

front!

PAYS HOMAGE
TO DENVER

MARCH-APRIL 1963



Imperial Room

**THE
PRESIDENT'S
CORNER**

Elsewhere in this issue, you will find excerpts of the message to the managers meeting at the Bayshore Inn. In this message, we state that *our greatest inventory is men*. Ladies, it is understood that the "and women" is included as a matter of desire. We recognize your importance to our business.

Perhaps we should say that our greatest inventory embraces men, women and their ideas. In this connection, I'm addressing this next paragraph to our *engineers*:

All of you must have excellent ideas and suggestions as to how the engineering department of your property could operate more efficiently and provide better service for your hotel and our guests. We would appreciate it if you would send any suggestions you have for better operation of engineering departments to me c/o the 12th Floor of the Olympic Hotel, Seattle, Wash. Awards will be made for outstanding suggestions. Remember every idea is important to someone!

Other departments within the hotel will be covered in subsequent issues of FRONT!

In this issue of FRONT!, we are happy to feature Denver and the Cosmopolitan Hotel. You who work at the Cosmopolitan are to be commended for the way in which you have continued to make your hotel one of the finest in Denver and among our group of hotels. Through your efforts, the Cosmopolitan is a credit to the city that has long been famous for its warm hospitality. All of us in Western International Hotels are proud of the job you're doing.

We particularly wish to acknowledge Harold J. Read of the Bannock Hotel, winner of this year's Thurston-Dupar award. He joins a group of distinguished predecessors. Together they serve as an inspiration to all of us.



EDWARD E. CARLSON
President
Western International Hotels

front!

A bi-monthly publication written and edited for employees of Western International Hotels

COVER

Beautiful decor, fine food and faultless service mark specialty rooms in Denver's Cosmopolitan Hotel.

COSMOPOLITAN REFLECTS DENVER'S HERITAGE

Gracious living is more than a phrase in the mile-high city. It's a heritage from the days when silver millionaires demanded and got the best of everything. The Cosmopolitan gives visitors a generous helping of this type of service.



"OUR GREATEST INVENTORY IS MEN" . . . Page F

Excerpts from President Edward E. Carlson's annual message to the managers at the Bayshore Inn. Mr. Carlson told the managers that the "creative power of thought is one of the greatest in the universe."



GOING WESTERN Page H

Thurston-Dupar winners included in roundup of what's new in your hotel.



front! CORRESPONDENTS

This is the list of FRONT! correspondents. Please get in touch with your correspondent if you have any news for your magazine:

Alameda, *Alfredo LaMonte, Jr.*—Anchorage-Westward, *Brent MacDonald*—Bannock, *Richard Fisher*—Bayshore, *Fred Oakley*—Benjamin Franklin, *Betty Bowen* and *Cornell Schwan*—Benson, *William Carlson*—Boise, *Peter Hudson*—Cosmopolitan *Doug Richards*—Davenport, *Gayle Jewell*—Edmond Meany, *Dwight Call*—Finlen, *Bob Wilhelm*—Georgia, *Michael Lambert*—Guatemala Hotels, *Dianne Benford*—Leopold, *Mary McLeod*—Marcus Whitman, *Bea Boatman*, *Elzada Saunders*—Maurice, *John N. Grant*—Multnomah, *Hal Carey*—Northern, *Allan Woodrow*—Oasis, *Ruth Avery*—Olympic, *Anne Swensson*—Owyhee, *Kaye Spicka*—Rainbow, *Esther De Vault*—St. Francis, *Lesley Thomson*—Sir Francis Drake, *Harry M. Payne* ■ INDUSTRIAL DIVISION—Seattle, Boeing: *Russ Kozak*—Other: *Dave Hartstein*—Montana: *Jim Longo*—South Dakota, *Don Mickey*—North Dakota, *Frank Meyer*—Missouri, *Fred Eckel*—Western International Hotels Executive Office, *Anne Swensson*.

COSMOPOLITAN Reflects DENVER'S HERITAGE

Today Denver is a thriving metropolitan city, the heart of a sprawling empire. But its heritage goes back to the days of the silver millionaires who demanded and got the best of everything from the mile-high city's hotels and restaurants. The Cosmopolitan Hotel reflects this heritage—from its graciously decorated lobby to its beautiful specialty rooms and faultless service.

