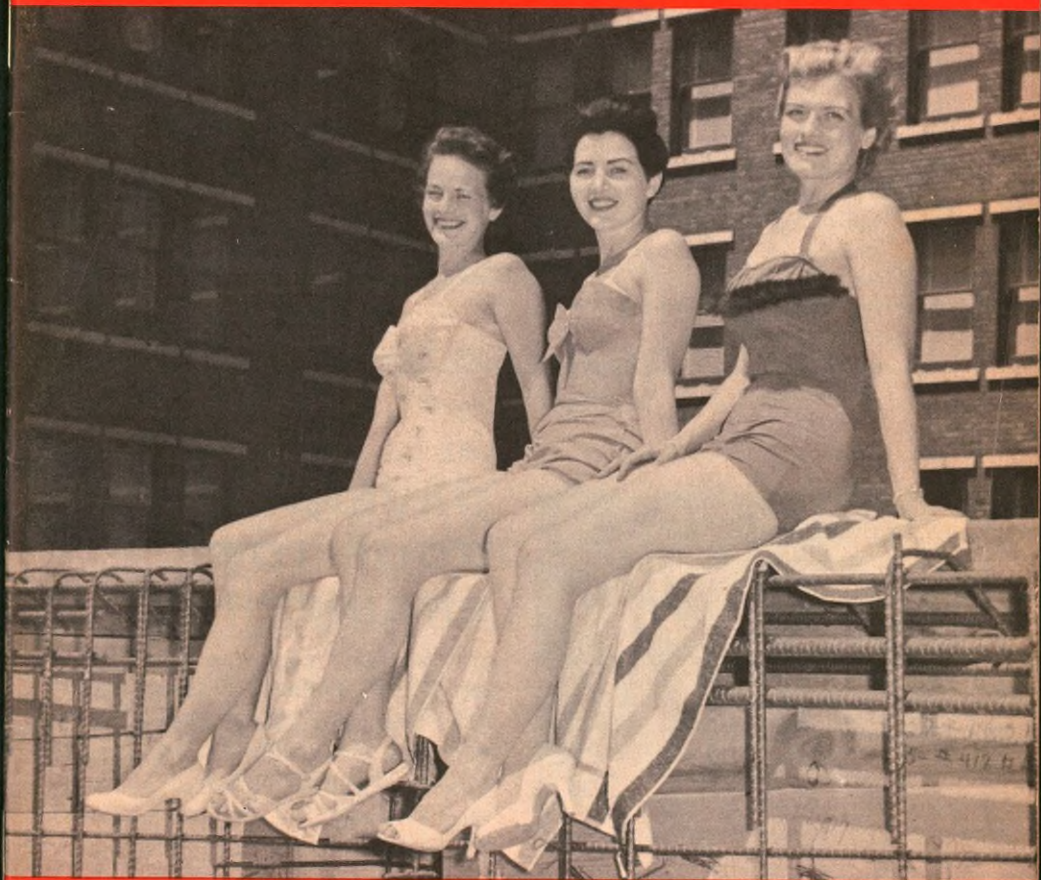


Western Hotels, Inc.
Front!

VOL. 11, NO. 4
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Front!

goes to the **OLYMPIC**
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DAVENPORT ROOF-TOP ENGINEERS

ANTICIPATION led these three Davenport cover girls to do their sun bathing at the site of the new rooftop swimming pool the day before its sides were cemented. The \$100,000 project has been watched by Spokanites and such Davenport employees as Sherrill Bellomy, left, Matador hostess, and Jody Wandler and Carolyn Lemon, waitresses.

● = WANTED =

IDAHO JACK
ALIAS "STARVATION JACK"

"LONG JACK" - "HYDRAULIC
JACK" - "BOGUS JACK"

"BLACK JACK" "ONE
SHOT JACK"

"WHAT'L IT BE JACK"
AND "BALL THE JACK."



LAST SEEN IN FRONT
OF THE HITCHING POST
TAKING HAY FROM
THE JACKASSES. IF SEEN
NOTIFY W. WRIGHT OR H.
ERICKSON AT THE
HOTEL BANNOCK.

REWARD \$0.06 2/3 ¢

WANTED FOR WEARING FALSE BEARD
WATERING DRINKS - CARRYING MATCHES
AND BETTING ON THE RIGHT HAND CORNER.

= BEWARE - DANGEROUS =

Jack Heyland, Bannock Bar Manager

THE BANNOCK

way out west

POCATELLO'S Diamond Jubilee Days were enlivened by Bannock Hotel personnel, according to special correspondent *Clayne W. Dice*, who writes in part:

"Us here Hotel Bannock employees planned for the celebration several weeks ahead, renting stage costumes. Overnight the modern Bannock was shoved 75 years into the past, back to the good old west when men were men and women were dancing girls. *Mr. Wright*, our manager, became the most 'ornery critter' in Pocatello with a full beard and a real six-gun. The assistant manager, *Harold Erickson*, ended up being an 'eastern city slicker,' with diamond tie pin, brown derby and cigar.

