

*Western Hotels, Inc.*  
**Front!**

January, 1953  
Vol. 7, No. 1



reservations  
service



convenient  
location



credit card



family plan



tested recipes

WESTERN HOTELS **5** PLUS VALUES... page 3

## The Price of Leadership

IN reviewing the past year, I am impressed at the reaction of the hotel industry and trade press to our activities. For example, here is a quotation from Western Hotel & Restaurant Reporter:

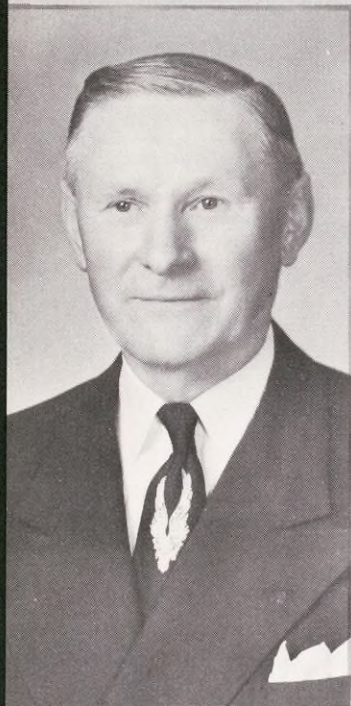
*"The far-sighted program of Western Hotels, Inc., points the way to the future of the hotel industry . . . a future where policy is molded by long-range planning rather than expediency. We tip our hats to this organization and to their efforts to improve operations from both within and without."*

It is flattering to be referred to as leaders, but leadership carries responsibilities . . . and it has a price. The price is the extra effort that we must put out that does not necessarily result in immediate profit.

We must carry our share of every worthwhile civic project. In addition to financial contributions, we should give freely of our own time, talents and initiative to help build the communities where we live. We can't sit back and take what comes, giving nothing in return.

As a company, we have another kind of obligation, to create the far-reaching programs that keep us in the forefront of the industry. Our annual managers' meetings make it possible for us to operate as a unified group to perfect management techniques and exchange ideas. They were directly responsible for the establishment of our Food Research Department. From them we have adopted more effective personnel relations and the adoption of the program of recognizing employes with long records of service. Last year's meeting produced our Family Plan.

Yes, such meetings are expensive, but it is one of the prices we must pay for leadership. I am sure you all agree with me that the reward, the satisfaction and pride of being on a winning team, is well worth it. My best wishes to each and every one of you for a very happy New Year.



**S. W. THURSTON**  
President  
Western Hotels, Inc.

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# MOST EVENTFUL YEAR...

Western Hotels managers review company's biggest year, but plan a bigger in '53

WESTERN Hotels executives, managers, executive assistant managers and consultants gathered in Los Angeles January 4-9 to review 1952 activities had plenty to talk about. In his "state of the union" address at the President's dinner on Monday evening, President S. W. Thurston proudly read off a list of growth records unparalleled in the company's history.

Dollar volume of business had hit an all-time high of over \$19,000,000, up a million dollars from 1951. Hoteletype reservations were now running at better than a 9000-a-month average. Credit card holders had grown to 57,400 compared to 38,549 the year before.

As was done last year, the managers divided into their respective committees and held individual committee meetings all day Monday and Tuesday morning. Then the committees made their reports to the full gathering. The committees were as follows:

**COST ANALYSIS**—Al Schilling, chairman; Tom Lee, Carl Hudgens, Al Turrill, George Horning, Bill Eberle.

**PERSONNEL COMMITTEE**—Larry Blair, chairman; Al Hawney, Charles Mueller, Mark Malloy, Bill Boyd, Jr.

**FOOD COMMITTEE** — Willard Abel, chairman; Bill Hudson, Perry Bruce, John Pierce, George Marble, George Thompson, Mildred Inwood, Greta Turnquist, Lucille Brundage, Bill Shields.

**MAINTENANCE COMMITTEE**—Lynn Himmelman, chairman; Bob Metzdorf, Al Kelly, George Knowles, Bruce Pierce.

**SALES COMMITTEE** — Gordon Bass, chairman; Sam Standard, Scotty Myles, Alex Hoffer, Frank Weston.

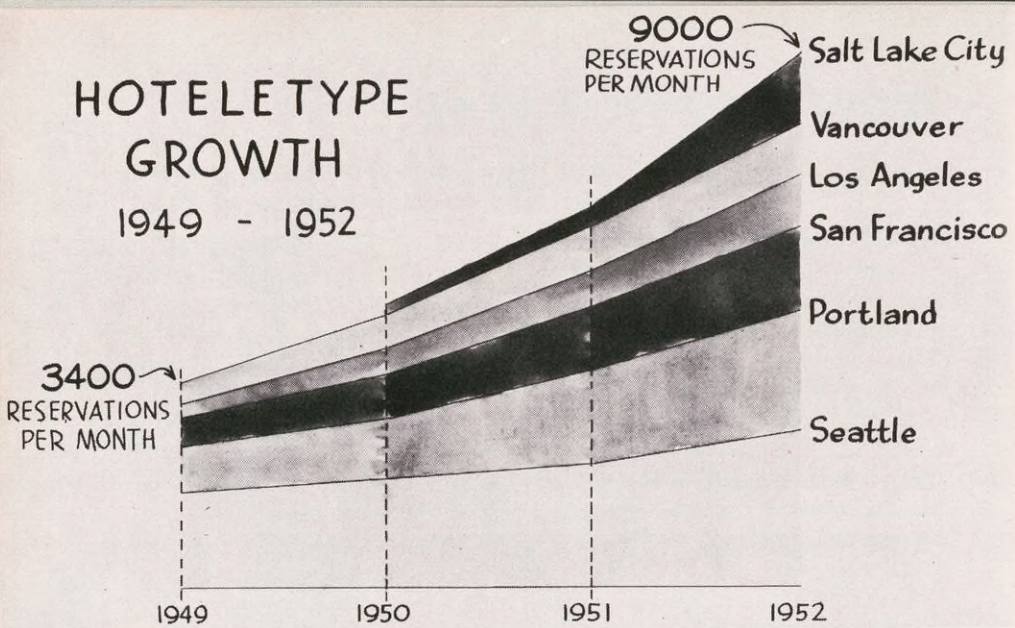
The sessions started off with the Sales Committee report which featured the "five plus values" offered guests by Western Hotels as its 1953 sales theme.

