

# FRONT!



*Front goes to the ROOSEVELT...page 12*

## Contents

Bannock . . . . .	4, 11, 28
Benjamin Franklin . . . . .	20, 21, 25, 28, 29
Benson . . . . .	22
Boise . . . . .	
Cascadian . . . . .	7, 17
Cosmopolitan . . . . .	
Davenport . . . . .	9, 19, 28
Finlen . . . . .	5
Georgia . . . . .	18, 19
Hawaiian Village . . . . .	8
Leopold . . . . .	4
Marcus Whitman . . . . .	6, 24, 28, 30
Maurice . . . . .	23
Mayfair . . . . .	29
Multnomah . . . . .	22
Northern . . . . .	
Oasis . . . . .	7, 28, 29
Olympic . . . . .	26, 27, 28, 30
Owyhee Motor Inn . . . . .	28, 29
Rainbow . . . . .	28
Roosevelt . . . . .	12, 13, 14, 15, 16, 23, 29, 30
St. Francis . . . . .	3, 8, 23, 24
Sir Francis Drake . . . . .	10, 25
Winthrop . . . . .	
Western Hotels . . . . .	29, 30, 31



### *Fred Blizzard, with the Roosevelt*

since 1930, gives newcomer Anne Moose, auditor, the keys to new accounting office on 21st floor. Entrance is modern brick, with homey touch of flowers and plants.

## FRONT!

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

### FRONT CORRESPONDENTS

*If list is out of date or otherwise incorrect please notify FRONT.*

Bannock, *Clayne Dice*  
 Benjamin Franklin, *Betty Bowen*  
 Benson, *Sam Standard*  
 Boise, *Gail Atkins*  
 Cascadian, *George Weyrauch*  
 Cosmopolitan, *Gene Thompson*  
 Davenport, *Bill Ellis*  
 Finlen, *Ray Dodge*  
 Georgia, *Richard Sherwood*  
 Hawaiian Village, *Robert Herrick*  
 Leopold, *Mary McLeod*  
 Marcus Whitman, *Donna Lobdell*  
 Maurice, *Alex F. Hoffer*  
 Mayfair, *Robert Lubach*  
 Multnomah, *Hal Carey*  
 Northern, *Ray Bering*  
 Oasis, *Beth Scott*  
 Olympic, *Ken Wurch*  
 Owyhee, *R. J. Bauer, Jaunita Haws*  
 Rainbow, *Esther DeVault*  
 Roosevelt, *Pat Griffith*  
 St. Francis, *Elizabeth Bell*  
 Sir Francis Drake, *Lorraine Koenig*  
 Winthrop, *Patrica Miller*

## WORD PORTRAIT OF A BELLMAN

*Ray Siciliano*, bellman at the St Francis Hotel in San Francisco, has been selected NATIONAL BELLMAN OF THE YEAR FOR 1958. The announcement was made by Robert Mackechney, chairman of the National Bellman of the Year Festivities. Each year, Sigma Iota, the Society of Innkeepers, at the State College at Pullman, Washington, selects a national bellman from nominations submitted by the service departments and management of hotels throughout the country.

*Mr. Siciliano* reigned over the National Bellman Festivities for 1958, February 19 through 22, in Pullman. Festivities started with a day of greeting and tours on February 19 in Spokane. February 20 through February 22, he was guested by Sigma Iota on the campus of the college, which included visits to hotel classes and tours of the campus. Thursday night, February 20, he was honored at an award banquet in the Wilson Compton Union Building. February 21 and 22, *Mr. Siciliano* was introduced to students and special guests at the Bell Hop dance given in his honor.

Twenty eight years ago, as a boy of 17, *Ray Siciliano* took a temporary job during the summer, at the St. Francis Hotel. He's still there and feels he has the greatest job in the world. Since 1930, he has met and spoken with many of the world's noted people. When President Eisenhower and General MacArthur stopped at the St. Francis, he was given a room on the same floor and assigned to them as

their personal bellman. Among other favorite guests are Chief Justice Earl Warren and Jimmy Durante.

Deeply concerned with Employer-Employee relations, *Ray* is a committee man to the Hotel Credit Union and serves as a member of the Executive Board of the Hotel Club Restaurant and Service Employees Union Local No. 283. He was a delegate to the State Convention in San Diego in September 1956; in April of 1957, he travelled to Chicago as a delegate to the International Convention.

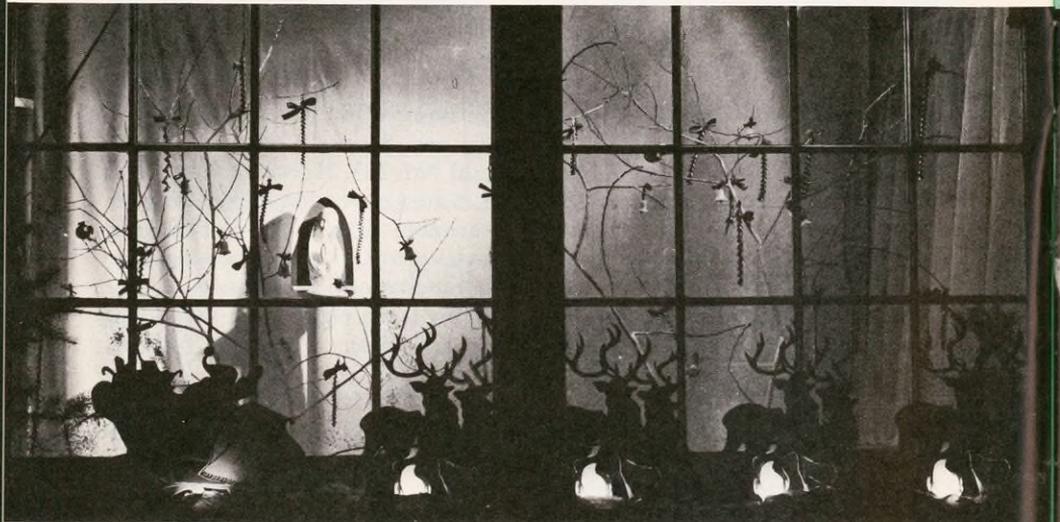
This is the eighth year that Sigma Iota has chosen a National Bellman. Others have been Michael Finningham of the Edgewater Beach Hotel in Chicago (1957); George Healy, Roosevelt Hotel in New York City (1956); Lincoln Mansfield of the Mapes Hotel in Reno, Nevada (1955); Harry Giesbert of the Hotel Statler, New York City (1954); Joe Folca of the Hotel Newhouse in Salt Lake City, Utah (1953); *Fred Blizzard* of the HOTEL ROOSEVELT, SEATTLE (1952); *Jack Murray* of the MULTNOMAH HOTEL, PORTLAND (1951).