A guest stands at the desk of Cashier Ruth Colbert with Assistant Manager Elden Cain. Room Clerk Alan Hooker is behind the desk and from the left are Arcele Schiermeyer, reservations; Robert McIntosh, financial manager; Louis Babulak, bellman, and James J. Kent, bell captain.



COSMOPOLITAN'S SPECIALTY ROOMS CENTER



Trader Vic's has long been a favorite rendezvous at the Cosmopolitan. Standing, from left, Mrs. Natalie Thompson, waitress; John Nelson, captain; Nick Apodaca, and Mrs. Helen Lee, waitress. Seated, from left, Mrs. Blanche Moore, Mrs. Daphne Jordon, James Kent, Wayne Hammond, Bruce McKibbin, Miss Marilyn Keller, Ben Popelka, Mrs. June Meyer, Miss Cecile Cook, Robert Simpson and Miss Jean Gerbase.

OF SOCIAL LIFE



Gay music and laughter are commonplace in the Imperial Room. On stage are Mrs. Hazel Hedges, left, at the organ, and Miss Barbara Spain at the piano. Joseph Kuplack is the bartender and James (Jimmy) Lekas is the waiter. Others, from left, James Kent, Miss Arcele Schiermeyer, Bruce McKibbin, Robert McIntosh, Edward Green, Mrs. Barbara Irwin, Edward Wonder, Miss Marilyn Keller, Wayne Hammond, Miss Jean Gerbase, Frank Hopp and Mrs. June Meyer.

Authentic decor marks the Gun Room. Waitresses, from left, Mrs. Myrna Purdy, Mrs. Frances Keith and Mrs. Ellen Meehan. Eugene Reynoso is the busboy. Others, from left, Miss Arcele Schiermeyer, Wayne Hammond, Mrs. Blanche Moore, Mrs. Barbara Irwin, Mrs. June Meyer, John Nelson, Miss Cecile Cook, Robert McIntosh, Miss Margaret Hopkins, Robert Simpson, Mrs. Daphne Jordan, Miss Nettie Glore, Bruce McKibbin, Edward Green, Mrs. Carol Cozier, Miss Olive Mitchell, Miss Marilyn Keller, John Hertogs, Mrs. Janice Williams and Jack Bellman.



"OUR GREATEST INVENTORY I

Edward E. Carlson, president of Western International Hotels (our new corporate name) gave another inspirational talk at the opening of the Annual Managers' Meeting in Vancouver, B. C., in January. Herewith are excerpts from his message:

"As a management company, our greatest inventory is men—qualified, mature men of personal charm and high integrity who have the same desire to accept new responsibilities as those of us who carry a major share of the top corporate responsibilities and leadership.

"This week we shall be dedicated to the philosophy that everything starts with an *idea*, and that the *creative power of thought* is one of the *greatest powers in the universe*.

"In this 12-month period of January 1962 to January 1963 more attention has probably been focused on Western Hotels than during any part of its previous 32 year history. As a company we were actively identified and responsible for much of the housing requirements of those who visited the Seattle World's Fair, and we were indeed fortunate to be associated with the Space Needle, one of the great symbols of the Fair.

"As a company within our industry, we gained stature by our front-row participation in the details of the American Hotel Association Convention when it was held in Seattle last September.

CONTINUE TO DIVERSIFY

"As a company, we broadened our hotel activities modestly in this country, but more extensively in Canada and Mexico.

"As a company, we continued our program of diversification and brought additional contracts to our subsidiary, Western Hotels Industry Services, Inc.

"When one's heart, emotion and loyalties are as intertwined in a company such as ours, it is agonizing to single out one effort over the successful efforts of individuals or projects, but nevertheless this year, and for good reason, we must yield and bestow a special acknowledgment on our special favorite—*The Space Needle*. Many have participated in its success. There should be a particular pat-on-the-back to the staff—hundreds of them who day after day under considerable pressure created a sense of warmth and willingness to serve that sets the Space Needle apart from other installations. Never did we hear one word of complaint as to courtesy of the employees. The compli-

ments were many as to quality of food and service. We are truly proud of these people. Now, with this nucleus of a famous restaurant, we are hoping to expand our food experience into a restaurant division and allow additional opportunities for those who furnish the management techniques.