The five "extras" are: 1. Hoteletype Service; 2. Tested Recipes; 3. Family Plan; 4. Credit Cards; 5. Location. The committee displayed advertising material produced during the past year and new advertising and poster designs for 1953. During the coming year Western Hotels' advertising will appear in 20 daily newspapers and 10 magazines, including TIME, with a combined circulation of over 5,100,000.

The Maintenance Committee showed displays of brilliant new guest room decorative schemes that will be introduced during the

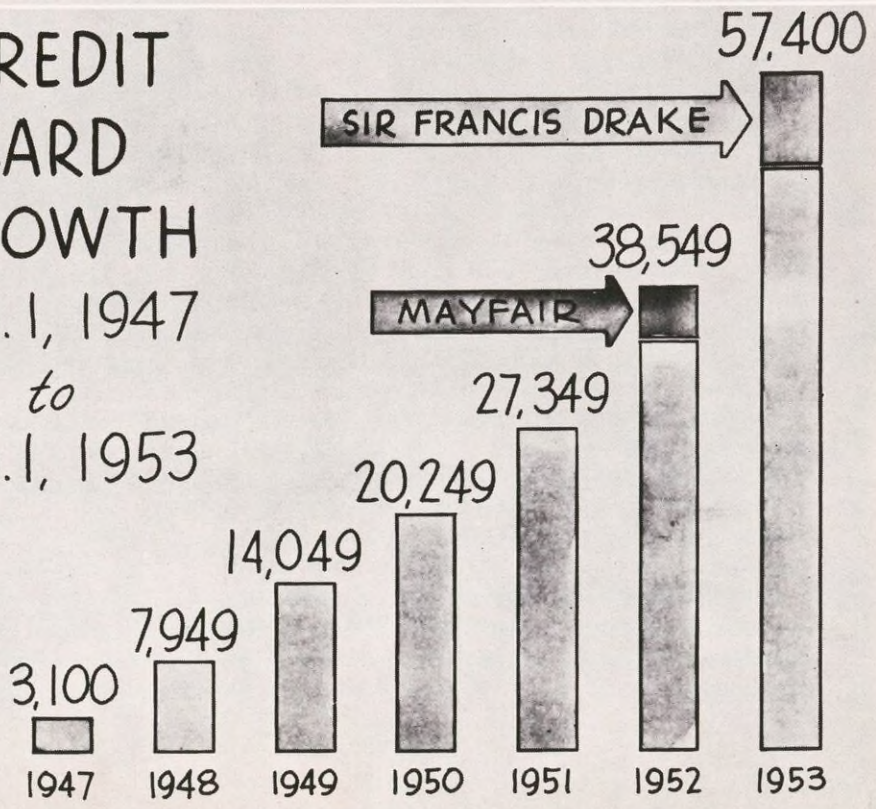
# HOTELETYPE GROWTH

1949 - 1952



# CREDIT CARD GROWTH

Jan. 1, 1947  
to  
Jan. 1, 1953



forthcoming year. Several May-fair rooms were redecorated in the new color combinations and managers had an opportunity to study and comment on them.

The Food Committee outlined the sensational advances that had been made in 1952 in upgrading Western Hotels food. Much of the year's gain in business has come from the Food Department. The managers saw color slides showing new dining rooms and cocktail lounges opened during the year.

The Personnel Committee reported progress on a new employes' handbook, also the work of the newly-created personnel manager for Seattle, the service awards and credit unions.

A note of warning was sounded by the Cost Analysis & Purchasing Committee. Though sales are rising, costs are rising even faster. This committee is looking for new ways to cut corners.

The various committee reports and recommendations will be gone over by the Western Hotels Executive Committee and as the new programs are approved, memoranda will be sent out to the individual hotels concerning them.

**ADVERTISING**—Ads like this one will appear in *TIME*, *Sunset* and various hotel magazines during 1953. Others, each stressing one of the five plus values, will appear in 20 daily newspapers.

## "There was a traveling salesman"



In fact, there are a lot of them. Over 84% of **WESTERN HOTELS** guests travel for business purposes. Here's why they choose our hotels:



### reservations service

Any Western Hotel will make reservations for you by "Hoteletype" at any of the others without additional charge.



### family plan

Children under 14 free at any Western Hotel when accompanied by parents.



### convenient location

Western Hotels are the leading hotels in their cities, perfectly located for your needs, whether business or pleasure.



### tested recipes

This little mark **W** on your menu is your guarantee of delicious food. It means the recipe was created and tested in our Research Kitchen in San Francisco.



### credit card

You're never a stranger in the West when you have a Western Hotels credit card.