"Featured in the hotel lobby was the Rodeo Headquarters where smooth-faced easterners bought tickets and us true westerners signed up to ride bucking broncs and Brahna bulls. Outside the Bannock's saloon, the Hitching Post, was an actual old time hitching post to which horses and mules were tied. And outside the main entrance stood the Kangaroo Calaboose where we put all those dressed in eastern wear and smelling of shaving lotion.

"All during this here Jubilee the Bannock featured chuckwagon lunches and dinners in the Red Dining Room and the lobby featured square dancing each evening and a street dance was held at night."

Bannock cont'd

COWBOYS, COWGIRLS, INDIANS



RACHEL KINNEY, Bannock executive chef dressed as a Spanish senorita for the big Diamond Jubilee Days parade.

BANNOCK FLOAT with Red Dining Room girls dressed as Indian maidens, including Elsie Evans, Jane Hayball, Norma Steed and Velma Haislip; Clayne Dice, desk clerk, as an Indian; Darryle Miller, banquet steward as a cowboy; Harold Erickson, assistant manager, as a city slicker and Max Green, purchasing agent, as Buffalo Bill. Desperado Jack Heyland, bar manager, wisely stands with back to camera. Can-Can Girls are Lois Haislip, Linda Webb and La Rae Kinney.



Bannock cont'd

HORSES, POSSES AND PARADES



HITCHING POST characters in search of red-eye include from left, Coffee Shop waitress Velma Fincher; catering manager Loah Morrison; assistant manager Harold Erickson; executive chef Rachel Kinney and manager Walter Wright.

COFFEE SHOP WAITRESSES with friends include from left Carma Jones, Jean Jacobson, Delpha Webb, Louise Ritter, Verda Gibson, Jean Peeples, Elsie Sherman and cashier Alta Joles.



COSMOPOLITES TURN-TO

on many projects



COSMOPOLITAN HOTEL chef W. Emil Zoubavitch, 2nd from left, and Denver restaurant operator, Paul Shank, left, are shown above judging a food recipe contest at the Denver Women's Club. After their judicial tasting, winning recipes were singled out to be included in a Denver Post cook book.

VERNE NAMBA, Cosmopolitan Outrigger bartender, warms up for the Early Times mixing contest for an attractive volunteer tester. Namba was among the contestants last year, too, and feels the pressure of competition keeps bartenders alert to the niceties of their work and in top form.



COSMOPOLITAN OUTRIGGER Frank Louie, left, and Bill Wong pose with a batch of 4,000 Crab Puffs. The lot of them were air-expressed to Casper, Wyoming to be served at a party there hosted by a regular and admiring Outrigger guest. The puffs are a Trader Vic specialty served as Tidbits at both the Denver and Seattle Outriggers. The two restaurants make a point of perfect service and often are called on to handle orders such as this.



IMPERIAL ROOM bartenders at The Cosmopolitan brush up on bar work to ready themselves for the Early Times mixing contest. From left are Frank Ferris, Herby Fujii and Joe Kup-lech, displaying skill and dexterity to Charron Freehling, who is taking a break from The Cosmopolitan reservations office.



EARLY TIMES EARLY BIRDS



BARTENDER BILL BENNETT, center right, mixes a Starliter, newly created drink by Earl Yaggie, center left, for the Starlite Roof, Sir Francis Drake Hotel, San Francisco. Delighted tasters are Stanton M. Green, left, assistant sales manager of Rathjen Bros., Inc., and Allan P. McEachern, state manager North California Bay Area, Brown-Forman Distillers Corp., which is holding the Early Times drink contest at the Sir Francis Drake Hotel this year. Yaggie intends to enter the Starliter in the contest.

Fry Tournament Winner

JACK FRY, Roosevelt Hotel, Seattle, won the 1957 Western Hotels Golf Tournament, according to tournament and Boise Hotel manager *George Horning*.

Horning stated that while 77 entered this year, including two women, *Jess Gray* from The Cosmopolitan and *Marge Mallory* from The Owyhee, he sees the possibility of doubling the entries next year. He reports *Miss Gray* as having a gross of 105, net 93, and *Miss Mallory* a gross of 131, net 86.

The champion was determined by the best low gross score. All players in the 2nd division were given pars on the 1st 5 handicap holes, regardless of what they had. The 3rd division players were given pars on the 1st 8 handicap holes, and the 4th division were given pars on the 1st 13 handicap holes.