"Never before have we reached so deeply into the management team to draw upon the loyalty, energies and experience of those that were assigned added responsibilities as was the case during this past year.

"How comforting it was for many of us to lean heavily upon this management reservoir — whether it had to do with the outfitting, training and opening of the Space Needle, the staffing of the "Dominion Monarch," the beefing up of the staff of the Olympic Hotel or the extra load in the reservation office and elsewhere. In every instance the talent was there and they gave freely of themselves.

"So that you may better understand how we propose to integrate our financial and management responsibilities of the Western we call to your attention the following outline of responsibilities. The Western Hotels Company Board of Directors will continue to concern itself with the broad and important elements of finance and new investments and a constant review of its financial portfolio. The Western Hotels, Inc., Executive Committee will concern itself, through its officers, with the operating performance of the individual hotels, and will rely heavily on receiving this information through its area vice presidents and operating divisions.

"Western Hotels, Inc., is a distinguished name readily recognizable by many, but to better identify our United States and international activities, as of this meeting

SUPPLIERS HONOR OUR PREXY

The tables were delightfully turned on Edward E. Carlson when the Olympic, Benjamin Franklin and Edmond S. Meany Hotels joined with the Space Needle Restaurant to honor more than 250 supplier firms.

Highlight of the breakfast was to have been presentation of a traditional, engraved silver bowl to Dan Ballard, manager of the contract division of Murray B. Marsh Company, named "foremost supplier of the year."

But Mr. Ballard happily shared honors with the Carlsons when the suppliers presented them with a beautiful silver tea service in recognition to Mr. Carlson's devotion to his civic duties.

S MEN"—EDWARD E. CARLSON

we will change the name of the management company to Western International Hotels.

NEED FOR PERSONNEL

"Tonight's review highlights the need for experienced management. After all, as we meet during these sessions, we meet as a management company, unique in its concept as a factor in the hotel industry in our world today.

"What are we doing about replacements and training? The Seminar is still a cornerstone in training younger executives. In the spring of this year we will have our fifth seminar, under the direction of professor Joseph Bradley, head of the Hotel School at Washington State University. Harry Mullikin anticipates launching soon a similar program within the Food and Beverage Division. Bill Keithan will conduct a seminar course in Mexico for assistant managers and department heads of our Mexican properties in the early spring. This year we re-

sumed our college recruiting program, and on our behalf Jim Durham hired nine graduates of the hotel schools at Michigan and Cornell.

"And now perhaps some self-criticism might be in order. —*It is good for all of us!* As an industry, we will probably witness more casualties in the hotel business in this coming year than in any period since the end of the war. Continuing competition and increasing costs plague us! Few hotels will increase their occupancy or total gross income! Expenses will continue to rise! In too many hotels profits will shrink! We in Western can and will survive, but we must be very, very good managers. We must become increasingly *sensitive* to the value of the dollar.

"Look around you at the talent and experience of men who accept responsibilities and discharge them

well. Don't be reluctant to face up to reality. There is an ancient saying in Spain which might be appropriate —'Nobody is compelled to play the castanets, but if he plays them, he had better play them well.'

HOUSE OF FRIENDSHIP

"The other area of self-criticism lies in our inability to apply our experience and energies to new merchandising techniques. We just can't seem to find a breakthrough that will set us apart. Much of the time we are mentally lazy. Breakthroughs in the hotel business are not nearly as exciting as the breakthrough in Science, but, for us they are much more important.

"This year we have some thoughts to share with you, some accolades to bestow and perhaps a bit of philosophy on the 1962 House of Friendship . . .