*Ray Siciliano* is married and has a new little son and daughter. He is active in volunteer church work and is one of the directors of his local community Home Development and Improvement Club.

Western Hotels, Inc., the St. Francis Hotel, fellow-employees and FRONT all say: congratulations, *RAY SICILIANO*, NATIONAL BELLMAN OF 1958.

## *Old St. Nick is gone but not forgotten!*

CHRISTMAS ACTIVITIES at Western Hotels were many and varied. Even though the season has passed on the calendar, FRONT presents highlights as reported by correspondents . . . and we can enjoy Christmas all over again on the following pages.



## *First Prize for Christmas Display*

at her home, made *Chrissie Crandall*, storeroom keeper at Bellingham's Hotel Leopold, pretty proud. The delightful display won first prize in the General Division of the Contest sponsored by the Junior Chamber of Commerce. Along with the honor went an award of \$10.00. Everyone at the Leopold was delighted for her, too!

HOLIDAY ENTERTAINMENT at the Bannock featured three French beauties from gay Paree. They were *Bud Jones*, bellman, *Joe Jensen*, banquet busboy and *Clayne Dice*, front desk clerk. *Lorene Fincher*, banquet waitress, pantomimed the song while the "beauties" performed. It was all part of the Christmas party which included cocktails, buffet dinner, dancing, games and presentation of gifts.



## *Christmas Fun... Montana Style!*

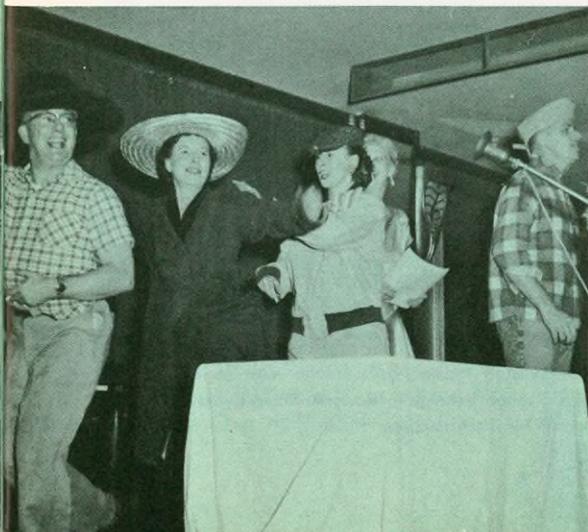
**DATE:** December 21, 1957

**PLACE:** Butte, Montana

**EVENT:** Hotel Finlen's Annual Christmas Party



"**SOPHIE TUCKER**" of the Finlen, *Aileen Benson*, pantry lady, belted out a good blues number during the entertainment. Accompaniment furnished by *Al Link*, baker, on guitar, and his wife, *Jan*, at the piano. They were really "tuckered" out after a dozen encores!



### **"A DAY AT THE FRENZIED FINLEN"**

... an original satire ended with the gala finale! *Ray Dodge*, assistant manager leads the star-studded cast offstage. He's followed by *Lorraine Wakley*, chief room clerk, *Bunnie MacInnis*, secretary to the manager. *Maybelle Benedict*, coffee shop manager, hangs onto the script. Manager *Jim Durham* looks like he didn't want to leave the stage! Actually, the night of fun ended with the entire "cast" of employees singing Christmas carols!

## REPORTS FROM 'NEWEST ADDITION'

Christmas was exciting at the Marcus Whitman in Walla Walla . . . and activities included parties, banquets, decorating and just plain fun! "Operation Christmas Tree" was in full swing, with a fabulous tree reaching to the ceiling in the lobby; smaller trees were in the banquet rooms, the main dining room and the coffee shop . . . and a special tree, formally presented by the employees to *Harry B. Steel*, general manager, affectionately labelled "Little Sputnik." We understand that *John Beall*, engineer for Western Hotels, Inc., was a special guest at the Christmas party and earned himself a standing invitation with his ability to "cut a mean rug."



### *Enjoying the party*

and the festivities at the Marcus Whitman were (left to right) *Bob Fouts*, assistant manager; *Grace Carlisle*, switchboard operator; *Barbara Hayes*, coffee shop waitress; and, *Fern Anders*, bartender. (Must have been a good joke).



SANTA and charming Miss Merry Christmas visited Walla Walla. Santa must have figured a family like this might need a Santa Claus! The brood belongs to *Harry B. Steel*, general manager of the Marcus Whitman and it looks like two is his lucky number.



## *Christmas Morning*

in Palm Springs heralded warm weather and a tribute to Western Hotel employees at the Hotel Oasis, for each five years of service. Here, receiving their service pins were (left to right) Jerry Lyons, waitress, 5 year pin; Raymond Sendejas, head bartender, 15 years; Nellie Thomas, housekeeper, 10 years; Frank Dupar, treasurer of Western Hotels who visited the Oasis to make the presentation; Arthur Mercier, head bellman, 10 years; Ruth J. Heitz, waitress, 10 years; and D. W. Metzdorf, general manager of the Oasis and a vice-president of Western Hotels, Inc.

## **CHRISTMAS HI-JINKS AT THE CASCADIAN**

*... or this caper took  
place at the annual  
Christmas party!*

Festivities included an attractive buffet, hilarious skits, dancing and music. Ray Eastman, bartender and Gary Emmerson, storekeeper, performed a Hula that would drive a Hawaiian crazy, it's reported. Lou Roberts, front desk manager, supplied the ukulele music! FRONT correspondent, George Weyrauch, told us the music was "out of this world," as played by Ron Ott, Dan Whitaker and Elmer

Gill. And, the Charleston demonstrated by Mrs. Richter, Betty Tucker and John Lands was born of the deep south! Manager Roland Richter was Santa Claus.

In a more serious vein, Wilma Zamberlin, waitress, gave a Christmas party for children of Cascadian employees (pictured below), complete with candy, cookies, games and presents. Chef Matt Berger played Santa to perfection for the children.





## *The Spirit of Christmas continues...*

THE DATE IS DECEMBER 22, 1957; the occasion, employees Christmas party; the place, Tapa Room at the Hawaiian Village Hotel. And here, to introduce the entertainment feature, pictured above, the words of Alfred Apaka.

"Ladies and gentlemen, we extend to you our sincere holiday greetings. As an added attraction to the entertainment tonight, the management has gone to considerable expense to bring you something new. We discovered Jack Cole and his famous dancing troupe were passing through Honolulu enroute to a concert engagement. We persuaded him to send five of his lovely girls to entertain you tonight. I don't think much further introduction is needed . . . ladies and gentlemen, it is with great pleasure that we present THE DRAGONNETS."

