a full block on Third Avenue between E. and F. Streets, and be the highest building in Anchorage.

"Western Hotels is vitally interested in the future of our new, 49th state," *S. W. Thurston*, president, said. "We plan to build and operate a hotel which will be ranked with the very best on the Pacific Coast."

Participating in negotiations for the new development were *Wilber Wester*, *Willard Nagley*, *James War-*

*rack* and *Norton Clapp*, representing Westward Hotel Corp.; *Mr. and Mrs. Robert B. Atwood*, representing Anchorage Hotel Corp., and, representing Western Hotels, *Thurston*, and *Edward E. Carlson*, executive vice president; *Frank Dupar*, secretary, and *Gordon Bass*, vice president.

The accompanying architect's drawing shows the hotel in its final form, with its ultimate total of 600 rooms. The first unit, which will have 200 rooms, will not disturb the present two hotels. The present Westward Hotel is in the background behind the tall center structure.

Drive-in entrance, dining, specialty and public meeting rooms are featured. Fireproof steel framing, and thermopane window walls specially designed for wide ranges in temperature are included in the plans, Architect *Robert L. Durham* of Durham, Anderson & Freed reported.





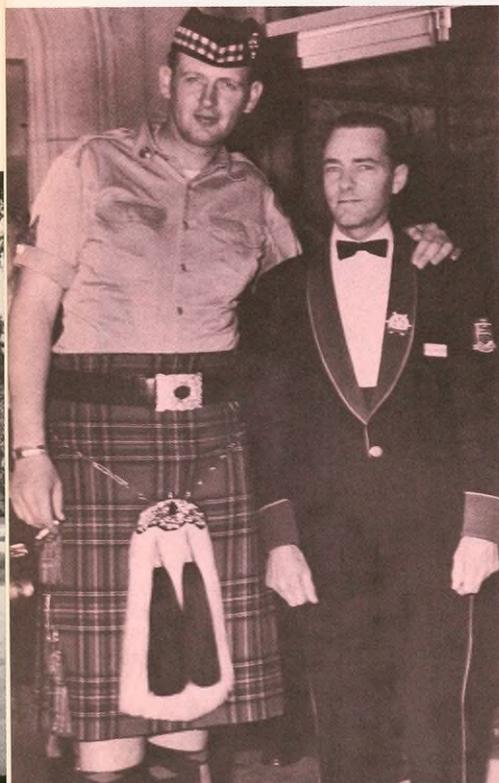
Pretty Miss Terry Moore, famous Hollywood actress, is shown registering at the front desk of the Bannock. Miss Moore stayed at the Bannock while attending the grand opening of the new Idaho Bank and Trust Building. Shown, left to right, are: Dave Wallace, bellman; Miss Moore, Carmen Fereday, switchboard operator; and Bill Rozay, room clerk.



With the opening of the new Idaho Bank and Trust Building, across the street from the hotel Bannock, several large banquets were scheduled by the bank, one a buffet for 500 people. Guests included bankers from all parts of the United States. Left to right, waitresses: Donna Ortega, Sharon Fore, Zana Smith, Bernice Fore, Ireta Hale, Jacqueline Sanders, Pat Gibson, Matha Hackworth, Dorothy Ortega, and Grace Bryant. Kitchen staff, left to right, Vic Fischer; Doro Winterbottom, sous chef; Everett Campbell, executive chef; and Mike Mattson.



**OUTRIGGER FAREWELL PARTY**—Walter Griggs, credit manager for Western Hotels, center, was feted at The Outrigger, Benjamin Franklin Hotel, on his retirement. From left are Vern Aloha, office manager, Western Hotels, Lynn Peterson, a secretary at the Benjamin Franklin; Griggs, and Leigh MacArthur, Western Central Purchasing.



## *Scotty Robertson Has Friends In High Places*

*Scotty Robertson*, doorman at the Benjamin Franklin Hotel, claims some big men among his friends, including *Sergt. MacDonald* of the Presidio Pipe Band. When the band visited Seattle, lunching at the hotel, *MacDonald* and *Robertson* renewed an old friendship while each wore the uniform of his trade. In photo at left they're shown as they halted traffic temporarily at the hotel entrance, the giant Scot in his colorful costume causing heads to turn.



