

FRONT!



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In line with the Winthrop Hotel Sabre Rooms' practice of offering the finest in food, chef Robert Fox presents Twila Sizemore with a flaming shish kebab which is one of the many features of the Sabre Room, featured on the cover of FRONTI this month.

FRONT!

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

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Western Creates New Management Divisions; Launches Vigorous 1959 Sales Campaigns

News of vital interest to every Western Hotels employee came out of the recent annual Manager's meeting, held in Seattle at the Olympic Hotel.

Executive Vice President *Edward E. Carlson* announced basic management changes, creation of eight new management divisions and unveiled an aggressive program for 1959 which affects everyone in the organization.

"The brevity of the recent recession, together with the vigor of the recovery, has changed the mood from one of despair a few months ago to one of moderate optimism today," *Carlson* said.

"With a vigorous economy we can look forward to good business conditions, and with the ability of management and labor to get together we can hopefully expect prolonged labor peace."

Of interest to FRONT! readers is the fact that 1959 plans call for "establishment of a training, personnel and recruitment program that will eventually reach into every phase of the organization."

A new management plan also calls for utilization of senior managers of major hotels so their experience can be applied outside their own properties. Other highlights of the 1959 program are:

An accelerated sales, public relations and promotion program that will

be beamed to retention of old customers and winning of new ones.

Introduction of a new approach to hotel food selling as revolutionary in its concept as was the specialty restaurant introduced by Western.

Closer review of all matters pertaining to financial planning.

A well coordinated program of guest and public room maintenance to continue making available to the public the very best of accommodations.

The new management policy includes formation of the following eight divisions and personnel:

Finance Division: *Willard Abel*, chairman; *Lynn Himmelman*, vice chairman; *Frank Weston* and *Palmer Tollefson*, members; *Bruce Pierce*, coordinator; *S. W. Thurston*, *F. A. Dupar* and *Carlson*, ex-officio members.

Sales & Public Relations Promotion Division: *Gordon Bass*, chairman; *C. R. Lindquist*, vice chairman; *Al Schilling*, *Al Kelly* and *Dave Plant*, members; *Bob Dupar*, coordinator; *Lee Jacobi*, account executive with *Cole & Weber* advertising agency, ex-officio member.

William Shields, Lynn Himmelman, Willard Abel, Gordon Bass



Purchasing, Maintenance and New Construction Division: *Lynn Himmelman*, chairman; *Bill Keithan*, vice chairman; *Bill Hudson* and *Thomas A. Gildersleve*, members; *Bob Dupar*, coordinator.

Personnel Division: *Gordon Bass*, chairman; *Bill Shields*, vice chairman; *Tom Lee* and *Ed Sequeira*, members; *Bill Bryant*, coordinator.

Food and Beverage Division: *Bill Shields*, chairman; *Harry Mullikin*, vice chairman; *Sam Standard*, *Reinhold Keller*, *Gina Tucker* and *Floyd Romero*, members; *Fred Putnam*, coordinator; *Gordon Gray*, ex-officio member.

Three geographical operating divisions also have been formed.

Mountain Division: *Willard Abel*, supervisor, assisted by *Tom Lee* as district supervisor, with jurisdiction over the Bannock Hotel, Pocatello, Idaho; Boise and Owyhee Hotels, Boise, Idaho, and the Cosmopolitan Hotel, Denver.

Inland Empire Division: Supervised by *Bill Shields*, with *Al Schilling* as district supervisor of the Marcus Whitman Hotel, Walla Walla; Northern Hotel, Billings, Montana; Finlen Hotel, Butte, Montana; Rainbow Hotel, Great Falls, Montana; Davenport Hotel, Spokane, and Cascadian Hotel, Wenatchee, Washington.

Northern California Division, Caravan Inns: *Dewey Metzendorf*, supervisor, with *Bob Metzendorf* supervisor of the Bakersfield and San Jose Caravan.

Bob Dupar was named Administrative Assistant to the Executive Com-



Edward E. Carlson, Tom Lee, drink from Orange Juice Fountain



Breakfast Entertainers



Cowboy Music Livened Meeting

mittee, replacing *Jerry Wangsness* who has been named Financial Manager of the Multnomah Hotel, Portland.

Davenport Man Promotes Free Trip



Shown above is a group of 17 happy people ready to take off from Spokane for Guatemala. Happiest among them is the man fifth from the left on the ground. He's *Chuck O'Leary*, manager of the Davenport's Matador Room.

He's happiest because he is traveling free.

The reason FRONT! is pleased to run this picture is to show other Western people how a little extra

work pays off—not just for the individual, but for the whole organization.

Chuck wanted to see his friend, *Fred Norman*, who manages the Western properties in Guatemala. He learned that under a plan available to all Western employees he could travel free if he could organize a tour of at least 15 paying customers to Western's Guatemala hotels. This he did, and there they are.

Guatemala, anyone?

Western Hotels "Models" Pose, Provide New Look For Revised Western Herald

Everyone by now has noticed that the Western Herald—the customer magazine placed in rooms—has a new look for 1959.

The revision, which features more pictures, and more people doing more things, is part of Western's 1959 aggressive program to do an even better job of promotion.