## WESTERN HOTELS, INC.

S. W. THURSTON, President

Executive Offices: New Washington Hotel, Seattle or 160 Central Park South, New York City

**LOS ANGELES**, Mayfair  
**SAN FRANCISCO**, Sir Francis Drake

**SEATTLE**, New Washington  
Benjamin Franklin  
Roosevelt, Mayflower

**PORTLAND**, Multnomah, Benson

**SALT LAKE CITY**, Newhouse

**VANCOUVER, B. C.**, Georgia

**TACOMA**, Winthrop

**WENATCHEE**, Cascadian

**OLYMPIA**, Olympian, Governor

**BELLINGHAM**, Leopold

**WALLA WALLA**, Marcus Whitman

**BOISE**, Boise, Owyhee

**POCATELLO**, Bannock

**BILLINGS**, Northern

**PALM SPRINGS**, Hotel The Oasis

## *New Rooms Opened*

WESTERN Hotels' postwar remodeling program showed no signs of slackening off in 1952. In fact, it seemed to be picking up more steam. Topping the list of modernizations was the Sir Francis Drake's complete reshuffle of its bar, dining room and coffee shop. The former dining room and coffee shop was whisked away and the space turned into the Drake's Tavern, one of the outstanding cocktail lounges in the Bay area.

Drake's Tavern was designed by Trader Vic who managed to give it a real old English atmosphere. Full-size suits of armor maintain a grim vigilance in the corners of the room. Waiters are dressed in long red coachman's coats.

### **CASCADIAN APPLEBOX**



The coffee shop and dining room have moved around to the other side of the building in the space formerly occupied by the Persian Room. The dining room has been renamed Cafe Drake and carries a theme reminiscent of Sir Francis Drake's famous voyage around the world in the Golden Hind. In contrast to Drake's Tavern, the decor is very modern and functional.

Adjacent to the dining room and fronting on the street is something new in Western Hotels. It is Drake's Fancy, a fluffy, frilly, pink and blue fountain and lunch room. It features the famous Western Hotels' ice cream. Opposite it is the hotel's popular pastry shop which has been made a part of the same area.

### **CASCADIAN OPENS "APPLEBOX"**

Located in the heart of the greatest apple producing area in the United States, the Cascadian appropriately renamed its cocktail lounge The Applebox. Right in the middle of the lounge is an honest-to-goodness apple tree. Manager Al Turrill scoured the surrounding countryside for apple boxes and then hung the label ends on the dark, knotty paneled walls. They create quite a decorative effect and visitors can see the brand names and insignia of all the shippers in the district.



**CAFE DRAKE**

Equally as colorful are the natural brick planter box, leather end benches, and the gleaming white, molded plastic chairs.

#### **MULTNOMAH & MAURICE**

Earlier in the year, both the Multnomah in Portland and the Maurice in San Francisco had complete remodelings. The Multnomah completely redecorated its Stirrup Room to make it modern

and traditional at the same time. The Maurice completely redid its dining room, greatly enhancing the friendly, charming atmosphere for which it had already become famous.

#### **HOTEL OASIS**

Biggest expansion of all, of course, was the two million dollar enlargement of the newly-acquired Hotel Oasis in Palm Springs. This work was begun early last January and is still proceeding in stages. When completed, the capacity of the hotel will be more than doubled.

#### **BANNOCK**

Completion of a new addition to the Bannock in Pocatello early this year marked what the Idaho State Journal called "the most important progressive development in Pocatello in the last decade." In the past five years \$650,000 has been spent on the hotel, making one of the finest small hotels in the country.



## Many Promotions in '52

**Shea, Lindquist become resident managers**

AS the new year got underway the biggest promotion story of the year was announced at the managers' meeting in Los Angeles by S. W. Thurston, President, who reported that the Board of Directors had named Edward E. Carlson Executive Vice President of the organization. Carlson's former title was Vice President and Assistant to the President.

Western Hotels now has new resident managers at its largest hotels—Clifford Shea at the Sir Francis Drake in San Francisco and Bob Lindquist at the Multnomah in Portland.

Shea, formerly executive assistant manager, has been associated with the hotel business many years, despite the fact that his father was a mining engineer and

his brother a professor of mining at the University of California. Cliff took an early interest in hospitality. Coming from Calumet, Michigan, he worked on opening day at the Alameda Hotel, and later at Oakland's famous Leamington. He was at San Francisco's Fairmont Hotel for 14 years, and rose to resident manager. For the last ten years he has been at the Drake.

Lindquist first started working in hotels while attending high school in Bellingham, Washington. In 1937 he took off for the frozen north and became maintenance man at the Gastineau Hotel in Juneau. He remained there for five years, working up to clerk and assistant manager.

When the New Westward was

CLIFFORD SHEA      BILL KEITHAN

BOB LINDQUIST





**JACK BROWN**



**CURT HAWKINS**



**FRED NORMAN**

built in Anchorage in 1941, Lindquist was offered a share in the ownership, managership of the hotel and vice presidency of the Westward Hotel Company, all at the age of 24.

He left Alaska in 1947 and went to work at the Mayflower. Except for a two-year hitch at the Antlers in Ellensburg, he has been with a Western Hotel ever since.

Bill Keithan left the Mayflower in Seattle to become assistant manager in the catering department of the Multnomah in Portland.

Keithan has been in food and hotel work all his life. His father owned a restaurant in Pennsylvania. Bill worked there and at hotels in New York, North Dakota and Montana. After graduating from the Cornell School of Hotel Administration, he and his wife headed for Seattle, where he joined the Mayflower staff.

Curt Hawkins has assumed new duties at the Benson Hotel. Formerly catering manager at the Benjamin Franklin Hotel in Seattle, he now will be assistant manager in charge of food and beverages at the Portland hotel.