### **SIR FRANCIS DRAKE DRAWS FOOD EXPERTS**

—Pictured above is a special event in the Franciscan Room of the Sir Francis Drake—a cheese tasting display staged by the California Dairymen's Institute. Food editors and recipe writers from all over the country attended the gala affair. They sampled 365 pounds of cheese, including 22 different varieties.

### *Wedding Bells for Two Ring at St. Francis*

Wedding bells rang out for two St. Francis Hotel employees, pictured at right following their marriage in St. Anne's Catholic Church, San Francisco.

They are the former *Jean Harrington*, Front Office Cashier, and *Richard Code*, employee of the St. Francis liquor store.

The newlyweds spent their honeymoon in Carmel, and will live in San Francisco. Both are continuing to work at the St. Francis, where they first met.





**FOR OPERA GOURMETS**—Louie Chavey, left, Manager of Food & Beverage, and Paul Debes, Executive Chef, display special buffet created by Chef Debes for San Francisco opera opening. Gourmets flocked to St. Francis Hotel for food before opening curtain.  
—(San Francisco Examiner Photo.)

## *San Francisco Opera Opening Draws Society, Gourmets to St. Francis Hotel*

Before the conductor raised his baton and gave the down beat that marked the opening of the San Francisco opera season, another maestro applied his own artistic touch and came up with a smash success at the St. Francis Hotel.

This Virtuoso of the Veal was none other than *Paul Debes*, Executive Chef at the St. Francis, who created a buffet that featured "Filet Medea," in honor of the name of the opening opera.

Designed to appeal to the most discriminating taste, it made a success of the pre-opera festivities which drew the cream of San Francisco society to the hotel.

*Chef Debes* has been doing this for five years—turning out, as the San Francisco Examiner phrased it—"memorable dinners in an atmosphere of dignified elegance for operagoers who have less than an hour to enjoy them before the curtain rises on the season's first performance."



**PHOTOGRAPHERS AT WORK**—Photo lights flashed at the St. Francis, where opening night of the opera is a newsworthy event. St. Francis Photographer V. M. Hanks snapped this picture of three photographers snapping a picture of three beautifully gowned guests. Photographers, left to right, are Jimmy Stewart, Examiner; Bill Young (evening clothes) Chronicle, and Ken Adams, Call-Bulletin.

Sleek fashions were in evidence aplenty. Most in evidence were smiles of satisfaction as the crowd of gourmets and music lovers sampled St. Francis cuisine. How does *Chef Debes* do it? Reports the Examiner:

"His secret, which has made the St. Francis a favorite dining spot among the jeweled and beautiful gowned first nighters, is quiet efficiency from the time table reservations are made until the last guests are on their way to the Opera House."

**SOCIETY ARRIVES**—Head Waiter Barney Newman, center, checks reservations for Mrs. Horace A. Guillard, and son Horace Jr., upon their arrival at Mural Room. In left background Gwynn Hanchett and Barbara Teel, Examiner society reporters, check notes on notables.



## Boise Chamber Heads for Hawaiian Village Vacation

**FRONT!** has received from *Basil Miaullis*, Manager, Owyhee Motor Inn, news about a special trip the Boise Chamber of Commerce will make to the Hawaiian Village in January.

It's a fine example of how active promotional work can line up an important trip for more than one Western Hotel at a time—because the party will stop at the Sir Francis Drake in San Francisco on their way out to the Islands.

"We have booked the room business at the S. F. Drake—21 doubles for January 19th," *Miaullis* reports.

Known as Treasure Valley Hawaiian Holiday, the tour includes a full week of the best the Hawaiian Village has to offer.

It has received good publicity in the Chamber of Commerce newspaper, *The Boise Billboard*. And the *Idaho Sunday Statesman* has carried a picture feature which further publicizes the Hawaiian Village.

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*Carole Beard*, left, talented musician daughter of *A. K. Beard*, *Cosmopolitan* Assistant Manager, received the Fashion Bar Company award of \$25 for the excellent performance of a musical combo directed by *Miss Beard*. The contest was sponsored by Fashion Bar, Inc., a dress and ladies wear chain store company in Denver. The award was presented by *Mrs. Hannah Levy* of Fashion Bars. The contest was held in the Englewood, Colorado Junior High school, where *Carole* attends.