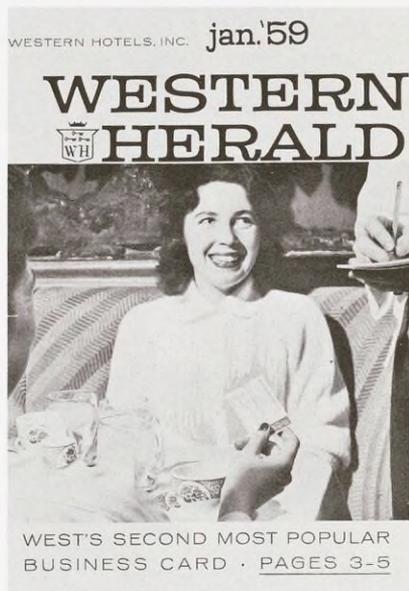
In making up the first issue of the Herald, the photographer went searching at the Olympic Hotel for suitable models. Perhaps because of their long association with the hotel business, Western people make extremely good models when posing as guests. They look like guests, and they are able to act like guests. Handsome, good looking and well behaved guests, that is.

On the opposite pages are some of the models who appeared in the first issue of the new Herald.

Activity in the pictures centers around a most important item in the 1959 sales program—the Western Hotels Credit Card. Here, they act out some of the many situations in which a credit card is of value. For more details, refer to the Western Herald in which they appear.

The credit card promotion, (see back cover) which included a full page ad in Newsweek magazine, along with the regular newspaper ad and other items, has been successful.

It has a good head of steam. Guests are asking for credit cards, and Western employees are reminding them of



the card. With everyone working at it the credit card sales program will keep rolling throughout the year.

Remember, it doesn't cost a guest a penny to obtain one. And once he has it, he'll spend more of his time, doing more things at Western hotels!

Watch future editions of Western Herald for promotional ideas. There will be a photographic treatment, each month, of the Drink of the Month; a special "Did You Know" section to tell the guest interesting highlights of Western Hotels features; and, regularly, pictures to promote vacations at the Hawaiian Village and other points.

Read Western Herald yourself, and call it to the attention of our guests.



Del York, Terrace Room



Ed Sullivan, JoAnne McCallister



Hands of Norm Lavin, Geoffrey Allen



Lee Jenks, Shirlee Hendricks

Cover Girls Arlene Bigger, Jean Parsons





Northern Hotel Helps Dime Marchers, Serves Meals In Open

When it gets cold in Billings, Mont., there's a snap, crackle and pop to the air that makes the job of waiting on diners doubly difficult—if you're doing it outside, that is.

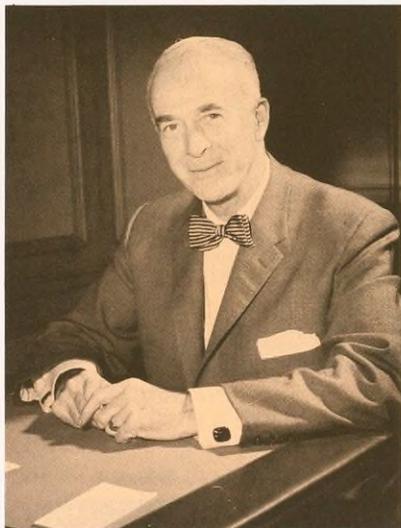
To help the March of Dimes in Billings the staff of the Northern Hotel provided meals for marchers doing an unusual promotional stunt. Bravest of the brave among the Northern staff, reports *Jack Borg*, was *Eleanor Weidinger*, head banquet waitress, who served the marchers on the streets of Billings. She's pictured on page 8 at work.

The Army, Navy, Marines, Air Force and National Guard participated in the "march up the hill" from downtown Billings to the airport. They began at 8 a.m., and during the day were allowed to take one step toward their goal for each dime collected by their group.

Slogan of the campaign was "Help the Marines Up the Hill," "Help the Air Force Up the Hill," etc.

At noontime, the marchers stop, and are given, literally, curbside service, with tables set up in the street.

"We took along a table for each marcher, chairs, tablecloths, silver and everything that goes to make a correct food setup," reports *Borg*. "The menu consisted of a nice crab cocktail, tossed green salad, New York steak, apple pie—the works!"



Shown above is genial *E. W. (Bill) Hudson*, manager of the Georgia Hotel since 1931, General Manager since 1944, and now the new President.

Along with his picture, FRONT! offers herewith an item that arrived with this note:

"*Mr. Hudson* has suggested that the following might be an amusing item for the next edition." Scanning the offering suggests it might go well to the tune of "My Bonnie Lies Over the Ocean."

My Typst awy on vxcation,
My tupist way bida zea,
My tipyst awaz on vixtashun,
OH, brink beck m tupish to me.

Brxng bix, on brin bek,
ooo breen beck mu tupish
to me—tooo mx
Brix bat o brush back
O BRIMH baskby teeper to me
OH DAM



Mrs. Robert L. Hagist, Mrs. John H. Gould, William Shields

Alfred Apaka and Nalani



Hawaiian Village Aids Children's Hospital Fund

Alfred Apaka, featured dancer Nalani, and others in the "Night at the Hawaiian Village" troupe brought the tropics to Seattle and other cities of the Northwest.