Vital statistics of Fry and runners up are: *Fry*, 75 (Par 73—Everett); Runners-Up, tied, *Herman Rivera*, The Outrigger, Benjamin Franklin, 74 (par 70, Jefferson, Seattle), and *Ray Isham*, Bannock, 76 (par 72, Pocatello); Second Division, *Bill Wright*, Multnomah, gross 83, net 75; Third Division, *H. Farina*, St. Francis, gross 92, net 80; Fourth Division, *Bud Gavino*, Benjamin Franklin, gross 112, net 79.



Pulchritudinous Caddies

HECKLE SEATTLE GOLFERS

RISING to a challenge received by special messenger, collect \$2.87, doughty Benjamin Franklin Hotel manager *Al J. Kelly* led his team of golfers to meet The Plumbers from the New Washington Doric Hotel.

"A bunch of the boys were batting the ball on a course that's known as Jackson..." writes *Warren Anderson*, still somewhat dazed. Not only did the Benjamin Franklin team find spirited competition from The Plumbers, but they were alternately addled and dazzled by their caddies. Gamesmen from The Doric group provided comely waitresses from the Brigadier Cocktail Lounge to caddie for and to

heckle the *Kelly* team.

Results of the match were heatedly debated, finally resolved as a mutual tie. The Plumber's team won by the non-handicapping method and the Benjamin Franklin team by the *Kellyway* Handicapping Method, a method equal in confusion to that caused by the caddies. The girls above are, from left, *Lee Williams*, *Peggy Blakely* and *Joyce Voller*.

Standing, from left, are *Ron Kirtland*, *Al J. Kelly*, *Floyd Romero* and *Warren Anderson*, of The Benjamin Franklin, and *Kurt Hawkins*, *Jack Anderson*, *Glen Martin* and *Gordon Boeder*, of The New Washington.



Multnomah wins summer match

AL J. KELLY, manager of the Benjamin Franklin Hotel, holds the Crying Towel, above, as captain of the team which lost to the Multnomah Hotel golfers this summer. Bob Lindquist, center, smiles broadly while presenting the trophy to winning captain Hal Carey. Win or lose, everybody had what Carey terms a swell time, and it is planned to make the match annual with a revolving trophy. Below are most of the participants. Front row, from left, includes Walter Roth, Ed Govino, Bill Wright, Nic North and Bob Lindquist. Back row, from left, includes Hal Carey, Al J. Kelly, Dwight Call, Brent McDonald, Harry Price, Claude Curtell, Bill Stoker and Bob Kennedy. Not pictured were Ron Kirtland and Jack Bellman.





Mayfair promotes village

FEDERAL BUREAU OF INVESTIGATION members enjoyed their annual summer outing amidst a South Sea paradise created at the side of the pool at the Mayfair Hotel, Los Angeles. Flowers, leis, banana palms secluding a little grass hut and music by Alfred Apaka, alternating with a 3 piece Hawaiian combo created a heady, romantic atmosphere for relaxing FBI men. Executive chef Edgar W. Feltault, above, spread himself with a 50 ft. buffet of authentic Hawaiian dishes, dominated by a 5 ft. ice carving with which he is shown above. Below, from left are Cecil Karne, Feltault, Gaide manager Valentine Ludke, maitre d'hotel Paddy McEwan and bus boy Vince Quintaro. All were on hand to make the party memorable and successful.



VILLAGE *personnel colorful*



HANS HUNGERBUHLER, assistant catering manager of the Hawaiian Village, raises rare birds as a hobby. He is shown with two wise beauties above.



ANNIE LINN, cocktail waitress in the Ale Ale Kai Room of the Hawaiian Village, Honolulu, is one of the most popular of the hotel's waitresses and a pleasure to see.

HAWAIIAN MUUMUUS and Aloha Shirts are featured above by Hawaiian Village front office workers. Standing from left, are Ann Liu, William Goude and Marguerite Goetas. Seated from left are Peggy Suehiro, Betty Lou Nobriga, Marie Hara, Billie Simeona and Vivana Tiwanak.



ST. FRANCIS *folk please . . .*



PATRONS return time and again to the St. Francis Hotel because of the welcome and attention they receive from such employees as these three. Top right is Bob Lukes, who has spent 12 cheery years as barkeep in the English Bar Grill. He remembers his customers, and they remember him. Below is Mrs. Imogene Turner, left, who has been a waitress in the English Grill for 13 years. With her is Irene Baird, in charge of the English Grill and the English Bar Grill. Mrs. Baird testifies that more customers ask for Imogene than for any other waitress in either room. Kai Blickfield, top left, is another friend maker for The St. Francis Hotel. For 5 years he has served as barkeeper for the attractive Oak Room, and is responsible for much of its relaxed atmosphere.