## Bannock Gives Coffee Income to Charity Drive

From Pocatello, the Bannock Hotel reports a public service project which made many friends—they donated free coffee, cream and sugar on the opening day of the city's United Campaign, which collects for 30 different charities.

*David Clift*, Food and Beverage Manager, said the coffee was on the house—guests and townspeople contributing the money, instead, to the welfare drive.

Main office of the United Campaign is in the Bannock.

Excellent public reaction to the project was reported, the hotel receiving good coverage in the *Idaho State Journal*.





**CIVIC BEAUTIFICATION**—Pyramidal oak, first of 36 to be planted along University Plaza outside Seattle's Olympic Hotel, is lowered into place. Left to right are Tom Gildersleve, General Manager of Olympic; Mrs. Harlan Edwards, chairman of City Council's Parks Committee; Edward E. Carlson, Executive Vice President, Western Hotels, and Mel Borgersen, chairman, Seattle Retail Trade Bureau.

**DAVENPORT SALUTES INDUSTRY**—The Davenport Hotel promotes goodwill in Spokane by displaying key industries in lobby. Here is one of their displays, saluting the railroads that serve the Inland Empire. "The Davenport has gained much publicity . . . we feel it has been a worthwhile promotion," reports Don Allison, Assistant Manager.



## Western Hobbyists Spend Spare Time Having Fun and Building Things

**FRONT!** reports this month on four widely different hobbies, which produce everything from ice carvings to cabins, to music to cars.

First, *Heinz Zeller* who has made more than a hobby of ice carving. A pastry cook at the Olympic, *Heinz* doubles as ice carver for special events. He began this work five years ago in Phoenix, after traveling from Germany via Canada. He carves rabbits, fish, horses, human figures, ice bowls—anything you order, he'll try.

His frigid sculpture is kept in cold storage until being used. Unlike carvings in stone and bronze, it's not for posterity—but fun while it lasts.

*Jack Rohrer*, whose wife, *Peggy*, manages the Olympic Hotel Flower Shop, restores old cars, returning them to their original, shiny quality. His work has been admired at the Olympic's drive-in entrance, in parades, and wherever antique auto fanciers congregate.

Waiter *Smiley Young* of the Ben-



Bellmen Gary Cufley (left) and Don Smith inspect a 1916 Cadillac, one of many restored by Jack Rohrer.



Heinz Zeller displays beginning shape of an ice bowl.



"Rapp's Roost"

jamin Franklin's Outrigger Room prefers to make music—Chinese music—on a weird and wonderful instrument called the Butterfly Harp. He plays with the Lok Ngi, a musical club, sometimes accompanying Chinese opera, more often just jamming with the boys. *Smiley*—who studied Mandarin, speaks Cantonese and English, and has three sons—plays Chinese music the way it's written. Up and down, from right to left. Dot's music?

If you want to meet a man who's handy with his hands, it's *Joe Rapp*, waiter in the Imperial Room of the Cosmopolitan. He's built his own cabin in the mountains outside Denver, known as "Rapp's Roost." The cabin's located in the old mining town of Eldora, high on the slopes of Mount Pisgah.

*Joe*, a busy man, spends the lunch hour as Host in addition to his regular shift, and is Secretary-Treasurer of the Cosmo's Federal Credit Union.



Smiley Young

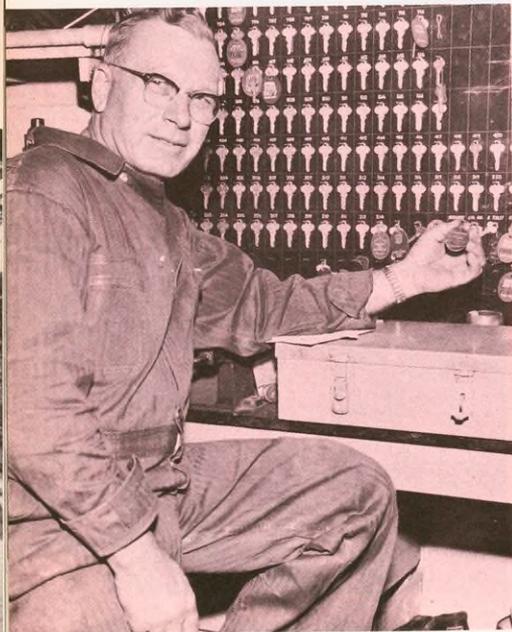
(Continued from page 9)