They also brought a warm feeling to the hearts of Seattle women who work in the interest of the Seattle Children's Orthopedic Hospital. Various guilds that support the hospital helped promote the Seattle appearance of the Hawaiian Villagers.

The result is shown above.

Vice President William Shields presented a check to Mrs. Robert L. Hagist, of the Dr. C. F. Eikenbarray Guild, and Mrs. John H. Gould of the Harriet Stimson Guild. It amounted to \$7,041, collected from Seattleites who not only enjoyed a wonderful show, but aided a worthy cause.

(Continued on page 29)

Cosmopolitan Adds To Outrigger, Denver Applauds

(Picture, Page 26)

The Cosmopolitan Hotel has created a sensation in Denver—and drawn a tremendous amount of community good will—with the opening of its expanded Outrigger Restaurant.

First opened by Trader Vic in 1954, the Outrigger proved so successful an expansion plan was put into effect. The \$250,000 addition was unveiled with plenty of fanfare and the personal attention of *Trader Vic Bergeron* and Western Hotels officials, headed by the Cosmopolitan's General Manager, *Tom Lee*.

Denver society turned out to a pre-opening party for the benefit of the Denver and Colorado Societies for Crippled Children and Adults. They paid \$35 per couple to attend. A check for \$735 from the Cosmopolitan and another for \$3,200 from the party went to the charity.

With this favorable beginning, and the cream of Denver society interested, the Outrigger has continued to attract attention.

The new room will seat 225 persons, twice the original capacity.

Two things seem to stand out in people's minds. First, the absolute authenticity of the South Seas decor. Second, Denverites just can't seem to get over the Chinese ovens, each weighing five tons and located behind glass so guests can see their food being prepared.

Western Moves Ahead With New Caravan Inns

Everyone in the Western Hotels organization will be interested in the spread of pictures on pages 12 and 13.

These are from the Lancaster Caravan Inn, member of the new Caravan Inn Division which has set California talking with its go-ahead plans for accommodating the traveler.

FRONT! is pleased to publish these pictures for the first time so that every Western employee will be able to visualize the ultra-modern, de luxe approach that is being taken to the motor inn business. You'll be able to talk more intelligently when guests inquire.

The pictures, or similar ones, also will run soon in the new Western Herald, so that all Western guests will be acquainted with the fine motor inn accommodations offered.

Begun last year, the Caravan Inn division marked a major stride forward for Western, in an era of tough competition.

Sixteen inns are open or to be opened this year, in California, Arizona, New Mexico and Texas, with a total of 2,430 rooms. Check Western Herald for locations and opening dates. Keep informed on this new operation.

The division is expanding rapidly, future plans calling for many exciting developments. Turn the page for a look at the future.

Specialty Rooms, Swimming Pools,



SPARKLING POOLS PROVIDE RELAXATION

GOOD TASTE IN BOTH FOOD AND DECORATIONS



s, Neat Modern Rooms At Caravan Inns

{Story Page 11}



SPECIALTY ROOMS HAVE SPECIAL CARAVAN DECOR

GUEST ROOMS WITH ULTRA-MODERN FURNISHINGS



Four Hotels Bowl For "Championship" Of Northwest

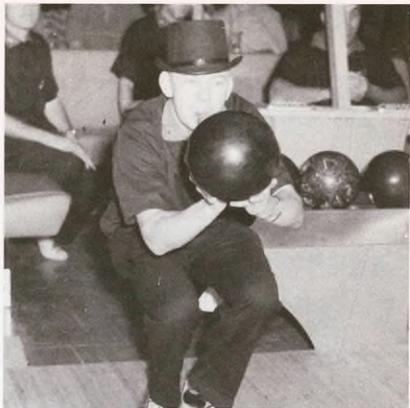
Bowling teams from four Western Hotels staged a bowling tournament at the half-way point, Olympia, Washington. Contestants from the Benjamin Franklin, Multnomah, Olympic, and Winthrop Hotels stated that it was so successful they hoped it could be a yearly event with even more hotels participating.

The "traveling squads" arrived in Olympia in the afternoon at the Olympian Hotel, where they were greeted by Mark Malloy, Owner-Manager of both the Olympian and Governor Hotels. Two series of three games were rolled that evening with the Benjamin Franklin and Multnomah Hotels landing in the playoffs.

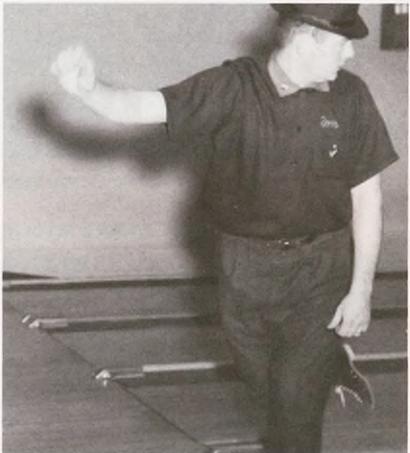
In a mad scramble for the Championship the following morning the Multnomah emerged victor by the narrow margin of 3 pins. Truly a tussel all the way, at no point were the teams separated by more than forty pins.

The Olympic met the Winthrop in the consolation match and defeated them 2661 to 2472 pins, despite a 673 pin series rolled by Bob Bittner of the Winthrop.