JIM BAILEY, carpenter for the Georgia Hotel, Vancouver, B. C., was born in Buckingham, England. After serving in the Royal Naval Air Service, World War I, he came to Canada in 1923. Since he joined the Georgia staff in 1936 he has proven repeatedly that there is no carpentering job too difficult for his skill and ingenuity to solve. His pride of craftsmanship is reflected in every job he does.



GEORGIA STAFFERS'

DORIS BRADY came to the Georgia Hotel with 10 years of hotel work behind her. The pint-size dynamo is described by FRONT correspondent Charles Indermuhle as popular with all Georgia employees and as a combination of brains and personality. She has worked in the Georgia accounting office for 3 years and also has experience as a telephone operator, desk clerk and bookkeeper.





NAN SCHUBERT, Georgia catering secretary, was born in Spain of Danish parents and perfected her English in an American college in Turkey. Adding to her international background is the fact that her fiance is Swedish, and once wed, their home will be in Canada. While working as an air hostess for Scandinavian Airlines, Nan acquired considerable knowledge of international food and catering.

BACKGROUNDS VARY



ARTHUR OADES, Georgia banquet captain, is a bona fide boy wonder, having commenced a full 2 year course at a hotel and restaurant training college at the age of 12. He has worked in first class hotels in London, Bermuda and Canada, and served such celebrities as H. R. H. Queen Elizabeth and Sir Winston Churchill and others.



FRONT GOES TO THE OLYMPIC

ONE THOUSAND fashionable Seattleites attended the glittering opening of the new Grand Ballroom of the Olympic Hotel at a Ryther Four-and-Twenty Colorama charity dinner featuring a fashion show of glamorous creations and \$1,000,000 worth of jewels.

In that the event marked the opening of a room capable of seating 1,000 people for dinner, or accommodating 1,500 in a meeting, it was unusual for The Olympic. Otherwise it simply represented the biggest and best business as usual for what long has been Seattle's leading hotel.

Ever since The Olympic opened in 1924 it has been the natural center for the Queen City's activities of business and pleasure. The availability of the new room, half a block long, and the adjacent Spanish Ballroom, which makes it possible to serve dinners to 1,500 or hold meetings of 2,000 persons, is of real importance to a city hungry for convention space. Com-

pletion of the room gives the hotel 14 assembly and/or dining rooms with lobby accessibility, making it one of the finest examples of multiple-use facilities in the country, according to manager *Tom A. Gildersleve*.

No detail to enhance the usefulness of the room has been overlooked, from electrical facilities, lighting, complete stage and sound equipment to a large freight elevator for props or exhibition material such as automobiles and boats.

Directly below the Ballroom is a new Motor Entrance and lobby: Motorists leave their automobiles at the entrance to be driven to the Olympic Garage, register in the motor lobby and go directly to their rooms, bypassing the main lobby. The project has reversed the main entrances of both the hotel and the garage from south to north, from Seneca to University St.

The delivery entrance also has been diverted from 5th Ave. to the Motor Entrance, down a ramp and to the base-



OPENING of the new Grand Ballroom of the Olympic Hotel featured a fashion show of glamorous creations. More than one thousand people attended this gala event.

ment receiving department.

The new entrance and Ballroom above fill space formerly occupied by the Metropolitan Theatre, which from October 2, 1911, when it opened with Richard Carle in "Jumping Jupiter," provided Seattle with the best road shows. The Baroque theatre with its Venetian facade was closed in the fall of 1955 with Helen Hayes in "What Every Woman Knows," then demolished to make way for the \$1,250,000 expansion and improvement program.

Originally the Olympic Hotel was financed by Seattle businessmen, and on the expiration of its first lease it reverted to the University of Washington properties. William Edris then bought a major share of the hotel stock and lease and *Gildersleve* became manager. It was after Edris renewed his lease with University Properties that it became a part of the Western Hotels organization.

The hotel has 12 stories, a lower level arcade, with approximately

15,000 square feet of store area, and is topped by a penthouse now occupied by Western Hotels executive offices. It has 1,000 rooms and baths, from singles to the Presidential suite which has housed more than one United States president.

Most of Seattle's important visitors are housed here and much of the city's organization and social events, such as the annual Seattle debutante Christmas ball, are held here. Countless parfaits and Pêche Melbas have been downed by lunching ladies in the Georgian Room on past Monday luncheons, socially mandatory in Seattle. Unforgotten and perhaps most memorable of any single event in the history of The Olympic was the consecutive series of cocktail buffet suppers held for the International Labor Organization after the war. Tables measuring the wall of the Spanish Ballroom were studded with the Olympic's unsurpassable dishes from kitchen in amounts and extravagance such as the inter-

national guests had seldom seen.