"Our composite manager, innkeeper or host and his supporting staff would be an amazing entity—likeable, strong-willed, capable of almost any accomplishment in our business. This hypothetical manager might find comfort and inspiration in these goals and set an example of amazing leadership in the House of Friendship. Possibly these would represent his standards:

- "He would help those under him to become big because he would realize that the more big men an organization has, the stronger it will be.
- "He would have faith in people, he would believe in them, trust them and thus draw out the best in them with the result that he would have found that they rise to high expectations.
- "He would be interested, not in having his own way, but in finding the *best* way.
- "He would have an open mind, and he might follow the advice of Socrates—'Know thyself, know your strengths and your weaknesses, your relation to the Universe, your potentialities, your spiritual heritage, your aims, your purposes. Take stock of yourself.'

"Let's take stock of ourselves, critically and objectively. Let's count our blessings for the events this past year. Let's continue to build a House of Friendship so strong in character, so rich in professional knowledge, so warm in respect of each other that the rewards to us all will be worthwhile both financially and satisfying in professional achievement."



Dan Ballard, Mr. and Mrs. Edward E. Carlson and their silver tea service.

GOING WESTERN

HAROLD J. READ, night auditor at the Bannock Hotel in Pocatello, Idaho, was selected as this year's winner of the Thurston-Dupar Inspirational award. An employee of the Bannock for nearly six years, Mr. Read is an avid bowler and is active in the Bannock Western Investment Club, the credit union, and is past president of the Junior Chamber of Commerce, Toastmasters and P-TA. Mr. and Mrs. Read are being guests of Western International Hotels at the Alameda Hotel in Mexico City. On this page are individual hotel's Thurston-Dupar Inspirational Award winners.



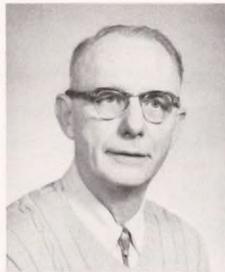
Harold J. Read receives coveted Thurston-Dupar Inspirational Award plaque from Edward E. Carlson.



Harry S. Gallagher
Benjamin Franklin



Robert J. Larsen
Anchorage-Westward



Louis W. Bowers
Baranof



Gladys Screeton
Bayshore Inn



Ethel Frenzel
Benson



James Pullin
Boise



Mrs. Helen Charron
Cosmopolitan



Zelma Hartley
Davenport



Mrs. Vera Anshutz
Edmond Meany



Caesar Dymmel
Georgia



Gust Lund
Leopold



Elzada Saunders
Marcus Whitman



Robert Kennedy
Multnomah



Con J. Carter
Northern



Dorothy Wightman
Olympic



William Stokes
Owyhee



Esther DeVault
Rainbow



Larry Lewis
St. Francis



Jack Doherty
Sir Francis Drake



Mack Thomas
Western Service & Supply

GOING WESTERN

ALAMEDA

Alfredo La Mont Jr., public relations director of the Alameda, recently returned from a promotional tour of South America and Europe. He is shown here with U. Thant, left, secretary general of the United Nations in the U.N. Building in New York.



ANCHORAGE WESTWARD

Bell Captain Duane Bernardy parks the transportation of a Mr. S. Claus for the long rest necessary before next December's journey south. And, mostly because she's pretty, blonde and blue eyed—Cashier Patsy Lum.

BAYSHORE

Personnel of this hotel is still receiving compliments on the superb job done in January when the Bayshore played host to Western's managers. Jerry Wong and his twin daughters, Nancy, left, and Kim are seen at the staff children's party. Banquet Manager Jack Swoboda made an excellent Santa Claus.



BENJAMIN FRANKLIN

There were two rousing Christmas parties here. One was for employees, arranged by the Employees Council, with Cook Al Smith and Chef Peter Moran working hard at gift giving. The second was for Trader Vic employees and their families. Catering Manager Lous Mastella was photographed behind Santa's beard as he presents a whacking package to Trader Vic Manager Keith Hardman's children, Tracy, left, and Toby.