Final standings, until next year, are Multnomah 1st; Benjamin Franklin 2nd; Olympic 3rd; and Winthrop 4th.



Warren Anderson Takes Aim



Gives It Body English



Charles Briglio, Bert Kuch



BENJAMIN FRANKLIN—

Charlie Brigilo, valet, team captain; Al J. Kelly, manager; Ron Kirtland, sales manager; Warren R. Anderson, executive assistant manager; Jack (Scotty) Robertson, bellman.

WINTHROP—*Bob Schyuler, assistant manager; Bob Bittner, storeman; Jack Bellman, assistant manager, team captain; Len Houland, chief bartender; Jim Redmond, room clerk.*



MULTNOMAH—

Vince Brizille, doorman; Bill Williams, assistant manager; Barney Jenks, assistant manager; Hal Carey, assistant manager; Bert Kuch, bellman, team captain.

OLYMPIC—*Lee Jenks, assistant manager; Dan McCloskey, credit manager; Ed Sullivan, senior assistant manager; Don MacEwan, doorman at Benjamin Franklin.*



FRONT!

Goes to the WINTHROP



From the time the Winthrop came under Western Hotels management it has been identified closely with Tacoma and the surrounding Puyallup Valley towns.

Built in 1925, it became number 19 in the Western Hotels family in Nov., 1947. *Edward E. Carlson*, now Executive Vice President of Western Hotels, was the manager then. Today, with Manager *Scotty Myles* at the helm, the Winthrop continues to keep going ahead as Tacoma's most popular gathering place.

The cover picture of this issue of FRONT! will give you some idea why. Noted for service, fine food and excellent drinks, the Sabre Room is the town's most popular gathering place. Located in the heart of the shopping district, and just a few blocks from the

harbor and industrial center, the Winthrop draws luncheon groups, breakfast parties and evening gatherings from not only the city, but neighboring towns.

The Daffodil Room was named for the valley's most famous flower. One of the most beautifully decorated dining rooms in the Northwest, the Daffodil Room is spacious and cheerful. At the top of the Winthrop, overlooking the city and Puget Sound, are the beautiful Crystal Ballroom and the Bayview Room. These, along with the Rhododendron, Madrona, Dogwood, Evergreen and Mayfair rooms, provide meeting and banquet facilities for both large and small groups.

Winthrop management is community conscious. One corner of the lobby, for a long time, has been turned over to Orthopedic Guilds, who have a



Scotty Myles, Manager of the Winthrop, and Clerk, *Roy Insel* greeting a guest.



CHUCK WAGON BUFFET—*Patricia Miller, Caterer, worked out a western style buffet which is served from 5 p.m. to 9 p.m. on Saturday and is winning praise and patronage from local Tacomans. For \$1.80 a guest can eat all he wants of the delicious array prepared by the Winthrop's Chef Chester Griffen. Reading from left to right: Chef Griffen, Jim Dybdahl, Room Service; Bud Lencioni, Room Service; Duane Fortier, Bus Boy; Pat Nolan, Hostess; Ann Bremner, Waitress; Jennie Richards, Hostess, Cashier; Maggie Money, Waitress; Kay Quasebarth, Waitress; Patricia Miller, Daffodil Room Manager.*

SABRE ROOM CREW—*Mrs. Stella Waldon, Sabre Room Manager, with a group of her waitresses. Left to right: Elena De Lano, Twilia Sizemore, Dorothy Robertson, Mrs. Waldon, Mrs. Floy La Chance, Lora Lee Berryman.*





MUSCULAR DYSTROPHY AIDED—Radio broadcast from Winthrop's popular Sabre Room helped house to house canvass for Muscular Dystrophy drive. Left to right are: Mrs. Dorothy Kink, Tacoma—Pierce County MD Association president; Tacoma Fire Chief Harold Fish, Mrs. L. T. Mc Nerthney, board member; Host Bert McMurtrie, Swan Johnson, campaign chairman; Ray Jameson, Puyallup Fire Department, Pat McMurtry, Tacoma heavyweight fighter. Standing, Winthrop Manager Scotty Myles. Technician Tom Chaffee, Station KTAC, at radio controls.

THE WINTHROP provides this attractive booth in the lobby for the Orthopedic Guilds of Tacoma. Staffed by members, all proceeds go to the Mary Bridge Children's Hospital.



WINTHROP (continued)

permanent sales booth to provide funds for their hospital. Hotel employees join in many charitable drives, and are closely identified with the city.

Constantly searching for new ways to serve, Winthrop people come up with such ideas as the Chuck Wagon Buffet, created by caterer *Patricia Miller* as a special Saturday night feature in the Daffodil Room. All you can eat for \$1.80, and the line forms to the right.

When a guest checks in he's greeted by a sign saying "Ask about our free parking."

Here, again, Winthrop resourcefulness is at work. Winthrop management has arrangements to validate guest parking tickets in a nearby garage, allowing free storage from 5 p.m. to 9 a.m. Executive Assistant Manager *Jack Bellman* reports it is well received.

Tacoma is a military town, with nearby Fort Lewis and McChord Air Force Base to draw upon. Among the most popular spots for the serviceman are—you guessed it—the Winthrop. The Sabre Room features shish kebab. A look at the cover of *FRONT!* and the picture on page 17 of the Sabre Room waitresses will convince you how well it is served.