Chef Walter Roth and his banquet department continued the Olympic tradition for quality and service at the Ballroom opening dinner. Even hardened banquet-goers were impressed.

No matter how important the guest or off-beat his requirements, the Olympic staff manages to please with unbroken, suave efficiency. Even when Emperor Haile Selassie and his retinue were guests, routine rhythm was unbroken, though personnel on the job are inclined to roll eyes heavenward at recollection of the occupant of the Lion Throne and his needs.

Aside from the Ballroom, the Spanish Ballroom and adjacent Spanish Lounge, there is a series of rooms on the mezzanine available for parties or dinner meetings accommodating from 25-225 guests. The latter figure is achieved by opening the Williamsburg Room, formerly the Junior Ballroom, with the Colonial Room. All of these rooms have been redecorated and renamed. The Olympic Bowl, long the only smart dance spot in Seattle is also available.



BING CROSBY poses with Western accounting girls, who, from left are Marlene Trogdon, Barbara Reid, Joan Parsons and Jeanine Vik.

The Georgian Room, one of the most beautiful dining rooms in the West, where a series of fashion luncheons will begin Sept. 16, and the small Terrace Room, featuring cocktails and lunch, both face the lobby.

On the Arcade level, the Grill, soon due for a face-lifting, is jammed daily by lunching businessmen. It is an easy, relaxed room which serves breakfast, lunch and dinner with minimum fuss and maximum service. Nearby is the Marine Room, smart for cocktails, luncheon or dinner. Attractive for its lighting from luminous tropical fish aquariums set in its walls, it features the piano music of Clifford and Clark.

Example of the Olympic's old friends is Bing Crosby, guest many times. While there during the recent Seattle Seafair celebration, he received a prank message from 3 girls in the Western accounting office to telephone a 4th, presumably about his bill. On hearing his voice, Joan Parsons gasped, "They'll never believe me in Friday Harbor," then begged for proof in writing that he had called. The Gallant Groaner sent a floral tribute worthy of a diva, (see below) instead.



CROSBY ROSES are admired by recipient Joan Parsons, left front, and, from her left, Barbara Reid, Marlene Trogdon and Jeanine Vik.



MURAL PAINTING HAZARDOUS

MURAL PAINTING has presented hazards to painters far earlier than Michelangelo, and they were present during the painting of the 4 murals in the new Grand Ballroom of the Olympic Hotel, Seattle.

Above is Mrs. Wellwood E. Beall, who executed them shown with Olympic manager Thomas A. Gilder-

sleeve. To him the major hazard was the Ballroom opening date and the horrible fear that on the gala evening of the huge Ryther charity ball Mrs. Beall would still be high above gussied guests wielding her brush.

To pretty Mrs. Beall that was minor in comparison to sleepless weeks spent in planning suitable designs which would act as a decorative and unifying medium with the architecture. During that period she burned contents of a garbage-can sized waste basket 6 times. Once she had decided on 4 themes she felt would encompass activities to be featured in the giant convention room (world, science and industry; conventions; fashions; music and entertainment), she and her assistants were faced with working in a cold and damp unheated area necessary to the drying of plaster walls.

One of her assistants celebrated the end of her 3 week stint by going to the hospital with pneumonia, while Mrs. Beall stuck it out filled with antihistamine injections.

Working on four floors of scaffolding was no joke, either. "The first day I thought I'd never make it, then I got kind of cocky," Mrs. Beall recalls. "When you'd want the blue it would be on the 4th floor and the white paint

bucket would be on the 2nd."

Workmen loved teasing her and she spent a good deal of time standing with her back to them trying to think up lucid answers ("they know so much") when they would yell, "Hey, Blondy, what about that modern art?" Facile with tongue as with brush, she was successful enough to "get them kind of interested."

The challenge of mural painting is a delight to Mrs. Beall, who studied in Paris, Mexico and California as well as briefly with famed Northwest painter Mark Tobey. She has done one job for the Erco Airplane Co. (80 feet) larger than that in The Olympic, and has done others for the Bon Marche Department Store, Seattle Tennis Club and New Federal Reserve Bank, Seattle, private homes, etc., as well as a mosaic in the University of Washington Penthouse Theatre.

Before her marriage to a Boeing Aircraft official she was a commercial artist in San Francisco. Now a busy wife and mother of 3 children she has limited time to spend on her fascinating work. And as an artist in earnest, she has a message: "I'm trying to get architects and business clients to work with the artist and understand his value and problems."