(Editor's Note: The dancers are, left to right, Bill Quinn, Bob Herrick, ?, ?, and Joe Mogush. Will the two "shy" gentlemen please step forward from the line and identify themselves?)



ALWAYS ALERT . . . even during their Christmas party. So that normal service would continue, employees of the Telephone Department at the St. Francis Hotel held their party in their own quarters. Pictured in the front row (left to right) are Bob Snider, personnel manager, Madeline Ruellen, telephone supervisor, Alice Isaacs, head of telephone department and Florence De Freitas, telephone supervisor. With all the telephone operators, they're ready to enjoy holiday goodies.



## CHRISTMAS IN SPOKANE!

'Twas Christmas Eve and the Grandfather's clock chimed three a.m. All through the house, not a creature was stirring... with the exception of the sound of the Davenport night auditor's NCR machine.

Suddenly, a crash... a tinkle of glass. *Clark Chandler*, desk clerk, looked toward the far end of the lobby! Quickly, he picked up the phone and awakened the general manager, *Al Schilling*, from a sound sleep. *Mr. Schilling* arrived at the hotel three-and-a-half minutes later. He was shocked at the sight which greeted him.

There, hanging just below the beamed ceiling of the Davenport lobby was good old St. Nick, attached to his parachute. Even though caught

in such an embarrassing position, St. Nick still had that gleeful look in his eye... but he was concerned about the packages spilling out from his pack!

Someone got *Mr. Schilling* a 15-foot ladder. Bravely he climbed to St. Nick released him from the parachute and helped him down the ladder. A crowd, attracted by all the commotion, stared at the event... and then stood back in awe as Santa Claus placed the packages around the tree in the lobby and vanished up the chimney with a "Merry Christmas to All My Friends at the Davenport."

Those who were listening heard Santa's words echoing in the chilled air, as his sleigh took off from the roof... "Ho, ho, ho, ho... missed the chimney that time!"

## *Annual Service Award Dinner at the Sir Francis Drake*



TUESDAY, DECEMBER 3 of last year at the Sir Francis Drake was noteworthy for its elaborate cocktail party in the Monterey Room, followed by a steak dinner in the Empire Room. *Edward C. Sequeira*, general manager, served as master of ceremonies; music was furnished by *Teddy Yap* and the *Hawaiian Starlitters*. Of 204 eligible employees, 109 received awards from *Willard E. Abel*, Vice President of Western Hotels.



ENJOYING the cocktail party are (seated, L. to R.) *Grace Antilla*, *Gunther Pinkus*, *Katherine Calhoun* and *Marcella Brock*. Standing, L. to R. are *Daniel Devera*, *Polcarpio Alvaro*, *Richard Duaresma*, *Frank Estepa*, *David Larot*, *Ed Sequeira*, *Ethel Heintz*, *Esteban Milanés*, *Teofilo Gonzales*, *Abdon Sorronda*, *Willard Abel*, *Mozell Shurill* and *Paul Papalardo*.



MONTEREY ROOM cocktail party popularity is also evidenced by (L. to R. first row) *Fred Mabutás*, *Harry Fischer*, *Gunther Pinkus*, *Emily French*, *Mary Benton*, *Lori Koenig* and *Ed Sequeira* and (second row, L. to R.) *Daryl Chrisman*, *Frank Estepa*, *Benjamin Miltischer*, *Edward Scroggins*, *Art Swetman*, *Jack Dillon* and *Colin Birse*.

## NATIONAL RECOGNITION FOR HOTEL BANNOCK

An item via the Idaho State Journal informs FRONT of the signal honor for the Hotel Bannock. Just off the press, the 1958 edition of DUNCAN HINES' "Adventures in Good Eating" lists the Bannock. It is the only restaurant in Pocatello, among 3,000 eating places in North America, recommended by Duncan Hines. According to the publisher, the Duncan Hines Institute, Ithaca, N. Y., this is the 50th printing for the 352 page travel guide book used by millions of Americans for nearly a quarter of a century. And with summer travel getting underway soon, we're sure many travelers will take Mr. Hines' advice and stop at the Bannock for a new food adventure!

---

## BANNOCK NAMED OFFICIAL HOTEL

... in Pocatello area by Beta Sigma Phi Chapters. Mrs. Horace Howell, president of the Pocatello Chapter presented the official plaque designating this to *Walter S. Wright*, manager of the hotel. The Bannock is listed in the official directory of the organization compiled for the United States.

## BROTHER HAVE A DOUGHNUT HOLE

*"As you ramble through life, brother  
Whatever be your goal,  
Keep your eye upon the doughnut  
And not upon the hole!"*

But at the Bannock, in Pocatello, the best advice would be to keep your eye upon the hole, too! Seems that *Mrs. Ina Packer*, head baker at the hotel, goes all out when she bakes doughnuts. She punches out the holes and bakes the doughnut holes, too! When you buy a doughnut at the regular price, you get the hole free. And that's no small potatoes... especially in Idaho!





## FRONT GOES TO THE ROOSEVELT

Pictured is the Hotel Roosevelt as it was on the day it opened: Dec. 20, 1930. It still retains the distinction of being the tallest and newest hotel in Seattle. Built by Wil-

liam Edris (who maintains a permanent suite-residence in the hotel), it became a member of the Western Hotels system from the day it was opened.

FRONT interviewed *Fred Blizzard* (on cover) about those early days. He remembered the exact time the hotel opened its doors: 8:30 p.m. He was superintendent of service when the hotel was officially opened by Mr. *Harold Maltby*, vice president of Western Hotels, Inc. One of the first guests was Seattleite Henry Broderick. In his 28 years with the Roosevelt, Fred's bellmen have stayed with him for periods ranging from three to 25 years. Mr. *Edward Carlson*, now executive vice president of Western Hotels, was once one of them!

*Fred* has been a lightweight prize fighter; served in the Boer War in South Africa at the age of 16 (1899-1901) and in the first World War. He is married and has two children (one of his daughters is a professional ice skater); and, he's 74. Before we started chatting about the new things that have happened at the hotel, we asked him how he felt about men and

women tippers. *Fred* said, "One is just as good as the other; don't see any difference at all." A straight answer and a good one!

Now, to the definite things which have given the Roosevelt, and especially the Rough Rider Room, a new look. The Roosevelt, located in the heart of downtown Seattle, is convenient to shopping; the 22 floors and 300 rooms have become headquarters for many Canadian visitors; pilots from Pan American, Northwest and United Air Lines make the Roosevelt their "home away from home." When *Fred Haney* was manager of the Hollywood Ball Club and his team visited Seattle, he always stayed at the Roosevelt. (He's now manager of the pennant-winning Milwaukee Braves).