Summing it up, the Winthrop represents to a great degree the things that have made Western Hotels a success everywhere—the best of service and accommodations, maintained by hard-working, enthusiastic hotel people.



Duane Fortier, Daffodil Room Bus Boy. Duane goes to school and works nights.



Renate Wenz and Peggy Stewart, Elevator Operators. Renate comes from Germany.



Bud Lencioni, Room Service Waiter out doing a little fishing on his day off.

WINTHROP *(continued)*



Janet Hooper, Mr. Myles' Secretary and Reservations.



Walt Andrews, Bellman, has been with the Winthrop for 20 years. Walt is one of Winthrop's greatest golfers.



Jack Bellman



Bud Stevenson, night Dinner Cook, with 46 pound salmon caught off Pt. Defiance.

Meeting the Public Calmly Draws Praise For Multnomah Cashier



Mary Ann Lloyd

Rain falls in everyone's life sometime. Let's face it—people in the hotel business who constantly "meet the public" often get caught in a down-pour.

What to do when a guest is unduly critical—even abusive? *Mary Ann Lloyd*, cashier at the Multnomah, demonstrated recently the best course of action: Keep Smiling, Keep Calm.

FRONT! Correspondent *Hal Carey* sent in a story of how *Miss Lloyd's* handling of an abusive guest drew praise from another man—an associate of the griper—who witnessed the sorry affair. Names are deleted to avoid embarrassment:

"While checking out," wrote the guest who sang her praises, "Mr. X was as abusive to your cashier as anyone I've ever heard . . . his criticisms about being kept waiting were absolutely unjustified.

"The cashier tried to explain as pleasantly as she could that she had been checking some detail for another guest . . . although she would have been more than entitled to tell Mr. X exactly what was running through her mind, she remained surprisingly calm.

As soon as we left the building I took the liberty of telling Mr. X the things the cashier might have said.

"This brings us to the favor . . . would you please extend to the girl my most humble apologies? She exercised unusual self control, which is a feat Mr. X has apparently never attempted.

"While Mr. X announced to everyone within range that he will never return to the Multnomah (and I have no quarrel with that decision), I'll be back soon and often."



Statue of the Sacred Heart of Jesus created by *Hans Grundman*, Executive Chef at the Sir Francis Drake Hotel which was entered at the recent Culinary Arts Foundation Show in San Francisco. The statue which is four feet tall and pure white in color, was made from thirty pounds of tallow and bee's wax and took over three weeks to make. The beautiful statue is currently on display in the lobby at the Sir Francis Drake Hotel.

Four Men—104 Years Of Service



Four Filipino employees have amassed an enviable record in the Food Department of the Multnomah Hotel. Two sets of brothers, they have a total of 104 years of service.

Fermin Dacanay, Hippy Dacanay, Bruno Estimada and Marcello Estimada were all born in the same town in the Philippines and came to Portland in 1918. *Fermin* has been with the Multnomah 30 years. He started as a dishwasher in 1928, has been in the Steward Department and is in the pantry in the kitchen at present. He is married and has three children.

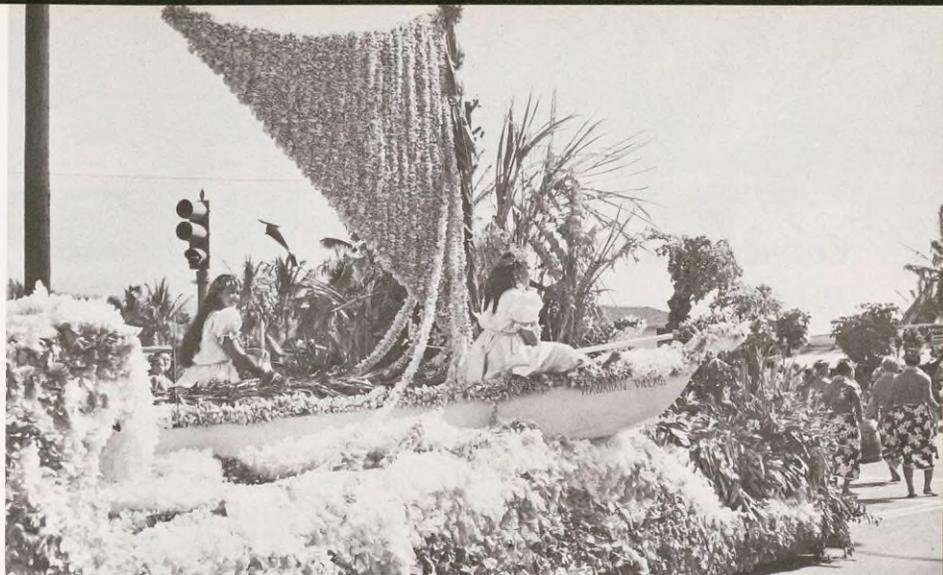
His brother *Hippy* has been at the Multnomah 40 years. He started as a bus boy and banquet waiter. He was born in 1896, is married and has a

daughter and a son. He served Queen Marie of Roumania, Charles Lindbergh and President Harding, among other notables.