Hawkins started his hotel career at the Hilton Hotel in his home town of Abilene, Texas. He worked up from bellman to chief clerk before the army took him.

**CHUCK INDERMUEHLE**



He was stationed at Fort Lewis in Washington for some time and was so enamored with the Northwest that he decided to make it his home.

Curt started with the New Washington as relief clerk, then moved over to the Benjamin Franklin desk, where he remained until the Outrigger opened, when he shifted over to storekeeping. Shortly after he became catering manager.

Chuck Indermuehle, former clerk at the Multnomah, became the new assistant manager at the Roosevelt in Seattle.

Indermuehle started his career at the Multnomah at age 14 as a bus boy. During his high school career, he had in mind continuing in the hotel business and took all the courses he could to achieve this aim.

About four years ago he became night auditor and later cashier, then clerk. He is very active in Hotel Greeter's work, plus organizing two blood donor days at the hotel for employes and guests.

John Cavanaugh, former chief clerk at the Multnomah, has been named an assistant manager of the hotel. He came to the Multnomah in May, 1949, after previous experience at the Lexington and Westbury in New York. He is an active member of the Oregon Hotel Greeters.

Former manager of the May-

flower's Carousel Room, Jack Borg has become the new assistant manager in charge of food and beverage at the New Washington.

Borg is a comparative newcomer to Western Hotels and the United States, but not the hotel business. Born in Czechoslovakia, he managed one of the leading hotels in Prague until forced to flee the country in 1948 when the Communists took over. In 1950 he came to the United States. He became a clerk at the Benjamin Franklin and from there he went to the Mayflower.

George Olson, former manager of Drake's Tavern at the Sir Francis Drake, has been named assistant manager in charge of catering at the San Francisco hotel. A former pupil and friend of chef

**JACK BORG**





**GEORGE OLSON**

Charles Finance, they are now working together in featuring fine food for patrons at the Drake.

Fred Norman, formerly assistant manager of the Bannock in Pocatello, Idaho, has become executive assistant manager of the Mayfair in Los Angeles.

Fred is another easterner who became a "Westerner." A native of Patterson, N.J., he attended school at the University of North Carolina and graduated from Johns Hopkins in 1948.

His school career was interrupted during the war when he went overseas as a lieutenant in the Air Corps. He spent two and a half years in the Foreign Ferry Command in the European, Asiatic and Mediterranean theaters. He was operations and briefing officer at a North African base for one year and put in another six months with the Army Air

Lines flying between New York and Paris.

He finally came back to earth in 1948 when he went to work in the comptroller's department at the Sir Francis Drake. He progressed from there to the Bannock, where he was employed for three and a half years in the catering department, liquor control, various front office positions, and eventually assistant manager.

Jack Brown replaced Jack Borg on January 16 as manager of the Mayflower's Carousel. Brown started his hotel career, like many other Western Hotels employes, while attending high school. He was an elevator boy and bellman in Seattle's Washington Athletic Club. Two years ago he came to the Benjamin Franklin as front clerk, then became desk clerk, and eventually took on the duties of chief room clerk.

A native Seattleite, he is married and has two children.

Harry Mullikin has returned to the Benjamin Franklin Hotel as assistant manager in charge of food.

He has been with Western Hotels, Inc. since 1941, when he was an elevator man at the Cascadian in Wenatchee. From there he went to the Benjamin Franklin in 1948-1949, and then to the New Washington, where he worked on the desk, and later became catering manager and then moved to the Roosevelt at the front desk.

# SERVICE AWARDS PRESENTED

THREE more Western Hotels have honored their long time employes at service award banquets. Each employe was presented a pin in the form of the Western Hotels keystone, accompanied by a congratulatory scroll.

To qualify for an award, the employe must have worked for Western Hotels for at least five years. Because several of the hotels have become members of the Western Hotels family within that time, it was agreed to count employes' total service regardless of how long they have been associated with Western Hotels, Inc.

Hotel Georgia in Vancouver, B. C. honored its oldest employes at a banquet on September 22. Six employes received the coveted diamond-studded 25-year award and 54 others received over-five-year pins. The dinner was preceded by a cocktail party and followed by entertainment.

Presentation of awards was made by Lynn Himmelman, Western Hotels vice president who came from Seattle for the occasion. William Hudson, general manager, acted as toastmaster.

25 years—Caroline Merrit, Edward T. Flatt, William Terry, Robert Sinclair, Stanley Neville, E. William Hudson.

20 years—Emil Buratto, Rudolph Heuchert.

15 years—John A. Spence, James C. Bailey.

10 years—George Head, Frank P. Bowen, Robert E. Williams, Trevor Newton, Ina Coward.

5 years—Joe Stephenson, Edward V. Pryor, Elsie Laurie, H. May Sreeton, Emily Adkin, Alice Milne, Stella Liskevich, Toni Yurkowski, Margaret Sprowell, Ethel Lucey, Edward Zannett, Rosina Hofley, Gertrude Wagstaffe, Peggy Harley, Joe Graydon, Doris M. Reay, Elizabeth Horn, Ron Elliott, Anthony Best, Albert Johnson, Tom Holland, Bertha Glawson, Fanny Sorenson, Max Ammann, Peter Waltz, Gerald McGill, Arthur W. Munger,

60 employes of the Hotel Georgia celebrated



HOTEL GEORGIA



Members of the Benson Hotel staff receive honors for long service.

Minnie Wells, Joe Kaucikas, Frank Smith, Elvira Mills, Tino Fenotti, Claude Wells, Joe Beauvais, William Dwernichuk, Rose Rogich, James Cruickshank, Agnes McConaghy, Lavinia Rimmer, Olive T. Cribbs, Albina Merini, Christine Putman, Lee Yow, Quon Fong, Ethel Williams.