The "new look" in the ROUGH RIDER ROOM is delightful. The Western motif is a thing of the past. The wall that separated the cocktail lounge from the dining room (formerly known as the Conestoga Room) is gone; in its place is one spacious area. Shutter-type doors have replaced the wall; they can be closed for special events in the dining area during the day. But the entire area is now the Rough Rider Room. Patterned after Reuben's in New York City, Western Hotels interior decorator, *Roscoe Cox*, has made the room a thing of beauty! Soft lights and a decor of rich red and black provide a pleasant atmosphere for this new room, seating 110.

The new look in the Rough Rider Room also includes a new cocktail menu; the featured drink is the "Flaming Mamie." And when it's served to you, a siren blasts (ala the Finlen Hotel in Butte). Other concoctions with interesting names are "B.C. Centennial Punch" (served flaming); "Maverick"; "Golden Stirrup"; and, the "Rough Rider Cup" (served in large communal-type bowl for two). *Fred Putnam*, liquor controller for Western Hotels and *Walt Anderson*, bar manager for the Roosevelt, must have enjoyed dreaming them up.

In addition to new cocktails, a new sandwich menu has been inaugurated in the Rough Rider Room. Regular dinners will be served, but if you want a sandwich snack while enjoying the drinks and entertainment, you can choose from 30. There is "Teddy's Favorite," "The Lariat," "Rough Rider Monte Cristo," the "From the Buttes and Mesas" ... whatever your taste, you'll find a sandwich to please you. Chef is *Leonard Morgan*.

The Roosevelt has also redecorated their Coffee Shop, the San Juan and Admiralty Rooms (banquet facilities for 250), and guest rooms are in the process of redecoration. Among new items that make everyone happy in the front office: a new NCR machine that means no more hand-posting.

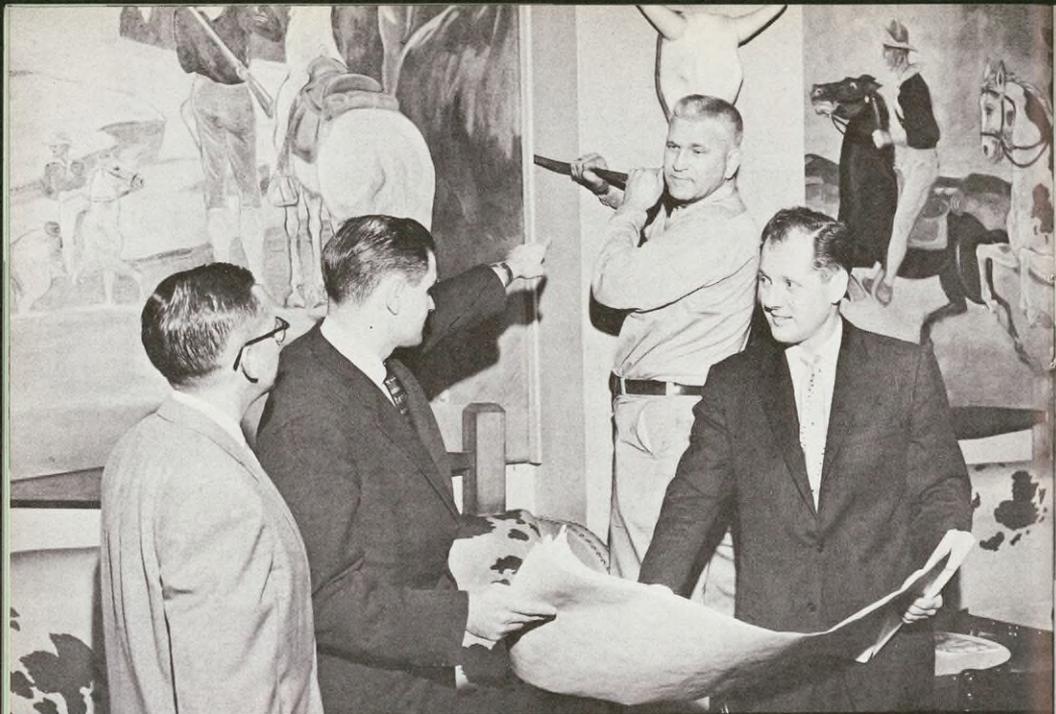
From the opening of the Roosevelt to its new look of today, management has changed. Mr. R. P. Ward (deceased) was the first manager. He was followed by *Tom Gildersleve* (now at the Olympic); *Evert Nelson*; *Larry Blair*; *Willard Abel* (now in San Fran-

cisco, a vice president of Western Hotels); *Ray Thatcher*; *Carl Hudgens* (now at the Mayfair); *R. A. Metzendorf*; and present manager, formerly of the Georgia in Vancouver, is *Charles Indermuehle*.

At this report, the Roosevelt has eight conventions booked (March-September). We know that regular patrons, visitors, conventioners and the people of Seattle will enjoy their stay at the Roosevelt, and their visits to the new ROUGH RIDER ROOM ... where the 3R's do *not* mean 'reading, 'riting and 'rithmetic' ... but they *do* mean everyone is well-schooled to make your visit a pleasant one!



The sparkling personality of JACKIE SANDS is a highlight of any visit to the ROUGH RIDER ROOM. She entertains nightly from 9 p.m., with piano and vocals, accompanied by guitar and bass, to make up her trio. In the NEW "Rough Rider" patrons also enjoy dancing to her music. Jackie is on her way to establishing a record long-run engagement.



## THE "NEW" LOOK AT THE ROUGH RIDER ROOM

FINAL CHECK. On a Sunday night in February, *Webb Aftlerbaugh*, chief engineer at the Roosevelt, was given the honor of removing the first part of the wall: the famous Rough Rider Room western murals came down, making way for the new look! (L. to R.) *Fred Putnam*, liquor controller for Western Hotels, *Charles Indermuehle*, general manager of the Roosevelt and *Jack Bellman*, assistant manager, supervise *Webb's* task. Designs and blue-prints in order . . . the entire job was then turned over to the staff of men who renovated the entire Rough Rider Room.