Bruno Estimada was born in 1907, has been at the Multnomah for 20 years. He has served President Eisenhower, President Hoover, Vice President Nixon and many movie stars, such as Lana Turner and Joan Crawford.

Bruno's brother *Marcello Estimada* started in the kitchen as a pantry man and is an all-round man in that department. Does all jobs. He has been with the Multnomah 14 years and was born in 1898.

In the picture, from left to right, are *Fermin, Hippy, Bruno* and *Marcy*.



THE HAWAIIAN VILLAGE HOTEL won first prize in the hotel division for their float for the Aloha Week parade. Designed and constructed by the employees of the hotel, all flowers were donated by employees from their homes. The float depicted an old-fashioned double outrigger canoe coming in on the crest of a wave as it landed on a tropical shore. Over 40,000 vanda orchids were put into the sail alone, and 60,000 paper napkins were used to depict the ocean. Pictured on the float are Louise Keakealani and Hinano Kinney. They were preceded by native bearers Charles Kalani, Joseph Huikui, Lionel Kekipi, Albert Ching, and Jose DeVees.

ATMOSPHERE ABOUNDS—In the Matador Room of the Davenport, costumes make the atmosphere authentic. Pictured left to right, front, are Helen Carpenter and Donna Graves. Back, Jeanne Morin, Pegge Wang, Paul Knauls, Verna Kaler, George Porte and Jody Wandler.





Cecil Bethea

Bruce Theander

Cosmopolitan Sends Personalities Report

FRONT! Correspondent *Gene Thompson*, busy recently with a camera, turned in a roundup on personalities at the Cosmopolitan. None of the people in the report have created any sensational news, but they all are doing a quiet job of good service.

Lola Murphy, *Patsy Ward* and *Sharon Freeling* are among the reasons sales are good. They handle reservations and advance room sales with complete charm. Bell Captain *Dick Kent* and *Warren Bratton* are known around the hotel for the "little extra" they give in service.

Head Bellman *Jim Kent* and Bellman *Kenny Bolsinger* are noted for memory of names, which comes from a total of 30 years' service.



Bertie Gowland

Pamela Spillane



Frances Smith



Harriet Carlson

Kenny Bolsinger Jim Kent

Dick Kent Warren Bratton



Lola Murphy

Patsy Ward

Sharon Freeling



Althea Eads

Mae Beger

Eva Board

Bessie Enarson

Elevator Operator *Harriet Carlson* who enjoys visiting historical spots near Denver, is shown with one of the old Wells Fargo stage coaches. *Don Brasen*, who recently joined the front office staff, wants to make a career of Western Hotels. He's shown with *Lois Picker*, front office cashier, at the Cosmopolitan since 1956.

Others who put a smile into the word "Front!" are *Cecil Bethea* and *Bruce Theander*. *Bethea* is a University of Alabama graduate, *Theander* is attending Denver University's Hotel and Restaurant Management school.

Others who are both decorative and efficient in the Front Office are *Bertie Gowland*, a native of Cheyenne who loves horseback riding, and *Pamela Spillane*, from Merrie England, who came to Denver on a visit from Portsmouth, decided to stay.

Life has its up and downs for five other Cosmopolitan women, but they're noted for their cheerfulness. Names: *Althea Eads*, *Mae Beger*, *Eva Board*, *Bessie Enarson*, *Francis Smith*. Occupation: Elevator operators.

Don Brasen

Lois Picker





ATTENDEZI!—Concentrated watchfulness combined with pretty smiles when a group of winners of a meal-preparation contest at the Washington State 4-H Club Fair watched Harry I. Burswick, chef at the Benjamin Franklin Hotel, Seattle, whip up a batch of maple butter. Left center is Joe W. Huebner, assistant catering manager, who squired the party. From left, Carol Wilson, Mrs. Richard O. Wright, Mrs. C. W. Walker, Margaret Seeley, Ann Kleiva and Sandra Wright. Next day the girls sampled more Western food when they breakfasted at the Olympic Hotel Grill.

ART EXHIBIT

Alaska Statehood received a graceful compliment from the Benjamin Franklin Hotel, which featured Alaska's most famous painter, the late *Sidney Laurence*, in an exhibition of his work. At left, in picture, Mrs. Gertrude Sullivan, head bookkeeper for the Benjamin Franklin Hotel, Seattle, with *Evonne Deuschle*, from her office; secretary *Lynn Peterson*, and *Al J. Kelly* manager.





COSMOPOLITAN'S NEW OUTRIGGER—Shown here is the new, enlarged Outrigger restaurant at Denver's Cosmopolitan Hotel. See story on Page 11. Following huge opening success, the new outrigger is creating interest in Rocky Mountain region for its authentic South Seas decor, rich carvings, and for its unusual food cooked in Chinese ovens. Hanging from ceiling is two-man outrigger canoe, glass floats, fish and Polynesian carvings.



EUROPEAN VACATION — Mr. and Mrs. George Olsen boarded Northwest Orient Airlines nonstop flight from Seattle to New York, en route to Europe. They visited Paris, Rome, Zurich, Lucerne, Berlin, Copenhagen and London. They flew Air France both directions across the Atlantic. Olsen is manager of the Outrigger in the Benjamin Franklin Hotel, and Mrs. Olsen is with Northwest Orient Airlines.