GOING WESTERN

BENSON



Designed by Mrs. Ruth Turner, executive housekeeper, the maids' new uniforms are making a big hit. Mrs. Amelia Bassett, seamstress, is responsible for the many hours of hard work that went into each uniform. From left, top row, Mrs. Turner, Mary Smith, Marjorie Sain, Gladys Crooks, Naonie Hall, Ursula Schulz, Lucy Purdy, Betty Tiukee, Virginia Hunter. Middle row: Jean Hobson, Dorothy Wood, Ruby Sarquet, Maartje Van Heusden, Eunice Rhyne, Rose Weiner, Evelyn Gardner, Gussie McClavahan. Front: Ula Long, Mabel Egle, Nina White, Freda Christian, Grace Steinhardt, Dorothy Brennan.

BOISE

Grand opening of the new Welles Department Store saw the Boise Hotel staff performing well. From left, Kay Brassfield, catering secretary; Phil Murielaga, sales representative; Chef Vic Fischer; Clayne Dice, assistant manager; Ann Boyles, Lampost waitress; Ron Fellows, purchasing agent; Clint Fackler, banquet manager, and Dave Spralding, room clerk.



COSMOPOLITAN

It's nice work—if you can get it. Here's the Drink of the Month Testing Panel trying out the Cosmo Paradise featured on the back page. From left, Frank Hahn, bartender; Edward Green, food and beverage manager; Miss Jean Gerbase, secretary to General Manager Tom Lee; Chris Leventis, banquet captain; Mrs. Barbara Irwin, catering secretary, and James Kent, assistant manager.



GOING WESTERN

DAVENPORT

Some call them the Pride of the Inland Empire. Others refer to them as "The Big Five." Posed in the Matador Room, from left, Ed Parks, assistant manager of the Matador Room; Gordon Edwardson, executive assistant manager; Lloyd Curtis, assistant manager, front desk; Larry May, catering manager, and Jack Elliott, food and beverage manager.



EDMOND MEANY

Prepared by Miss Helen Barrett, food manager, a sumptuous buffet was the high light of the Meany's holiday party. Here are three more reasons for the party's success—from left, Waitresses Emma Varney, Natalie Braun and Jenny Mount.

MAURICE

Ben Fuyura, new chef, comes to the Maurice after many years of experience. Also new at the Maurice is something that breaks a 32-year-old tradition. This San Francisco hotel now has a bar and cocktail lounge. Pat Buckman, singer with big name bands, and known to radio fans as "The Irish Troubador," is manager.



NORTHERN

The fourth annual service award dinner was recently held with Edward E. Carlson, president, and Gordon Bass, vice president, making the awards. From left, Gordon Bass; William Stallworth, porter, 15 year award; Eleanor Weidinger, banquet waitress, 5 years; Jerry Schaeffer, assistant manager, 5 years; Betty Kinnick, room clerk, 5 years; Dorothy Bryars, reservation manager, 5 years; Doris Waddel, Golden Belle waitress, 5 years; Erna Turek, catering secretary, 5 years; Mary Hogens, elevator operator, 20 years; Rose Scofield, cocktail waitress, 10 years; Edward E. Carlson; Katherine Sitzman, Golden Belle waitress, 20 years; Katherine David, housekeeping department, 5 years; Tashiko Sandon, maid, 5 years; Bettye Keirse, auditor, 20 years; John Craighill, bell captain, 20 years, and William Hillner, engineer, 20 years.



GOING WESTERN continued

OASIS

Service pins were presented at the annual Christmas party to, from left, Dewey W. Metzdor Sr., Western Hotels vice president and general manager of the Oasis, 20 year award; Nellie Teddy, pantry girl, 5 years; Ray Sendejas, bartender, 20 years; Ruth Heitz, waitress, 15 years; Dorothy Beardshall, front office manager, 5 years; Art Mercier, head bell captain, 15 years; Larry Burns, auditor and temporary Santa, 5 years; Jerri Lyons, dining room hostess, 10 years; Eunice Yates, housekeeper, 5 years, and Fred Bjornberg, engineer, 5 years.



OLYMPIC

Safety is important business at this hotel. Special films are being shown employees and everyone has been alerted to report potential hazards. Members of a special committee appointed to spearhead a year-round drive. They are Karl Hoffman, chairman; Orthel Lathan, vice chairman; Winnie Burkoskey, secretary; Lillian Elkins, Norm Rockwood, Gil Smith, Marie Enbom, Phillip Hryniawsky and Bert Hunter. In photo, three members of the committee examine a safety guard. From left, Hryniawsky, Enbom and Hoffman.