BOISE UNBENDING TO BAD MAN

cash & carry project fails

UNDAUNTED by what they thought to be an efficient pistol, two Boise Hotel employees routed a holdup man in The Lampost.

At 12:50 on a Sunday, Girard Wayne Beatty, 31, entered the bar with a fake pot-metal Luger and pointed it at Frank Scherer, bartender, above left, indicating his preference for cash to go rather than alcohol. A customer sitting two stools from Beatty struck out at the bandit, but later was quoted as saying, "Next thing I knew I was on the floor." Hal Maxwell, right, Lampost manager, catching sight of the armed tableaux, gave chase to the intruder but lost him in the lobby. Beatty cut his forehead and hand when he smashed into a glass door at the Bannock St. entrance, then minus his fake gun which he had dropped in the bar scuffle, managed to disappear.

Police in a prowler car heard a radio broadcast of the attempted holdup and caught Beatty in a nearby alley with-

out a struggle, taking him to his automobile which he had left with motor running for a "quick getaway" at Eighth and Bannock Sts. Beatty said he obtained his gun a year ago by mail order and had a note printed on the back of a blank check saying: "This is a holdup. Give me all bills. Save someone's life and be calm. Wait five minutes after I'm gone." He said he had intended giving it to the bartender but changed his mind.

Instead he gave verbal orders to Scherer, who, in traditional bartender stolidity heard but ignored.

Beatty stated to police that he arrived in Boise from Portland, Ore., the Friday before, registered at the Owyhee Hotel under an alias and checked the Lampost around midnight for the best escape route. He had toured Boise bars and attended a movie Saturday before attempting his Sunday project. He was on probation in California for forgery.



7th western pool opens **AT DAVENPORT**

AQUA TERRACE completion will mark what is thought to be the first West Coast rooftop swimming pool, according to *Al E. Schilling*, manager of the Davenport Hotel, Spokane.

The free form pool is a \$100,000 project announced last spring by *S. W. Thurston*, president Western Hotels, Inc., was designed by *Harvey H. Johnson* of Pacific Pools, Seattle, and built by *Henry Georg & Sons*, Spokane. Johnson says the white finish of cement and marble aggregate was selected to best reflect Spokane's sky, normally blue both summer and winter.

An estimated 200 yards of concrete was used on the job. The bottom of the 8-sided 50 x 34 foot pool is of poured cement, while the walls were treated with the Guniting or spraying process whereby the cement was mixed at street level and forced with 60 pound pressure to the 3rd floor. Eight tons of concrete reinforcing bars were

used on the pool itself and another 10 tons of bars were used in the adjacent area.

The stunning pool is heated so that it can be used extensively during the year and is edged with travertine cast stone non-skid coping and turquoise blue tile. The deck area is buff concrete. Maximum depth is 9 feet; minimum 3 feet. Water is fed from an Italian blue glass mosaic fountain over three waterfalls to the pool on the Aqua Terrace, a name suggested by *Arllys Reide*, who is shown above receiving a \$35 check from *Schilling* for winning the Name the Pool Contest.

Relaxation is stressed for the Terrace, and its uses will embrace fashion shows, diving exhibitions and water ballets, according to *Schilling*. The waterfalls will make a dramatic backdrop for both social and fashion photography, and plans for the rest of the roof are underway. They include developing the entire Davenport roof



HOLIDAY AWARD

FELICITATIONS are being accepted by Portland's Benson Hotel manager Sam Standard and chef Henry Hodler glowing here over the latest award received by the London Grill, the Holiday Magazine 1957 Certificate for Dining Distinction. Twelve such awards were made throughout the United States. Other London Grill awards include one from Institutions Magazine for exemplary use of mer-

chandising to encourage dining out and to enhance the stature of the restaurant industry. Another was made by the Oregon Advertising Club which presented the restaurant with its annual award for the best local or retail advertising campaign originating in the State of Oregon. This is the first time the advertising award has been made to an Oregon hotel.



WINTHROP *employees entertained*

FORTY-THREE employees of the Winthrop Hotel, Tacoma, were entertained with cocktails and dinner in the Wedgewood Room at the recent annual Service Awards Reception and Banquet. Arnold Leverenz and Mary Van Derryse provided music. Western Vice President Gordon Bass did the honors in presenting 5, 10, 15 and 30 year pins to loyal employees, while Winthrop manager Scotty Myles presented door prizes. Above, front row, from left, are pin recipients Edna Summers, Pauline Vert, Ida Wahl, Anna Reimer, Ida Carrie, Gladys Fink, Hildur Powers, Mabel Fox and Mary King. Back row, from left, are Ann Ballog, Thomas Sneberger, Bessie Bell, Charles Jacobs, Henrietta Westerdahl, Jack Alexander, Josephine Merritt, Jack Beal, Anne Dupas and John Luxtrum. Not photographed were Laura Mathias, Eula Yarborough and Louise Cople.