—Northwest Orient Airlines photo

Christmas Party Pictures Plentiful

FRONT!, because of the 60-day interval between publication dates, occasionally omits material because it becomes dated. This is the case with Christmas parties, which we regret.

There were a number of interesting pictures sent in by correspondents. Judging from the antics, the decorations, the gifts and the smiles, the Christmas season was a jolly one all along the Western system.

We wish to acknowledge Christmas party contributions of both pictures and stories from the Bannock (*Clayne Dice*); Cosmopolitan (*Gene Thompson*); Davenport (*Donald L. Allison*); Oasis (*Beth Scott*); St. Francis (*Betty Bell*), and the Cascadian (*George Weyrauch*). And to any others we may have missed.



ST. FRANCIS CHARM — The Oriental waitresses in the Terrace Room of the St. Francis speak little English, but make a big hit with the customers because they're pretty, deft and polite, reports Correspondent *Betty Bell*. Above, *Mrs. Chris Nagata*, chief hostess, watches *Yoshiko* at work. At left, the charming *Chiyo* serves. They work from 4 p.m. to 1 a.m., wearing silk kimonos and adding Oriental charm to a room which is decorated from many European countries. Customer reaction has been most favorable.



RAINBOW SERVICE—Rainbow Hotel employees are shown receiving awards for service. Left to right Joe Callihan, manager; Sam Standard, manager of Benson; Letha McFall, maid; Charlie Miles, bar manager; Gus Larson, superintendent of service, and Betty Jensen, housekeeping dept.



BANNOCK DISPLAYS—At left, Lois Angle, dining room hostess, and Dave Cliff, assistant manager, with wine display which helped Bannock Hotel increase sales. It featured empty aquarium with sign calling attention to "invisible fish, the Wiki Wiki Phoni Fishi." At right is marshmallow castle built by Jim Bloom, husband of Grace Bloom, Bannock hostess. In picture, from left, are Mrs. Dave Cliff and daughter Cathy; Mrs. David Jones, wife of chief clerk, and son Mike, and Mrs. Ray Dodge, wife of manager, and son Ronald.

HOUSEKEEPING—Pictured left is group executive housekeeping students from University of Washington during tour of Benjamin Franklin Hotel. At right in picture are Al J. Kelly, manager, and Mrs. Lillian LaChapelle, executive housekeeper. Students inspect stylized wicker tree in The Outrigger. Mrs. La Chapelle is Western District Secretary, National Executive Housekeepers Association, and co-chairman of Education, Puget Sound Chapter of N.E.H.A.



GOING WESTERN

New faces at the Benjamin Franklin include *Aiden O'Connell*, from Ireland via England, and *Arne Hem*, direct from Norway, hosts at the Outrigger. Also, welcome to Hostess *Alice Dowty*. And Outrigger waiters *Billy Jung* and *Ted Jue*, congratulations, both have new daughters.

There was panic at the Bannock recently when delegates to the Idaho State Woolgrowers ate so lustily the hotel ran out of the main course, LAMB, of all things! . . . and *Vic Fischer*, Bannock cook, has appeared on TV—station KID, no less, where, no kidding, he showed viewers how to cook.

Riemke Drejer, front office cashier at the Benson, is described by Correspondent *Sam Standard* as a "Dutch treat"—she's an exchange student from the Low Countries. *Jim Funk*, Anacortes hotel man, has joined the London Grill group as assistant to *Oswaldo Llorens*. Add Benson weddings: *Bert Waring*, London Bar manager and *Marjorie Humphrey*. Also, *Ivan Runge*, London Grill cook, and *Arlene Loeborg* of Portland. Adds *Standard* from the Benson: "All eyes skyward—we are anxiously counting the floors of our new addition and waiting for the opening day to arrive."

Says *Gayle Jewell* from the Davenport: "People come in three classes: the few who make things happen, the many who watch things happen, and the overwhelming majority who have no idea what happened."



Pat Smith

Operations Bulletin 82 described a food promotion in Pennsylvania, which the Davenport tried with great success. Youngsters in dining room were given tickets for drawing of prizes, the place was jammed the day of the event. Congratulations on a fine promotion!

At the Olympic: *Lee Jenks*, new credit manager, graduated from Michigan State in hotel management, worked at Sir Francis Drake before military service. *Dan McClaskey*, new sales manager, graduated from Law-

Hawaiian Village (cont. from page 10)

Seattle's Orthopedic guild members will retain a warm spot in their hearts for both the Hawaiian Village and Western Hotels.

The troupe appeared in Portland, Spokane and Vancouver, B. C., receiving favorable notices and drawing a great deal of attention to the Hawaiian Village. In every instance they produced good will for Western Hotels.

They also delivered an outstanding performance in San Francisco.

GOING WESTERN (continued)

rence College and University of Illinois in marketing, and was a room clerk prior to promotion. *S. W. Duberke*, new assistant manager in charge of Plaza registration, worked at Leopold, and has been at the Olympic 15 years.

The Rainbow recently installed a new laundry machine. Here, in Going Western, we show a picture of it, and of Laundry Manager *Patrick Smith* at work. Last picture of *Pat* for a while—he's taken a leave of absence to serve his military obligation. In the Marines, no less!