The Multnomah Hotel in Portland gave its employes a banquet on the evening of December 17, at which time 144 employes received service awards. Topping them all was Rose Pezoldt, banquet and catering service employe, who has been with the Multnomah 35 years. Her two sisters, Mrs. Anna Baker, banquet manager, and Mrs. Tillie Hunt-

ley, on the banquet staff, received 25-year and 20-year awards respectively. Together, the three sisters total 84 years of continuous service.

The banquet and cocktail party were presided over by Manager Gordon Bass and the awards made by Edward E. Carlson, vice president of Western Hotels, Inc. Entertainment was provided by the employes themselves and included a trampoline and unicycle act. Appreciation for the recognition was tendered by Mrs. Pezoldt and Hans Rampmeier, member of the service department and a 33-year man.

35 years—Rose Pezoldt.

30 years—Hipolito Dacanay, Hans Rampmeier, Hulda Williams.

25 years—Anna Baker, Mario Bertoglio, Fermin Dacanay.

20 years—Tillie Huntley, Lewis Bain, Antonio Menolascina.

15 years—Mary Burdick, John Samson, Laurie Cardenas.

10 years—Bessie Scott, Bruno Estimada, Margaret Mayers, Virginia Curtell, Brinton R. Brown, Charles Weaver, John Luginbuhl, Jr., Billie Lee Wright, Ann Marie Grisim, Sadie Brannan, Selma McDuffee, Elizabeth Dappen, Esther Beil, Bertha Keeley, Louis

georgia celebrate their service awards.





14 members of Multnomah service department were among those receiving service pins.

Strumpfner, Clifford Brault, Isabel Wal-  
 lis, Virginia Thum.

5 years—Tilda Dacanay, Anna Ervin,  
 Martha Kuntz, Edna Axelsen, Werner  
 Richen, Edward Singley, Alex Sem-  
 enol, Evelyn Newlin, Lucille Brundage,  
 Sam Ranieri, Florence Alsleben, Danis  
 Margaris, Ann Elms, Grace Patterson,  
 Gertrude Hardiman, Edith Gunsauls,  
 George Henderson, Gordon Bass, M. W.  
 Chamberlain, Mildred Nourse, Roxa  
 Crawhall, Herman Rammé, Joseph Val-  
 entine, William Brown, Thomas Reid,  
 Roque Donato, Frank Alfano, Yukie  
 Itoyama, Joseph Provenzano, David  
 Douglas, Mauro Carreon, Fred Crumble,  
 Herman Anderson, Roy Jorg, Leon  
 Robinson, Frank Leghorn, Eliza Jane  
 Bonnstetter, Jessie Forkner, Thelma  
 Kluser, Agnes Renoud, Buna Walters,  
 Jane Hain, Elinore Reynolds, Ann Heik-  
 kila, Vance Wood, Clyde Jenks, John  
 Murray, Sam Miller, Lloyd Gausvik,  
 Loren Borgerson, George Frank, Gordon  
 Braum, Joseph Coane, Eve Murray,  
 Terry Noble, Willie Reed, Kohachi  
 Itoyama, Marcie Estimada, Hisakichi  
 Koike, Joseph Ferrante, Silvia Quiri-  
 coni, Judson Doke, Eldridge Brown,  
 Elaine Ash, Beverly Richards, Mildred  
 Angelus, Winifred Spaulding, Elsie  
 Gregory, Philip Washington, Andrew  
 Charles, Emily Erickson, Marie Ander-  
 son, Eleanor Johnson, Ira Hawkins,  
 Violet Price, Hazel Buzzelle, Christine  
 Zeeb, Florence Ford, Dorothy Corcoran,

Agnes Johnson, Carrie Fosdick, Letha  
 Butchek, Dorothy Gross, Gladys Sues,  
 Leta Weaver, Ethelyn Bensmiller, Ver-  
 non Carter, Joanne Molter, Del Milne,  
 Albert Lawson, Jack Neander, Angelo  
 Delegatto, Eva Miller, Clauzelle Fox,  
 Mariano Esperanza, Julius Mariani,  
 Marie Brandon, Sabra Ellam, Rufino  
 Narvasa, Eunice Rhyne, Esther Clase-  
 man, Martha Bayer, Randolph Frison,  
 Anna Enge, Hazel Rickert, Rose Hamil-  
 ton, Edna Jones, Edoardo Crisanaz,  
 William Bracco, Lawrence Eddins,  
 Lloyd Jenkins, Harry Price, Claude  
 Curtell.

At the Benson Hotel in Port-  
 land, 78 members of the staff  
 were feted at a banquet Decem-  
 ber 14.

Toastmaster for the evening's  
 entertainment was William E.  
 Boyd, Jr., assistant manager. An-  
 other assistant manager, Eugene  
 Truby, took top honors with 39  
 years' service. He started as a bell-  
 boy when the hotel opened in  
 1913 and has risen through the  
 ranks ever since. Of the 78 em-  
 ployes receiving awards, 22 of  
 them have been with the hotel  
 over 20 years. The accumulation  
 of the employes' service time at

the Benson totaled 1,147 years, an average of 16 years per person.

The pins and certificates were presented again by Carlson, assisted by William E. Boyd, general manager. The employees' response was given by May Bartels, 30-year employe in the hotel's housekeeping department.

35 years—Eugene Truby, Charles E. Larsen, Chris Peters, Nicholas Flessas, Joseph J. Prodingler.

30 years—Albert Koch, Waino Kraus, William E. Boyd, Silas M. Crook, May Bartels.