RAINBOW

Laura Larson, housekeeper, is honored for a quarter century of service. Left, Manager William Ellis, and on right, Robert Dupar, assistant vice president, Western International Hotels.



GOING WESTERN continued

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RAINBOW

Laura Larson, housekeeper, is honored for a quarter century of service. Left, Manager William Ellis, and on right, Robert Dupar, assistant vice president, Western International Hotels.



GOING WESTERN continued

ST. FRANCIS

An award dinner honoring 219 employees with more than ten years of service was held in the St. Francis' Colonial Room on January 21. Dan E. London, managing director with 25 years of service presented diamond pins to Emil Trost, left, banquet captain who started at the hotel in 1913; Alan Moffitt, right, credit manager since 1919; George Love, financial consultant, whose service record began in 1918, and Miss Nora Cummins, manager of the hotel's linen room, who has been employed at the St. Francis for 35 years. Twelve employees received 30 year awards, 15 were given 25 year pins and 12 were honored for 20 years of service.

Films depicting highlights of the hotel since 1904 were shown ... John Gorsuch, Andy Faiss and Robert Simmons, baggage room employees, are shown with their Christmas display made of hotel discards—including upholsters' cotton, pastry flour, liquor cases, convention displays and cellophane from hotel gift baskets. Assisted by Rod Finlay, these men are responsible for the annual Christmas arrangements that have become a tradition in seven years ... David Plant, resident manager, is shown congratulating Anthony Pels on his appointment as maitre d'cafe for the luxurious new Cafe Medallion that opened December 27. Born in

Holland, Pels has served with the Hotel Krantz Ambassador, Vienna; the Hotel Doelen, Amsterdam, and the Royal Netherland Steamship Line. For the past 2½ years, he has served as banquet captain at the St. Francis ... the Right Honorable Lord Colwyn recently was appointed director of the Overseas Department, St. Francis Hotel. The British peer recently moved to the Bay Area from London where he was associated with Pomeroy Development Ltd., a real estate firm, and with J. A. Abrahams and Sons Ltd.,

advertising and public relations consultants. He is on leave of absence from Great Britain's House of Lords, where he serves as a Liberal member. In his new position at the St. Francis, Lord Colwyn will act as executive sales and public relations director for the hotel's European affairs. His department will provide for European travelers advice and counsel on American attractions as well as assistance with language difficulties.



Drinks of the Months

Familiar to all of us are certain kinds of customers who order one particular drink every time out and wouldn't have any other drink regardless of what the other drink was or how much the other drink cost, by gosh!

Such resolve is to be admired. There is also the type who can go with perhaps any one of about three different mixes depending upon whim's dictates. On the other hand, there are those adventurous types who are either tired of their usual liquid fare or are born experimentors.

We leave the first two types of drinkers to their favorites, but for this last type, meet our featured drinks for the months of March and April, the Cosmo Paradise and the Sir Galahad.

The Cosmo Paradise is the inspiration of Frank Hahn, the senior mixologist of the Imperial Room, Cosmopolitan Hotel, Denver. This association has made it a very "in" drink there for some time. Now, it is the featured drink in all Western International Hotels for the month of March. It can be served taller in a stem glass if a customer prefers. We've splashed it over the rocks in commemoration of Denver's role in the Rocky Mountain Empire. Ingredients include lemon juice, cointreau, galliano and vodka and juice of fresh lime. The running mate for April is the Sir Galahad and we leave you to all sorts of associations with bold adventures, courage, gallantry, etc. Suffice to say that for those who measure the value of their drinks by the size of the glass, this one has them all beat. It also happens to be a very good drink—and with a healthy measure of rum and brandy and little to dilute that, it can hardly be called "sissy". It is also the featured drink at the Multnomah Hotel's Golden Knight. Complete contents include orgeat syrup, rock candy syrup, the juice of $\frac{1}{2}$ a fresh orange and $\frac{1}{2}$ a fresh lemon stiffened up with a jigger of rum and a jigger of brandy. Good serving!