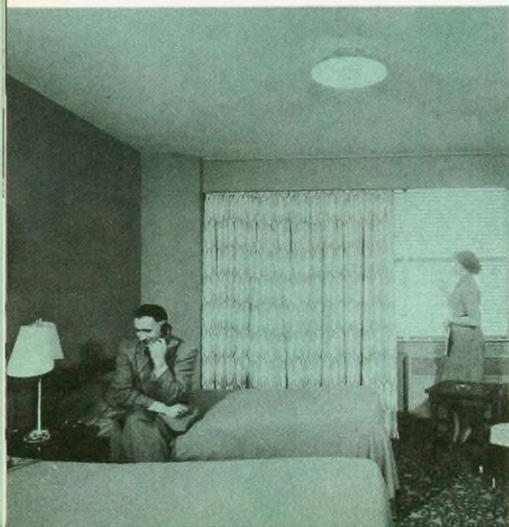
JIM OLSEN, bartender at the Rough Rider Room, tells Lois Palmer, hostess, about the new cocktail she's about to serve! It's called "Maverick," one of the many delightful beverages on the new "Rough Rider Room Cocktail Menu." Jim kept his new outfit under wraps while we were there, and is wearing the former "Western attire;" Lois is wearing a stunning, red jersey sheath . . . as will all waitresses in the new "Rough Rider."



**MOVING UP!** From second floor to the 21st. She's executive secretary, accountant, girl-Friday, Roosevelt representative for Westy Credit Union, correspondent for FRONT: *Pat Griffith*. No matter where she goes, work follows. We snapped her in her new office, busy as usual. In her spare-time, Pat is married and the mother of three daughters. She joined the Roosevelt after a stint with Alaska Airlines.

### FRONT OFFICE CASHIER

*Irene Kelly*, took time out to inspect the German car, Lloyd 600, on display in the lobby of the Roosevelt. The car provided a conversation piece and attracted many visitors to the hotel. Displays have included works of local artists and other "different" exhibits are planned for the future. *Irene* was formerly with the Hotel Georgia in Vancouver.



**GUEST ROOMS** are undergoing a face-lifting. Here is one of the spacious, modern and cheerful rooms at the Roosevelt. The hotel's 300 rooms are being redecorated in soothing colors. Drapes, furnishings and rugs blend into a pleasant background. A visit at the Roosevelt is pleasant, anytime!



## *Exquisite Creation in Ice!*

Matt Berger, chef at Wenatchee's Cascadian, is pictured with this exquisite ice-creation which he carved. It met with wide acclaim from over 150 members at the recent Wenatchee Hospital Guild banquet, held at the hotel.

## *Cascadian Catering*

came through with flying colors! At a recent Chamber of Commerce installation banquet and reception for noted commentator, Paul Harvey, the staff of waitresses, bus boys, salad women and cooks set places for over 825 people. Without any special training in this type of service they set a record of 43 minutes from first serving . . . to last. The banquet was supervised by manager *Roland Richter*, catering manager *Bonnie Blocher* and chef *Matt Berger*. Pictured is the new Junior Hi Gym in Wenatchee where the event was held.





## ANNUAL SERVICE AWARD BANQUET

For employees at the Hotel Georgia, Vancouver, B. C., was held December 11, 1957. Cocktails were served in the newly-decorated mezzanine lounge, followed by a superlative dinner prepared by *Chef Xavier*, served in the Regal Ballroom. The Tyrolean Alpine Dancers provided lively entertainment; the evening concluded with presentation of awards by *L. P. Himmelman*, vice president of Western Hotels, Inc. Awards were made (above, left to right) to houseman *Byron Paisley*, 5 years; room service waiter *Klaus Krueger*, 5 years; room service waiter *James Cruikshank*, 10 years; Coffee Garden hostess *Dorothy Wilson*, 15 years; Cavalier Grill waitress *Rose Rogich*, 10 years; Coffee Garden waitress *Jennie Gordon*, 10 years; teletype operator *Kathleen Cummins*, 5 years; bellman *Leonard Berberick*, 10 years;

switchboard operator *Mary Harper*, 5 years; dishwasher *Albina Menini*, 10 years; maid *Caroline Merriitt*, 30 years; *Frank Smith*, who has been with the hotel 11 years; Coffee Garden waitress *Frances Golder*, 5 years; pantry girl *Patricia Dwernichuk*, 5 years; houseboy *Wong Jan Choo*, 5 years; head bellman *George Head*, 20 years. Three awards had to be postponed . . . *Linda Copp* and *George Clark* could not be present. Especially missed was general manager *E. W. Hudson*, who was to have received his 30 year pin, but illness prevented his attendance. *Mr. Hudson's* duties as host were taken over by Executive Assistant Manager *Richard D. Sherwood*. *James Bailey*, who has been with the Georgia for 21 years responded to *Mr. Himmelman's* address. Catering Manager *Ralph Van Noy* spared no efforts to make the banquet an outstanding success. Western Hotels designer *Roscoe Cox* was also a special guest.



## "One for the Road"

on New Year's Eve, and all Western Hotels served a cup of coffee . . . on the house. Here, at the Hotel Davenport's "Matador" room, a coffee table and poster were placed near the exit, handy to all celebrants. Testing the procedure were Betty Newcombe from the Front Desk and Bill Ellis, Executive Assistant Manager. They posed as two typical guests who partook of the "Matador's" famous hospitality for Rodrigo Llorens, Matador host, who poured their "coffee for the road."



## Honored Guest

at the Annual Service Award banquet at the Hotel Georgia was Caroline Merritt, who received her 30 year pin. Flanking her are (left) Mrs. H. M. Screepton, executive housekeeper and (right) R. E. Williams, assistant manager.



**THIRD ANNIVERSARY DINNER  
FOR THE  
SEATTLE GOURMETS**

**Presented by the *OUTRIGGER*  
Tuesday Evening, December 10, 1957**

*George M. Olsen*, manager of the Outrigger, Hotel Benjamin Franklin and his staff provided the usual "unusual" twist to this annual event!

Ordinarily, the Seattle Gourmets are asked to identify what they're eating . . . i.e., rooster combs, Chinese humming birds, alligator! This year, their task was to identify the historical characters who ate the dishes involved. To help them, the staff wore costumes, indicative of the proper identification.

The dinner, formally served by waiters in 19th century livery and white gloves, was elaborate and lavish, from start to finish. The table was set with fine period china, silver and glassware on a burgundy cloth, Victorian silver candelabras and a towering epergne of red and pink roses and carnations.

The gourmets were given broad hints of the personage involved with the delicacies being served, by footman (ordinarily Outrigger captain) *Donald Cruickshank*. He quick-changed into such garments as an

African safari outfit (for Henry M. Stanley) as champagne was poured over peaches, served in rare red and gold Venetian glasses. During the Pigeon Surprise (squab stuffed with ice cold grapes), the second entre, the waiters donned white 18th century wigs, while *Cruickshank* limped in as the Spirit of '76.