25 years—Charles Wallia, Abbye T. Bland, Blanche Fritsch, Sol Blumberg, Henry Tomita, Anker Sartor, Otto Hansmeier, Robert K. Keller.

20 years—George J. Stupur, William Pitzer, Louis Fontana, Lela Davie.

15 years—Jack Dillon, Carl Holm, Tom George, Chris Zimmerman, Mamie

Sizemore, Lee Yoke, William E. Boyd, Jr., John J. Prodingler.

10 years—Anne Epperson, Ernest Boohe, Elma S. Sartor, Paul Givas, Jack New, Leonard Haynes, Harry Jackson, Frances Belson, Mildred Flynn, Katie Porter, Rose Timson, Ida M. Williams.

5 years—Gladys Bird, Ethel M. Flores, May Gentile, Mary Mallery, Nettie M. Parkhurst, Esther Voytilla, Denny F. Mayo, Elmer Thorseness, Pauline Anderson, Jessie Arnold, Pauline B. Brimble, Helen Dugard, Myrtle Repplinger, L. Lester Parker, Sarah Ennis, Ethel Gordon, Marie Flores, C. John Anazawa, Walter T. Leaming, M. Frank Marumoto, George Niiyama, Synnove O. Heishman, Violet Holten, Margaret J. Husbands, Mary Prowse, George L. Brehm, Wiley J. Holifield, Saima L. Chandler, Lucille Cox, Thelma P. Dewey, Ethel A. Fagan, Scharlotte M. Horn, Irene Moeller, Frank Fisher, H. Leonard Huston, Anthony Mislen.

**It runs in the family. Rose Pezoldt, right, received top honors at the Multnomah for 35 years' service, and her sister, Anna Baker, has been at the hotel 26 years. Another sister, Tillie Huntly, not pictured, has a 23-year record.**



## *Kast Moves to Newhouse*

**I**F VARIED experience is any indication of success, Floyd Kast qualifies for top honors. Kast, formerly at the New Washington in Seattle, recently returned to the fold as executive chef of the Newhouse after an extended leave of absence from Western Hotels.

The list of hotels where he has been employed reads like a travelogue. He has earned his chef's cap in kitchens all over the western hemisphere, most certainly aided by a pair of seven league boots.

He began his career in 1922

FLOYD KAST



just across the river from his New York birthplace. The first venture was with the United Hotel chain in Trenton, N. J. From there he went south, to the Bahamas in the British West Indies. Besides being a connoisseur of fine foods, he acquired a true appreciation of the milder climates and progressed from the B.W.I. to the El Conquistador Hotel and thence to the Royal Hawaiian in Honolulu. He returned to the United States in 1935 and donned the regalia of a head chef for the first time at the Lassen Hotel in Wichita. Later he became associated with the Hilton chain and was employed at the Long Beach Hilton, Albuquerque Hilton, and the Town House in Los Angeles.

The war interrupted his hotel career, but he continued to work with foods as a commissary officer in the navy. He joined the staff of the Plaza Hotel in New York after his discharge, then went to the Waldorf-Astoria.

This was the starting point of his journey across the country, with stops at the Dayton Biltmore in Ohio, the Cosmopolitan in Denver, and eventually the New Washington in Seattle.

He, his wife and four children have become well settled in Salt Lake City and are very pleased with the new assignment.

Kast is a member of the Chef de Cuisine Association of New York City and the Pacific Coast Cooks' Association. "There is an obligation on the part of every American chef to the food consuming

public as there is with any other professional man," says Kast. He also feels it is sometimes difficult to fulfill this obligation because of the shortage of trained kitchen personnel.

## *Cascadian "Bat-Man"*

Several months ago a waitress in the Cascadian Hotel in Wenatchee came running to the front desk with a story about bats in the dining room. Taken by surprise, Joe Mogush, assistant manager, told her to treat them the same as other guests and make no extra charge. "You don't understand," she replied, "There is a real bat, with wings, sailing around in there and if something isn't done, I'll go batty." Joe, finally grasping the situation and realizing the bat wasn't registered, grabbed the nearest weapon—a broom—and launched an offensive. With many flourishes of the broom and

lusty encouragement from the assembled hotel personnel, Joe took three wicked swings at the creature. Mogush, not having played baseball for some time, promptly struck out. The offender, still much in evidence, gave Joe another turn at bat. This time, with much perception of eye and dexterity of wrist, he completely demolished the target. "Fearless" Joe Mogush may now be found resting upon his laurels, as protector of the peace, but at the same time extremely busy avoiding members of the Audubon Society, protectors of all winged animals.

### **HUDSON QUALIFIES**

The Western Hotels' "Hole-in-one" club is growing. Bill Hudson, manager of the Georgia Hotel, recently socked the little white ball into the elusive cup of the 14th hole in one try at the Capilano Club in Vancouver. It happened during a net best-ball foursome tournament and because of his dead-eye and handicap, Hudson came out with a net "nothing" score. Incidentally, Bill is the last of his family to get an ace. Three years ago his wife picked up one and son Peter got a dodo six years ago when he was 13.

### **GETS VETERANS' COUNCIL AWARD**

Mark Malloy, manager of the Hotel Governor in Olympia, recently was awarded a plaque by the Veterans' Advisory Council. The plaque was awarded for the hotel's interest and help in employing physically-handicapped workers during the past year.

### **ELECTED TREASURER**

Lee Carter, general manager of the Northern Hotel in Billings, is the new treasurer of the American Hotel Association.