## "The Impossible We Do Right Away"

Chief Engineer *Jim Pullin* "did the impossible right away" at the Boise Hotel, when *Senator Howard Hechtner* of Lapwai, Idaho, and his wife, attending the Idaho State Democratic convention, lost their car keys. Among *Jim's* jobs is that of making new room keys.

The stranded solon asked for help. It was Sunday morning, and *Jim* didn't have the right key blanks. But he took an impression of the ignition, by dint of much filing produced a

*Jim Pullin*



*Betty Bailey*

custom made key, and the abashed guests drove off with spirits rising.

To round out this saga of service, *Mrs. Helen Sullivan*, Davenport telephone operator, reports:

"I received a call from a woman who'd been hired to baby sit with two small children, ages 2 and 8 months. She found she couldn't cope with them after they started to cry. I went up, took the small baby, and while I walked the floor I told the older one not to cry as it scared his baby brother. He seemed to understand, and in no time at all I had both babies happy and sound asleep.

"The baby sitter was indeed very grateful. I'm glad that I was able to be of some service."

At Western Hotels—as these stories illustrate—the "impossible" is accomplished right away!

# GOING WESTERN

The one that didn't get away weighed 42½ pounds. *Jim Dybdohl* of the Winthrop landed the giant King Salmon on 12 lb. test line, 10 lb. leader, after 40 minute battle . . . other sports notes: The Multnomah won a close golf match in Tacoma, drubbing the Winthrop team.



Court Jester

*Marianne Laskares*, **FRONT!** Correspondent at Olympic, sends in picture of one she calls "Court Jester." Anyone know him?



Mrs. Clara Ferko



Jim Dybdohl

*Mrs. Clara Ferko*, new chief operator at Olympic, lived in Anchorage for 15 years where she operated the city telephone department . . . she's now working with Pacific Telephone survey team on reorganization of Olympic's telephone department . . . GOING WESTERN publishes herewith picture of 5-position board that serves Olympic.



## GOING WESTERN *(Continued)*

New faces at Benjamin Franklin include Joe Heubner, Assistant Catering Manager, former room clerk . . . Al DeGarmo taking over as Room Clerk . . . Vicki Siegel is new Catering Secretary . . . also, Burt Kachinko is new Doorman . . . new Outrigger bartender is Lou Miller, and Hostess Joyce Larsen is in charge of Outrigger cocktail lounge.



Larry Morris

Marvin Heldt

Marvin Heldt has been appointed Assistant District Sales Manager in Southern California for Hawaiian Village Hotel. He's been affiliated with convention and group sales for Disneyland Hotel.

Larry Morris has new function at Olympic. As Service Director he trains bellmen, elevator operators and service personnel. He's former bellman and bell captain, attends Seattle University, majoring in personnel management . . . Olympic's "immediate message" service includes Charles Pichnarcik, Room Clerk, and Lonnie Maxfield, Page Boy, whose beachhead is registration desk at Drive-In entrance.

From the Davenport: Unnamed employee became proud papa, in filling out maternity insurance claim saw line that read: "If accident, give details of where, how and time it occurred." Asked if this line had to be filled in, he was told: "A normal exposure to a known hazard with natural consequences is not an accident."

Gail Atkins, **FRONT!** Correspondent at Boise Hotel, has been promoted from reservation clerk to Reservation Manager and Catering Secretary. She's been with Boise six years, as cashier, room clerk and auditor . . . other Boise appointments include Sam Dorazio, Executive Chef; Charles Fellows, Jr., Head Bartender, and John Hoover, Front Office.