It took a dozen hilarious assistants to dress *George Olsen* in a 60-pound suit of armor . . . so that he could serve and carve the third spectacular entre . . . Paons Blanc et Bleu (white and blue peacocks served in all their gorgeous plumage). He made it, even though they discovered the armor had been delivered with two right arms!

The Gourmets missed on two characters: Rear Admiral Lessofsky, of the Russian Flagship Alexander Woedky, Nov., 1863; and Sir Morton Peto, wealthy English contractor, at a dinner he gave at Delmonico's, Oct. 30, 1865. Dinner wound up with Turkish coffee, Grandes Liqueurs, and Fines Champagne. To top it all off, they smoked Turkish tobacco in white clay pipes!



19th century livery and 18th century wigs were donned by (left to right) Peter Gin, Outrigger captain, who served as butler. He reviewed the menu with Hong Chuk Gee, Lee Smiley Young and Herman Rivera.



HE CARVED THE PEACOCKS . . . with two right arms! George Olsen, manager of the Outrigger, and his numerous valets, prepare for the carving of the peacocks. (L. to R.) Don Cruickshank, footman, Ron Kirtland and Olsen.



TRUKISH COFFEE, poured by Harry Murphy Chinn, in fez and mustache, was served by Hong Chuk Gee and Lee Smiley Young. China was burgundy and white Rockingham.



GRANDEST OF FOUR ENTREES . . . Outrigger Chefs (from left) David Chinn and William Woo readied the brace of peacocks. They were served in their splendid plumage.

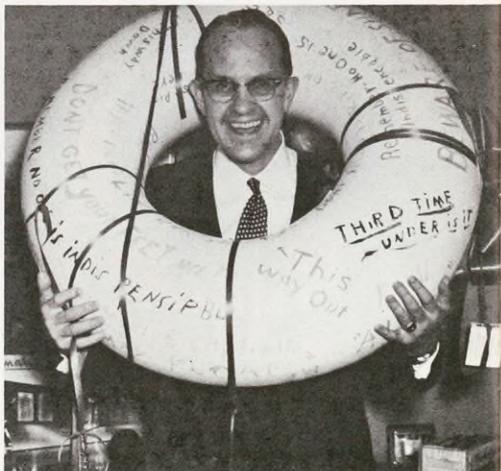


## *A First for the Benson on Broadway*

as Torkel O. Anderson of the Portland Chamber of Commerce presents his new 1958 charge-a-plate Western Hotels credit card to Nell Atkinson, cashier. Nick North, assistant manager of the Benson, watches. It doesn't take any sleuthing to discover the new charge-a-plate system speeds up work and eliminates mistakes in names and addresses.

## **BON VOYAGE!**

The office staff of the Hotel Multnomah presented Bob Lindquist with a "different type of bon voyage" gift, just before he and his wife, Marguerite, left for Honolulu, aboard the S. S. Leilani on December 6. Knowing of his swimming ability, they decided to present him with this oversized life preserver. The Lindquists were scheduled to be back on December 18. Due to bad weather and hurricanes, they were forced to spend an extra day with Joe Mogush at the beautiful Hawaiian Village Hotel. (Such luck we should have!)



## MAURICE EMPLOYEES 'M.O.' AIDS POLICE!

The careful and forever watchful "method of operation" by *Douglas Schroeder*, night clerk, and *Paul Stoffer*, night bellman at San Francisco's Hotel Maurice, helped capture a man wanted by the police.

At 2:00 a.m. on January 20, a man entered the hotel, presented one of the WESTERN HOTELS credit cards, and was assigned a room. *Mr. Schroeder* followed his usual procedure of checking the credit card. He found the card had been reported lost or stolen and had been cancelled. The report had been made by the San Fran-

cisco Police and the Sir Francis Drake Hotel.

With the cooperation of *Paul Stoffer*, *Mr. Schroeder* notified the San Francisco Police Department; the man was apprehended and is now in jail.

We feel that, once again, Western Hotel employees have contributed to the good feeling that Western Hotels protect people who have the privilege of carrying and using a Western Hotels credit card.

FRONT congratulates *Douglas Schroeder* and *Paul Stoffer* of the Maurice Hotel for their thoroughness, watchfulness and action!

## Dinner on a Grand Scale!

As calmly and as beautifully executed as though an everyday occurrence, *Lou Chavey*, catering manager and *Paul Debes*, executive chef of the St. Francis Hotel, served dinner to 3,200 delegates to the United Fresh Fruit and Vegetable Association convention on Thursday, January 30 . . . at one sitting!

The amounts of food and number of people used were staggering, but the teamwork involved under the capable hands of the above-named gentlemen made all go well.



The Civic Auditorium was transformed into a huge three-part Hawaiian room for the dinner guests; the largest such affair ever staged by a caterer in San Francisco.

They utilized the following: 3,200 pineapples, 3,200 *niu haukalimas* (ice cream in coconut shells), 3,200 baked potatoes and 3,000 pounds of roast filet of beef; 50 men from the St. Francis kitchen, 180 waiters. Plus incidentals such as Polynesian candles, lotus flowers, prawns, lichee nuts, cutlery.

Everything was done without a mix-up, mishap or anyone getting lost . . . and as one person commented, "This is the biggest sitdown dinner on record in San Francisco!" We have no argument on that score!

### SURPRISE SHOWER

Surprise shower and "bon voyage" for *Mary Foulds*, auditor of the Roosevelt for 14 years. Here *Mary* smiles as she admires a bunny rabbit, one of the many gifts she received. The *Foulds* household is expecting a visit from the stork this March.



## POSING FOR THE COVER OF "LIFE" MAGAZINE

Marcus Whitman employees represent the following departments: standing, left to right, Coffee Shop, Laundry, Kitchen, Housekeeping; seated, left to right, Cocktail Lounge, Main Office and Front Desk. The team represented in this picture makes your visit to Walla Walla and the Marcus Whitman a pleasant one. Future issues of FRONT will highlight individuals and happenings to keep you posted on this new addition to the Western Hotels system.

### *It happened that way* "Stand-ins for Stars"

A man from Texas really takes his football seriously! During a Sunday pro-football game in December, a call came in to the St. Francis Hotel. It was from Lubbock, Texas and the bell captain on duty, *Charles Watkins*, handled the request. A man who said his name was John Bryant asked the score of the game (it was then 20 to 10 in the 49ers' disfavor). He then requested to have his call transferred to a phone next to a radio. *Charles Watkins* arranged it . . . and Mr. Bryant, in Lubbock, Texas, sat and listened to the half-time proceedings, then to the last two quarters of the game!