"Waitress" Joe Pruett serves  
Waitress Anne Montague

## *Cook Pays Election Bet*

THE day after the election, Winthrop Hotel Daffodil Room patrons ordered another round of black coffee after they caught a glimpse of the knobby knees and hairy legs beneath a trim waitress' frock.

It seems that Cook Joe Pruett was pretty confident about the Democrats. He told Waitress Anne Montague he'd do a day's work for her if Adlai didn't come through—but if he did, heh, heh, she'd have to cook for a shift.

Well, heh, heh, you know what happened.

"Oh, this isn't so bad," said Joe, mopping up a little spilled coffee and glaring at a patron who whistled, "I've got 16 hours to put in for the head chef."

"And of course that doesn't take into consideration the 160 bucks and six fifths of whisky I lost. Then there's a little matter of mowing a neighbor's lawn all summer."

Anne just smiled and ordered another cup of coffee.

But Joe was quite philosophical about it all.

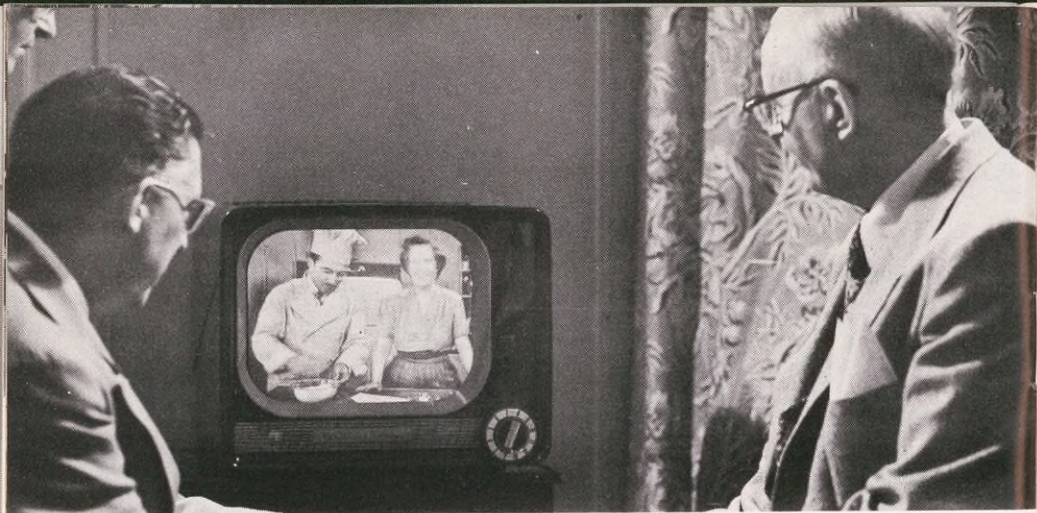
"This is good training for me," the Democratic cook spoke cheerfully. "When those Republicans get in, you never can tell what you'll have to do to make a living!"



**CATERING MANAGER WINS RECOGNITION** Patrick McEwan, above center, catering manager at the Mayfair Hotel, was recently presented an engraved wrist watch by the Los Angeles Rubber Group, Inc. The organization has been holding monthly dinner meetings in the Rainbow Isle for the last 13 years and made the award to McEwan as a gesture of appreciation for the courteous treatment and fine service he had provided for them during that time.

**AN APPLE FOR THE SENATOR.** Just previous to the late election, Senator Robert Taft stopped in Wenatchee to spur on the local citizenry and stayed at the Cascadian. Manly Honts, the hotel's baker, outdid himself with an apple-shaped applesauce cake in honor of "Mr. Republican." Here he is shown with Chef Fritz Kinnamon, right, presenting the welcome piece to the Senator.





Watching their chef perform are Tom Lee, Mayfair manager, and Pat McEwan, catering manager.

## *Mayfair Chef Stars on TV*

REINHOLD Keller, executive chef at the Mayfair, was recently a guest TV star on "California Living," a 45-minute show on Channel 2 in Los Angeles. Chef Keller was before the camera during the whole show, preparing two English dishes: Yorkshire Pudding and Leg of Mutton with Caper Sauce. Interspersed among his visual culinary efforts were comments with Mercedes Bates, hostess, concerning the Mayfair and Western Hotels, Inc., resulting in a great deal of favorable publicity received free of charge. In fact, Miss Bates went so far as to say that she considered the Mayfair's Butlery to be one of the finest dining rooms in Los Angeles.

Keller, top man in the Mayfair

kitchen, was born in Weikersheim, Germany, a small village near Stuttgart. He received his schooling in culinary arts at a government trade school in Germany, but has practised his profession almost exclusively in the United States.

He began, upon his arrival in this country in 1924, as a fry-cook at the Ritz Carlton in Boston and the ensuing years found him associated with many of the better eastern hotels. He worked in the kitchens of the Mayflower in Washington, D.C., the William Penn in Pittsburgh, the Statler in Cleveland and most recently, at the Hotel Statler in New York City, where he was executive chef.

## PUZZLE: "WHO REALLY PICKED UP THE TAB?"

**G**EORGE C. Belmont is a salesman in Tacoma and the holder of a Western Hotels credit card. One evening last month he met a man named Allen Black in a Seattle cocktail lounge. During the course of the evening Black was a generous companion, paying the bills and writing checks to get more money whenever he ran low.

In a Chinese restaurant, later in the evening, Black took a card from his pocket and said: "This little ticket will get me some more money." Curious to see what the magic ticket was, Belmont picked it up. It was a Western Hotels credit card. In fact, it was Belmont's own card. Belmont accused Black of having stolen it and writing checks in Belmont's name.