Charles Pichnarcik

Lonnie Maxfield



Gail Atkins



Sam Dorazio



John Hoover

Clare Bella-Nina, former airline stewardess, and Bernice Barnes, formerly at Cosmopolitan, are recent additions to Sir Francis Drake reservations staff.

NEWLYWEDS: Jeff Scholzen, Sir Francis Drake Room Clerk, married Rosaleen O'Leary, a registered nurse . . . and Georgia Jefferies, Benjamin Franklin accounting office, has become Mrs. Burt Giske.

Mrs. Alice Berg, Housekeeper at the Maurice, had a confusing experi-

ence recently . . . she tapped on a door, got a "Who's there?" response, replied, "This is the Housekeeper" . . . several more exchanges of "Who's there" etc., until finally voice behind door asked "Is that you, Minnie?" . . . "NO," shouted Mrs. Berg, "it's the Housekeeper." Finally, she unlocked the door, discovered she had been conversing with a Mynah Bird. Manager Alex F. Hoffer sends this along as a true story! Any toppers?

The Mayfair welcomes James Daily, Jr., as Night Auditor . . . Don Allen moves over as Day Auditor . . . and though the '58 baseball season is a memory, the memory lingers on at the Mayfair . . . the Los Angeles Dodgers have their main office in three rooms on the second floor.

Rainbow recruits include Jerry Nelson, Desk Clerk, coming to Rainbow from Glasgow, Montana, and Ron McGrath, Bellman, who donned present uniform after climbing out of U. S. Air Force outfit.

Mike Hayes, Sir Francis Drake electrician, bagged a 120 pound buck deer near Mineral, Calif. with his trusty 30/30.

How's That Again? Mabel Egli, Maid on 7th floor of Benson, and her friend, Etta Johnstone, Maid on 7th floor of Multnomah, took a Seattle trip, stopped at Benjamin Franklin . . . where was their room. Yep! Seventh Floor!

Bellman Ray Crystal and James Crouson, Bannock, are both recent, proud parents . . . Ray has new daughter, Julie Lynn . . . James a new son, James Bradley Crouson.



***When you're on the go  
or on the town—  
let Western Hotels be your host***

Relaxing or traveling, every Western Hotel awaits you with the perfect magic atmosphere... like the Outrigger\*, created by Trader Vic at Seattle's Benjamin Franklin Hotel.

Expert hotelmen like George Olsen, above, are in attendance to your every wish. Misty circles of candlelight conspire to put you at your best. The food and beverage sets your mouth watering.

And if you're traveling, lap-of-luxury accommodations that invite the deepest sleep await above. Next time make yourself this promise—stay at a Western Hotel for comfort, convenience and fun.

\*Also at Denver's Cosmopolitan Hotel.

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LOS ANGELES: Mayfair  
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 VANCOUVER, CANADA: Georgia  
 DENVER: Cosmopolitan  
 HONOLULU: Hawaiian Village  
 BOISE: Boise  
 Owyhee Motor Inn  
 POCATELLO: Bannock  
 BILLINGS: Northern  
 BUTTE: Finten  
 GREAT FALLS: Rainbow  
 PORTLAND: Bendon  
 Multnomah  
 SALT LAKE CITY: Newhouse  
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 SEATTLE: Olympic  
 Benjamin Franklin  
 Roosevelt  
 SPOKANE: Davenport  
 TACOMA: Winthrop  
 WALLA WALLA: Marcus Whitman  
 WENATCHEE: Cascadian

**Western  
INTERNATIONAL  
Hotels**

Pan American, Guatemala City, C.A.  
 Guatemala Biltmore, Guatemala City  
 (open Jan. 1959)  
 Antigua, at Antigua, Guatemala  
 Tzucujuy, at Lake Atitlan,  
 Guatemala

**CARAVAN  
INN DIVISION  
CALIFORNIA**



Bakersfield Caravan  
 (open Spring, 1959)  
 Caravan Lodge, San Francisco  
 Lancaster Caravan  
 Riverside Caravan  
 (open Spring, 1959)  
 Sands Caravan Inn, Bakersfield

Here is the latest in series of Western Hotels ads, featuring specialty rooms, which have appeared in 20 newspapers of 6 Western States and British Columbia. See story on Page 3 about this highly successful campaign.