Among the three winners in the San Francisco "News" search for people most closely resembling the stars in "The Tarnished Angels", a Universal-International picture, is *PAUL MAC-HIN*, payroll analyst at the St. Francis. *Paul* was named the "Robert Stack" type. He was photographed at the corner of Geary and Powell Streets. Age 32, a very good looking young man, *Paul* attended George Washington University. Along with two other winners (Rock Hudson type and Dorothy Malone type) he will be a guest at Wilbur Clark's Desert Inn on any weekend he chooses. All expenses will be paid and free round-trip transportation will be provided.



## SCOUTS HONOR

Edward C. Sequeira, (left, standing) general manager of the Sir Francis Drake, entertained a group of Boy Scouts and scout executives on a December 5th luncheon in the Yosemite Room. Douglas Briggs, (second row center) was selected from a group of Six Eagle Scouts to represent the San Francisco Bay Scouts in a regional competition for a visit to President Eisenhower. If Briggs wins this, he joins 11 scouts from other parts of the country in Washington, D. C.

## Waitresses "tip" Orthopedic Hospital

The banquet waitresses at the Benjamin Franklin Hotel started saving all their pennies for tips in November, 1956. Just before Christmas, 1957, they turned them over to the Children's Orthopedic Hospital in Seattle. Counting a total of 2,987 pennies are Mrs. Charles K. Wiggins, vice president and member of the board of trustees of the hospital and Essie DeMatteo. Supervising the procedure are (left to right) Bette Ann Morris, Bertha Florence, Pearl Munday and Margaret LeBow.



## Eyes Right!

... as new uniforms for Olympic bellmen are unveiled. They are single breasted, made of sky blue dacron and wool; shoulder knots and Western Hotel emblem are of silk. (L. to R.) Bert Massey, Supt. of Service, checks the uniforms of captains Larry Morris and Karl Hoffman.



## Tell the Front

correspondent at your hotel about *your* special hobby! If you don't mind sharing it, we'd like to tell others about it. (With pictures, too).

## Olympic

COMPLICATED COORDINATION for Vic Smith, new building Superintendent at the Olympic. He is well qualified to coordinate the Engineering, Repairs and Maintenance, Housekeeping and Night Cleaning Departments ... having done the same work at the Multnomah and Davenport Hotels. Vic has been a member of the "Western Family" for 14 years.





### *Switchover:*

The Olympic is one of 268,000 Seattle-area telephone customers changing to a seven-digit number on March 16. Helping to make the change-over for long distance dial service is (L. to R.) Joyce Squires, Charlane Hinman and Mildred Scott.



### *Last Meeting*

for 1957 of the Westy Federal Credit Committee was held recently at the Olympic Hotel. During the year, over \$8,200.00 was loaned to employees. (L. to R.) Standing: Lorrin Payne, Olympic; Don Dodge, Treasurer, Western Hotels, Inc.; Burt Massey, Olympic. Seated: Mary Gallacher Foulds, Roosevelt; Ken Wurch, Olympic (guest); Myrtle Winters, Secretary, Western Hotels, Inc., Judy Noble, Benjamin Franklin; and, Myrtle Ott, Western Hotels, Inc.



## *Pretty Addition*

to the Olympic, as (L. to R.) Peggy Roherer, manager, and Jean Wallis prepare for the grand opening of the new Olympic Flower and Gift shop. Employees of the three Seattle Western Hotels receive a 20% discount.

*\*If there's a cartoonist at your hotel, have him try his hand at a line drawing, depicting hotel humor. Submit it on white, 8 x 10 paper, with caption, for a future issue of FRONT.*



## *Flowers bring Smiles*

Each payday, employees of the Olympic's Housekeeping Department donate spare pennies to a Flower Pool. The money is used to buy flowers for employees who are ill; they are always delivered in person by members of the housekeeping staff. Counting pennies for a flower purchase are (L. to R.) *Joyce Walmsley, Lillian Elkins and Gudrun Swift.*

# GOING WESTERN

Congratulations to *Charlie Wright*, cooks helper at the Marcus Whitman. He celebrated his 71st birthday in February . . . and his 11th year with the hotel.

*Dewey Metzdorf*, general manager of the Oasis, and a vice president of Western Hotels, was recently elected President of the Palm Springs Chamber of Commerce.

*Harry Murphy Chinn*, of the Benjamin Franklin "Outrigger," leaves soon for Havana to supervise the opening of a Trader Vic type eatery in the new Havana Hilton Hotel.

New correspondents for FRONT are *Juanita Haws*, auditor at the Owyhee, *Clayne Dice* at the Bannock and *Bill Ellis* at the Davenport.

*Loab Morrison* announces marriage plans for April 18. She leaves the Western chain as of April 15. The Bannock will miss her . . . and we all join in wishing her every happiness!

There's an abundance of news from the Bannock . . . from weddings to engagements, to babies! *Jim Crouson*, bellman, was married on January 24 to Lucille Scott. *Bud Jones*, bellhop, married *Raenetta Jackson* in December . . . it was Friday, the 13th! *Clayne*

*Dice*, day desk clerk, and his wife, Vicki, are the proud parents of their first born son, Victor George. The new baby arrived December 10, weighing eight pounds.

*Pat Olson*, secretary at the Bannock, announced her engagement to Phil Gibson, former employee. Phil is now serving with the U. S. Army Reserve. *Sharon Jespersen*, very pretty and new addition to coffee shop waitress group at the Bannock, also announced her engagement.

After a leave of absence spent in the hospital and in recuperation . . . *Verda Gibson* is back on the job as coffee shop waitress at the Bannock. She has been with the hotel for 15 years.

Two newcomers to the Rainbow are *Darrell Sorensen*, bellman, and *Laverna Madsen*, assistant in the reservations department. *Sorensen* was recently discharged from military service. Prior to that he had been with the Hotel Bannock for four years.

*El Dores Carlson*, cashier at the Olympic Grill, watched a small, thin man walk towards her, then stop for a moment. She thought he looked a little nervous, perhaps about to ask for a job. Then she saw a big rifle under his coat. The hold-up man took \$265.00 . . . vanished in a stolen car, and was later caught and arrested by Seattle police.

Western Hotels, Inc., and the Roosevelt Hotel will miss *Harold Piper*. *Harold* died of a heart attack on December 30th. He had been a bellman at the Roosevelt for 27 years.

In Palm Springs, *Frank Dupar* joined the management and employees for the annual awards to Oasis employees.

We welcome newcomers at the Mayfair . . . *Ruth Mybre*, waitress, joins the staff. She comes from the Rainbow Hotel in Great Falls, Montana. *Dick Wren*, front office clerk, joined the Mayfair; he came there from the Madison Hotel in Norfolk, Nebraska.