Ted Hopkins, night auditor at the Cascadian, had a big surprise and a big decision, all at once. His winning ticket (out of 3,000) at the annual Lions Club charity, gave him a choice—trip to Hawaii, or \$1,000 in cash. *Ted* pondered, took the cash.

The Mayfair welcomes *Mary Lou Ruwe*, manager of reservation—teletype office, replacing *Ellen Bridgforth*, retired; *Ron Turnbull*, Michigan State

University Hotels School graduate, new room clerk; *Jose Tamya*, resuming Mayfair Pool duties after 3 month sojourn in Ecuador. *Ken Mallory*, financial manager of the Caravan Division and Mayfair, is the new secretary of the Hotel Accountants Association of Southern California. *Emma Elias*, 95 pound Mayfair waitress, has been winning bowling trophies, reports *Jewel R. Orem*, who is secretary to *Carl Hudgens* and new Mayfair correspondent for FRONT!

Gerald Schaie, St. Francis room clerk, has been named Assistant Manager, *Dan London*, managing director, announced . . . Night Clerk *Douglas Schroeder* of the Maurice offers this: "Swallowing harsh words is easier than having to eat them later."

Beverly Binford, St. Francis credit department for 2½ years, is now the sister-in-law of *Toni Harden*, secretary to *Alan Moffitt*, credit manager. *Beverly* married *Toni's* brother, *Allen Harden*.

Looking over reservations are *Roland Richter*, new manager of Oasis Hotel, Palm Springs.

With him are *Olive Kimble* (left) reservation head, and *Dorothy Beardshall*, secretary.



GOING WESTERN (continued)



Lew Roberts

George Weyrauch, Cascadian's chief Engineer and FRONT! correspondent discovered an ancient picture of the hotel which advertised "Rooms \$2.00 and Up" with the marquee lighted by two 500 watt bulbs . . . George also nominates Remona Roach, banquet waitress, as "another of the Cascadian's crop of beauties for the title of "Miss Western." Attached photo doesn't do her justice, so we ask George, herewith, to supply another, and better one . . . in same mail he reports that Lewis Roberts, new assistant manager, is one of Cascadian's best



Ted Hopkins

golfers, shooting in the low 80's, also bowls well and is a crackerjack hunter.

From the Roosevelt comes this bit of insight into that wonderful creation known as the Mind of Woman. Seems a woman guest couldn't remember the name of the hotel, in writing after her visit there. But she could remember where she shopped! So she addressed the letter this way:

"Hotel up the street 1/2 block from I. Magnin Store, Across the Street from Rosellini's restaurant downtown, near Frederick & Nelson's diagonal and up street 1/2 block."



Members of the DAVENPORT Staff who have received diplomas as graduates of the Wine Course sponsored by the California Wine Institute. Left to right, front row: Miss Gayle Jewel, Executive-Secretary; Mrs. Del Grabelinger, Coffee Shop Waitress; Pegge Wang,

Matador Lounge Cocktail Waitress, Ralph Woodworth, General Purchasing and Food Controller; Chuck O'Leary, Matador Room Manager; Jeanne Morin, Matador Hostess; Colleen Draz, Head Banquet Waitress; Beth Turk, Catering Secretary. Second Row: Matador Room Waitresses.



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<p>CALIFORNIA SAN FRANCISCO: St. Francis, St. Francis Drake, Maurice LOS ANGELES: Mayfair PALM SPRINGS: Oasis</p> <p>COLORADO DENVER: Cosmopolitan</p> <p>IDAHO BOISE: Baize, Owyhee POCATELLO: Bannock</p> <p>MONTANA BUTTE: Finlen BILLINGS: Northern GREAT FALLS: Rainbow</p> <p>OREGON PORTLAND: Benson, Multnomah</p>	<p>UTAH SALT LAKE CITY: Newhouse (Affiliated)</p> <p>WASHINGTON SEATTLE: Olympic, Benjamin Franklin, Roosevelt SPokane: Duwamish TACOMA: Winthrop BELLINGHAM: Leopold WALLA WALLA: Marcus Whitman WENATCHEE: Cascadian</p> <p>CANADA VANCOUVER: Georgia</p> <p>HAWAII HONOLULU: Hawaiian Village</p>
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WESTERN INTERNATIONAL HOTELS

<p>GUATEMALA GUATEMALA CITY: Pan American, Guatemala Biltmore (open Jan., 1959) ANTIGUA: Antigua</p>	<p>LAKE ATITLAN: Tzangjuy</p>
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CARAVAN INN DIVISION
*BAKERSFIELD CARAVAN INN • LANCASTER
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CARAVAN LODGE • *WEST COVINA CARAVAN INN
*Open Spring, 1959

*YOURS,
OF COURSE,
IS FIRST.

Just a reminder: If you already have a Western Hotels credit card, it's good through 1959. For additional cards for family or business associates, just a simple request will get them for you.

This is the latest in the series of Western Hotel ads, featuring the Western Hotels credit card (see also Page 6). Western's advertising appears in 20 newspapers of 6 Western States and British Columbia, and is coordinated with tent cards, elevator cards and bill inserts to provide a comprehensive selling program. It also appeared in Newsweek Magazine.