Black has since been arrested, but the cashiers that honored the

checks are still out their money. The moral of the story was pointed out by Walter Griggs, Western Hotels credit manager:

"Checks should be signed in the presence of the cashier or person authorizing payment of check or charging of account. Then the signature should be compared with that on the credit card. Often the holder of a credit card will neglect to put his signature on his card. In such cases he should be requested to show identification bearing his signature, such as a driver's license."

According to Griggs, hundreds of credit cards are reported lost or stolen each year and are sometimes used by the wrong people. He further urges that no Western Hotel employe honor any credit card that is not presented by the person to whom it was issued.

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**PRE-LUNCHEON "CLASS".** The dining room at the Georgia in Vancouver, B. C. now serves as a classroom, too. Before lunch every day waitresses and kitchen staff members hold an informal session. The girls become acquainted with the menu of the day, ingredients used in the dishes, and other things to help the guest choose and enjoy his meal. It also brings the dining room crew closer to the chef's department and makes for a close functioning team.





## *Georgia on Parade*

Christmas dinner at the Hotel Georgia is quite an affair. The food is wonderful, but the procession preceding it is a real extravaganza. Called the Boar's Head Parade, it winds through the whole bottom floor of the hotel. At the head is the maitre d', a violinist and trumpeter. Following come the chefs carrying the Boar's Head, turkey, suckling pig, wassail bowl and flaming plum pudding.



### HELPED OPEN DRAKE

Constance Kurthy, waitress at the Sir Francis Drake in San Francisco, was not only there when the hotel opened, she was on hand before it opened helping to supervise the handling and installing of restaurant equipment. That was in 1928, and this year when the new Cafe opened, Connie was still on hand to help usher it into the world. "If you find a job you like," she says, "Stick to it."



### BOTTOM TO TOP

Otto Schwartz, upholsterer at the Newhouse in Salt Lake City, has had two main occupations in life. And strangely enough, they have taken him in completely opposite directions — either straight up or straight down.

Otto was born in Pillau, Germany, on the Baltic Sea, and when he was very young he decided to follow the profession of his father who was a professional deep sea diver. He began apprenticeship under the paternal eye and spent a great deal of his younger years in the depths of the cold Baltic.

He also apprenticed as an upholsterer for three and a half years, which prepared him for his present job in the Newhouse—and which is taking him high into a building instead of the bottom of the sea.



OTTO SCHWARTZ

*Unusual but True... at Western Hotels, Inc.*



## A 55 lb. Leg of Beef

IS CONSUMED EACH DAY IN  
**DRAKE'S TAVERN** IN THE  
**SIR FRANCIS DRAKE HOTEL,**  
SAN FRANCISCO.

**830 Western Hotels**  
**Employees**

HAVE WORKED  
5 YRS. OR MORE  
IN A WESTERN HOTEL  
— MORE TRAINED



*Unusual but True... at Western Hotels, Inc.*

**It is also Unusual But**  
*reservations free to any of these*

LOS ANGELES MAYFAIR	VANCOUVER, B.C. GEORGIA
SAN FRANCISCO SIR FRANCIS DRAKE MAURICE	PORTLAND MULTNOMAH BENSON
PALM SPRINGS, CAL. HOTEL THE OASIS	SEATTLE NEW WASHINGTON BENJAMIN FRANKLIN MAYFLOWER ROOSEVELT
SALT LAKE CITY NEWHOUSE	

## Look How We Grew in '52!



**Hotel Oasis** AT PALM SPRINGS  
BECAME A WESTERN HOTEL EARLY  
THIS YEAR. A \$1,500,000 EXPANSION  
PROGRAM WAS PROMPTLY LAUNCHED  
TO DOUBLE ITS CAPACITY AND MAKE  
IT ONE OF THE FINEST RESORTS IN  
THE WEST.



### Drake's Tavern

(CREATED BY  
TRADER  
VIC),

**CAFÉ DRAKE** DINING ROOM AND THE  
**GAY DRAKE'S FANCY** FOUNTAIN AND  
PASTRY SHOP WERE ALL OPENED THIS YEAR  
AT THE **SIR FRANCIS DRAKE** IN SAN FRANCISCO.



### The Buttery

LUXURIOUS NEW DINING  
ROOM AT THE **MAYFAIR**  
**HOTEL** IN LOS ANGELES,  
WAS COMPLETED EARLY  
THIS YEAR AND IS WINNING  
GREAT POPULARITY FOR ITS  
CHARMING ATMOSPHERE  
AND EXCELLENT CUISINE.

### LAST OF THE 'UNUSUAL' SERIES . .

These two advertisements  
are the last of a 10 ad se-  
ries. They appeared during  
November and December  
1952 in newspapers, *Sunset*,  
*Wall Street Journal*, and  
various other magazines.

**It is also Unusual But True....** that you can "Hoteletype"  
*reservations free to any of these cities by calling your nearest Western Hotel.*

LOS ANGELES MAYFAIR	VANCOUVER, B.C. GEORGIA	TACOMA WINTHROP	WALLA WALLA, WN. MARCUS WHITMAN
SAN FRANCISCO SIR FRANCIS DRAKE MAURICE	PORTLAND MULTNOMAH BENSON	WENATCHEE, WN. CASCADIAN	BOISE, IDAHO BOISE OWYHEE
PALM SPRINGS, CAL. HOTEL THE OASIS	SEATTLE NEW WASHINGTON BENJAMIN FRANKLIN MAYFLOWER ROOSEVELT	OLYMPIA, WN. OLYMPIAN GOVERNOR	POCATELLO, IDAHO BANNOCK
SALT LAKE CITY NEWHOUSE		BELLINGHAM, WN. LEOPOLD	BILLINGS, MONT. NORTHERN