*Lola Montano* (pictured) who looks quite a bit like the Duchess of Windsor, joined the Mayfair recently as assistant hostess in the coffee shop. *Lola* was with the Cosmopolitan as manager of the Gun Room for over seven years. Prior to that, she was with the Olympic and Multnomah Hotels. Before joining the Western family, she worked for L'Abbe's French Restaurant in Portland.

A wish for a speedy recovery to *Faye Jordan* who underwent recent surgery. She has been with the Mayfair for 11 years.

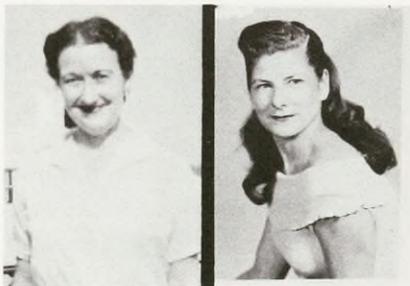
*Ruth Smith* (pictured) a waitress at the Mayfair for the past six years, left to be married. The lucky bridegroom is Hal Gormann, a patron of the Mayfair, where Ruth met him. They now reside in Detroit . . . and congratulations to them both!

*Judy Noble* has moved from the position of reservations secretary at

the Benjamin Franklin to catering secretary. She replaced *Kit Kavanough*, who has moved to San Francisco. *Louann Perkins* has been assigned the reservations secretary post. Incidentally, *Louann* became *Mrs. Paul Smith* on the first of March. Her husband is with KIRO Radio and Television in Seattle. Congratulations, newlyweds!

Other changes at the Benjamin Franklin include *Forrest Dunham*; *Forrest* moved from the Roosevelt Hotel, where he was assistant manager in charge of food, to the Benjamin Franklin to become assistant manager in charge of food and beverage. He replaced *Floyd Romero*, who assumes the position of manager of Western Food Service. This service does outside catering and is aimed, primarily, toward in-plant feeding. *Jim Chandler*, assistant store room manager at the Benjamin Franklin moved to the Roosevelt Hotel as bar manager.

New catering manager as of December 1 at Boise's Owyhee Motor Inn is *Jane Reusser*. She was previously at the Bannock Hotel and on the dining room staff of Owyhee. *Karon Einspahr*



LOLA MONTANO

RUTH SMITH

joined the staff of the Owyhee on February 1 as cigar stand cashier.

*Joe Davis*, chief engineer of the Olympic, retired recently after 34 years at the hotel. This picture-story and many other pictures and features received too late for this issue will be coming up in the April-May FRONT.

Employees at the Marcus Whitman have formed the 'Marc Whit Club'—purpose is to benefit worthy charitable organizations. (More detailed information on this in next issue of *Front*).

*Tom Donnan*, room clerk at the Roosevelt, is pictured below with two new employees there: *Thelma Louie*, left, hostess in the Rough Rider Room (formerly at the Benjamin Franklin) and *Irene Kelly*, cashier (formerly at the Hotel Georgia).

This portion of the magazine brings you information and news about yourselves . . . many birthdays, engagements, weddings, new babies. Keep your correspondent informed! It would be nice if we could run a few pictures of new babies in some issues, and pictures of new brides and grooms!



ROOSEVELT NEWCOMERS

## Camera Bugs . . . Take Note!

Institutions Magazines is looking for good photos of unusual Christmas decorations and events, and menu ideas for hotels, restaurants, clubs, hospitals and other institutions concerned with mass feeding and housing. If you took any last Christmas at your hotel, dig 'em out . . . they may mean money to you. Here's what they want:

Glossy photos (or color transparencies) of unusual, clever decorations; written descriptions of special holiday events and do-it-yourself decorations; unusual menus and party invitations for the holiday season:

Minimum rates: \$5.00 for black and white; \$20 for color. Payment on acceptance for Christmas 1957 material. Payment on publication for written material. Photos returned, if requested, after publication. Address all material to: Nancy Lewis Ladd, Decoration Editor, Institutions Magazine, 1801 Prairie Avenue, Chicago 16, Illinois. GOOD LUCK!

\*Copy and picture deadline for FRONT (APRIL-MAY Issue)—all material must be in Western Hotels office, no later than April 5.

Another Western Hotels First!  
**THE HOTEL ROOM YOU WANT...EASILY...QUICKLY**



1. Specify **STANDARD** when you wish a good, clean, comfortable, economical room.



2. Specify **SUPERIOR** when you desire larger, better accommodations, priced just a little higher.



3. Specify **DELUXE** when you wish the largest, most spacious, best-appointed rooms in the hotel.

By following these designations, you will be certain to obtain the accommodations you desire at the price you prefer to pay.

It's quicker than ever now to order your room via exclusive Western Hoteletype. This free service is offered by all Western Hotels and all accredited Travel Agents. It provides *immediate* confirmation

of your room, and takes care of any special arrangements you may wish to make.

And to add the *ultimate* convenience, you can simply "charge" all your hotel expenses with your Western Hotels Credit Card.

In brief: there's ever so much more pleasure in travel when you stay at a Western Hotel!

For reservations at any Western Hotel, call your travel agent or \_\_\_\_\_

**Western  
 Hotels**  
 INCORPORATED  
 S. W. Thurston, President

VANCOUVER, B. C.; GEORGIA  
 SEATTLE; OLYMPIC, BENJAMIN  
 FRANKLIN, ROOSEVELT  
 SPOKANE; DAVENPORT  
 TACOMA; WINTHROP  
 BELLINGHAM; LEFOLD  
 WALLA WALLA; MARCUS WHITMAN  
 WENATCHEE; CASCADIAN  
 PORTLAND; BENSON, MULTNOMAH  
 LOS ANGELES; MAYFAIR

SAN FRANCISCO; ST. FRANCIS,  
 SIR FRANCIS DRAKE, MAURICE  
 PALM SPRINGS; OASIS  
 DENVER; COSMOPOLITAN  
 BOISE; BOISE, OWYHEE  
 FOCATELLE; BANNOCK  
 BUTTE; FINLEN  
 BILLINGS; NORTHERN  
 GREAT FALLS; RAINBOW  
 HONOLULU; HAWAIIAN VILLAGE

ALL THINGS CONSIDERED, ISN'T IT LOGICAL TO STAY AT A CONVENIENT WESTERN HOTEL WHEN YOU TRAVEL WEST OF THE ROCKIES?

Appearing in 16 cities in 6 states and British Columbia during March, this advertisement is only the beginning of another Western Hotels "first." Rooms-by-name will make it easier for our guests to reserve the accommodations they want . . . and it will make it easier for our hotels to fill their requests quickly and accurately. An actual size proof of this advertisement should be on your bulletin board now.