FRIENDLY FINLENITES

SMILING FINLEN TRIO above helps to make the Finlen Hotel, Butte, tick between the hours of 11 p.m. and 7 a.m. From left is night porter, Jim Bartlett, responsible for cleaning up debris left by the day's multitude; Jeanette Mastella, formerly head accountant who has been transferred to night auditor and has been with The Finlen for 5 years; Ed Eiman, gregarious night bellman who has been a Finlen worker for approximately 12 years.



FINLEN HOTEL waitresses wore special costumes descended from rodeos for the Montana Stock-growers Convention. Cattlemen and ranchers were so bemused with pleasure that the girls may continue to wear them for the summer tourist season. Above, from left, front row, are Sharon Bury, cashier, Marion Greenlief, Eva Williams, Maybelle Benedict, Coffee Shop manager, Retta Oaks, Marcella Leigh, and Delores Parkins, cashier. Back row, from left, are Alice Inabnit, Frances Reindl, Albena Campanella, Betty Fitzgerald, Hazel Stedman, Ruth Weden, Helene Swearingen, Marie Brennan, Dorothy Morgan, Alma Berryman, Mary Mihelich and Margaret Green.

RAINBOW REPORT

ALASKA KING CRAB makes for a handful, held by pantry lady Pearl Patton from the Rainbow Hotel, Great Falls. Although an inland city, Great Falls never wants for seafood variety when it dines at The Rainbow.



BIG EXCITEMENT at The Rainbow recently was the stay of Duncan Renaldo, (The Cisco Kid) and other rodeo personalities for the North Montana State Fair and C. M. Russell Rodeo. Whisking and dusting, members of the housekeeping department were set on showing the cleanest house possible. Below they are seated, from left, Lola Wahlberg, Margaret Blackorby, Mary Louise Buck, Iris Penn, Louise Mason and housekeeper Laura Larson. Standing, from left, are Mary Collins, Martha Savage, Letha McFall, Sarah Gunderson, Olga Broughton, Betty Jensen, Lela Foster, Gertrude Lawson, Clara Sieben, Marie Sargent and Katherine Erickson.



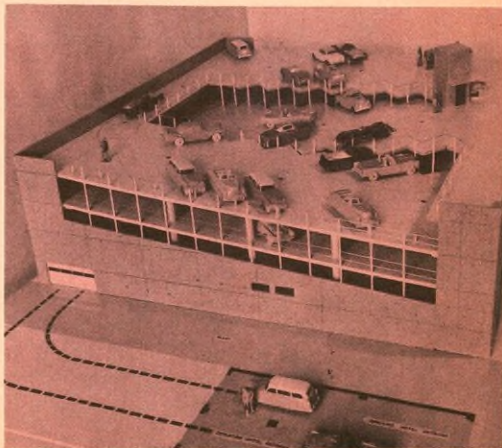
RESTAURANT BOOSTERS



WENATCHEE Mayor E. "Si" Simenson, seated, is crowned with chef's hat by Seattle Seafair Queen Dixie Jo Thompson, while the above group beat the drums for the 9th Annual Pacific Northwest Restaurant Exposition held in Seattle. From left, others are: Ray Dodge, assistant manager of the Cascadian Hotel, holding a box of Wenatchee apples for Queen Dixie Jo from the Mayor; Bonnie Blocker, Cascadian Dining Room manager; Jim Ward, president of the Washington State Restaurant Association; Roland Richter, Cascadian manager; Helen LaFreniere, Wenatchee restaurant owner; Lew Roberts, Cascadian front office manager, and Vernon Powell, vice president of the Washington State Restaurant Association. The salmon lying before Mayor Simenson was a gift to His Honor from the Seafair Queen.

NORTHERN HOTEL COOPERATES

BILLINGS DOWNTOWN property owners have devised a cooperative plan for stemming the migration of business from downtown to shopping centers. Quick to see wisdom of and to back such a scheme were L. W. Carter and Ray Bering, general manager and manager of the Northern Hotel. Above is a model of the project, a 200-car ramp, self-service garage financed by local businessmen. Completion date has been set for October 15.



GOING WESTERN



Mr. and Mrs. Ralph Hall

Mr. and Mrs. Pat Smith



KAREN NELSON, Bannock Coffee Shop cashier, recently became Mrs. *Ralph Hall*, see top left, in a ceremony held at The Bannock. Their festive reception was held in the Pioneer Room there. Another Western Newlywed is *Pat Smith*, shown with his bride at lower left. *Pat* is superintendent of service at The Rainbow. New in the Rainbow front office is *Joyce Lewis*, switchboard operator from England, taking over a spot vacated by *Mary Terhaar*, who has joined the auditing department. New desk clerk trainee at The Benjamin Franklin is *Merreyale Smiley*. Transferred from The Outrigger, Benjamin Franklin, is *Harry "Pete" Peterson* to become Olympic purchasing agent. Mrs. *Lillian La Chapelle*, Benjamin Franklin housekeeper, has returned from a vacation at the Hawaiian Village. New captain at The Outrigger is Trader Vic trainee *Kenneth Kimmey*. Assisting with civic Seafair celebration in Seattle was *Smiley Young*, Outrigger waiter, who played in the orchestra of the Chinese opera. *Leigh MacArthur* has become purchasing agent for Western Hotels working with Western Service & Supply. *Glenn Ross* has a drawer in Olympic publicist *Ruth English's* desk as new Olympic sales manager, formerly front office manager there. *Fred Mowrey* has been promoted to assistant manager of Olympic room reservations. *Warren Reuter*, former Olympic chief room clerk, has become credit manager there. *David N. Plant*, top right has been

promoted to assistant general manager of the St. Francis Hotel. After serving with the Navy Air Corps in the war, he worked as superintendent of an Oregon saw mill and operated a Grants Pass cattle ranch. He returned to the Bay Area in 1951, working for 3 years as secretary-treasurer of the Alameda Plant Shipyard, in charge of industrial and public relations. *James S. Ryan, Jr.*, center right, has joined the Benson Hotel staff as a trainee. His past experience includes working in the front office of the Hilton Hotel in El Paso Texas and the Michigan State hotel, Kellogg Center. *Bill Williams*, lower right, is the new Multnomah assistant manager, arrived from the Sir Francis Drake. *Bill* is married, the father of a 2-yr.-old son and has spent 6 years in the hotel business. Several Boise members have been visiting other Western hotels, including *Mr. and Mrs. Hal Maxwell*, Bannock guests, and commissary steward *Dave Jones* and his wife, who chose the Sir Francis Drake Hotel. *Margaret Carson* and the *Virgil McGees* are spending time at the Flamingo Motor Lodge and executive housekeeper *Ina Murdock* vacations in northern Washington, fishing. *Kathleen Pilgreen*, lower right, replaces *Dorothy Warfield* as hostess at The Lampost at The Boise. *John Hickman* and his secretary, *Virginia Olsen*, have moved from The Olympic to San Francisco where *Hickman* will act as Hawaiian Village national sales manager.



David N. Plant

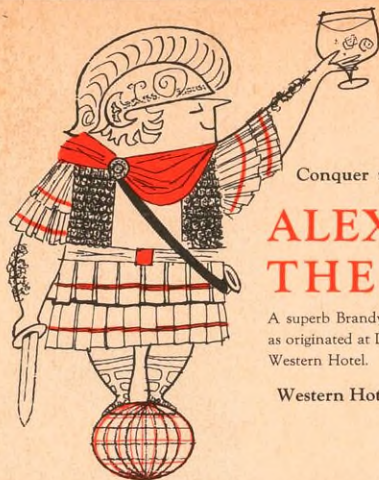


James S. Ryan, Jr.



Bill Williams
Kathleen Pilgreen





Conquer the World—with

ALEXANDER THE GREAT

A superb Brandy Alexander—on the rocks—
as originated at Denver's famed Cosmopolitan
Western Hotel.

Western Hotels' drink of the month

.80

"Promotion of the Month" Happens Every Month

The reproduction of the table tent above will appear on most tables throughout Western Hotel dining, specialty and bar rooms during September. Its purpose is to sell a drink impressively titled "Alexander the Great." Inside is an art rendition, plus an explanation, of the services offered by an individual Western Hotel.

The tent card is only one of *four* integrated pieces issued each month. This "Promotion of the Month" is designed to acquaint Western Hotels guests and visitors with a standout feature or service offered by one of the hotels. September's feature is the *Cosmopolitan Motor Lobby* and October's is the *Outrigger* at the *Benjamin Franklin*. Following is a brief description of all four Promotion of the Month pieces:

Drink of the Month tent card features a specialty drink in its outside covers, and the special feature of the hotel inside.

Western Herald, distributed in all Western Hotels guestrooms, emphasizes the special feature plus pictures and articles on the city in which the hotel is located.

Statement Stuffers are sent out with all mail from the hotels during the month.

Elevator Cards in every Western Hotel add another "reminder" of the hotel being promoted.

The unified and colorful Promotion of the Month has proved of great value in the advertising program of Western Hotels, Inc.