

Western Hotels, Inc.

Front!

JULY, 1953

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STIRRUP ROOM IN "BEST 75"...page 22

COSMOPOLITAN "WESTERNIZES"

Newest member of Western Hotels family
to be completely redecorated

THE historic Cosmopolitan Hotel, largest in Denver, officially became part of the Western Hotels, Inc. family in April when Hugo Monnig of St. Louis, president of the Cosmopolitan Realty Company, and S. W. Thurston, president of Western Hotels, Inc., announced that a management contract had been approved by their respective boards of directors.

Ink was hardly dry on the agreements before drawing boards were produced and plans immediately begun for a complete face-lifting. Most of the guest rooms have already been

renovated so new work will be concentrated on the ground floor.

These projects will begin the first week of August and reach completion early in 1954. Total cost will be approximately \$300,000 and will be expended in the dining room, kitchen, lobby and marquees, food fountain room, Imperial Room, Silver Glade Room and new banquet rooms and a specialty room.

The Cosmopolitan Hotel has a history rich as the surrounding Colorado territory. Originally it was called the Metropole Hotel, built in 1891 with 122 rooms. Its 16-inch fireproof walls made it

The Imperial Room, reminiscent of the gay 90's.





Night view of the Cosmopolitan as it appears today.

safe and soundproof and the hotel's proud owners boasted of fine wood work which showed not a trace of a nail. A theatre, the Broadway, was built as part of the hotel building, and guests could attend the performances without leaving the premises. Here the social elite gathered in their private boxes to view the artistry of such notables as Sarah Bernhardt, Anna Held, John Drew, Richard Mansfield, John Philip Sousa and a score of other notables. Through these doors came all the pomp and gaiety of that carefree era.

In 1924, the hotel underwent a facelifting with a huge addition. At that time, it was located away from the main business district, but Denver grew to and around it until it became the very hub of the city. When the addition was completed in 1926, the hotel was renamed the New Cosmopolitan. It had new facilities that helped draw conventions to Denver, the famed Hall of Colorado ballroom could be converted into a huge banquet hall and, in conjunction with other dining rooms, provide a capacity of 2,000 persons at a sitting. The Rotary International



The Empire Room with western murals.

picked the Cosmopolitan in 1926 for its convention. Charles Lindbergh headquartered here and packed the banquet rooms when he toured in the interest of more air power. Herbert Hoover had his headquarters in the Cosmopolitan that year. Since then the ballroom has undergone several changes, each carrying with it a new motif and name. Today it is the Glade Room, spacious as ever but in modern decor.

Directly off the lobby was the Sunset Room with its huge vaulted ceilings and crystal chandeliers. Now called the Pioneer Room, it carries the dignity of the past combined with modern functional uses of the present.

After Prohibition, the Bamboo Room became the cocktail lounge where night after night long lines of people waited in line to be seated. As the name implies, the furnishings are of bamboo, giving the atmosphere of coolness and serenity in a room just right for friendly get-togethers.

In 1947 the Imperial Room was opened. Reminiscent of the

gay 90's era, it is one of the most beautiful west of the Mississippi. Turquoise brocade drapes are used lavishly. The cerise covered sofas and chairs are grouped cozily and huge gold edged mirrors line the walls and reflect the charm of the room. The large circle bar in the center, with podium for entertainers, and soft lighting give it a quiet, regal appearance.

The hotel has had more than its share of personalities. Among the most remarkable, however, was Francis, the talking mule, who has been registered and an honored guest on several occasions. The Curtiss Candy Company's famous pony team has also enjoyed the hospitality of the hotel, as did "Cowboy Joe", the midget mascot of the University of Wyoming. And Governor Dan Thornton's prize-winning bull has also been displayed in the lobby.

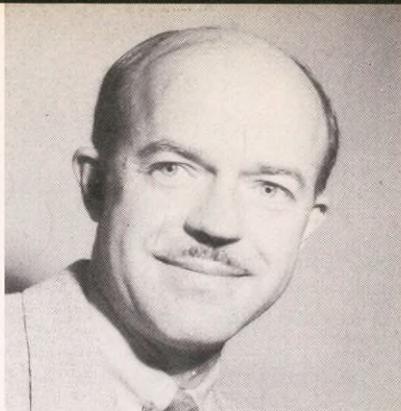
Partial view of the Cosmopolitan lobby.



MAYFAIR TRIO

THE Mayfair Hotel in Los Angeles has three comparatively new employes who have fallen under the spell of the California sunshine. Mark Lindsey, Inez Remington and Jay C. Dallenbach are all newcomers to Los Angeles and each hails from some cooler and distant state.

Mark Lindsey, Mayfair auditor, is a familiar face to many people in the Western Hotels family. He is a native of Washington where he began his hotel career at the Marcus Whitman in Walla Walla. He was there



MARK LINDSEY

between 1930-31 and then transferred to the Western Hotels accounting office in Seattle. He remained here for 12 years. World War II interrupted his hotel accounting work in 1942

SUGGESTIONS FLOW IN

Contest Deadline Extended to July 31

Do you have an idea? It doesn't have to be big . . . it might be just a simple suggestion . . . and it might win you a cash prize! So much interest has been expressed in Front's suggestion contest announced in the last issue that the Personnel Department has agreed to extend the deadline of the contest to midnight, July 31.

The contest rules remain the same. Send in any suggestion which you feel will improve service, increase sales, save time and labor or serve any other purpose which you feel is useful. There is no limit to what you may sug-

gest nor is there any limit to the number of entries which you may send in. Literary style is of no consequence. Just jot down your idea and send it to:

*Personnel Department
Western Hotels, Inc.
New Washington Hotel,
Seattle, Washington*

Do it now while you are reading FRONT. Look at the prizes—first prize is \$150, second prize is \$75 and third award is \$50. In addition, each hotel will give a prize of \$25 to the employe sending in the best idea from his particular hotel, whether or not it wins a sweepstakes prize.

when he began a tour of duty with the U. S. Navy.

Upon his release, he established residence in Los Angeles and again took up his profession, this time as a public accountant. But the lure of the hotel was too great and it wasn't long before he returned to the fold. Mark is a family man with three children, each a graduate this year—one from grade school, one from high school and the oldest from college.

Inez Remington is another member of the Mayfair's auditing staff and another Washingtonian. When she graduated from the Wenatchee high school in 1945, she immediately began working in the Cascadian Hotel. During her six years there she was P.B.X. operator, cashier, desk clerk, manager's secretary and night auditor.

She left the apple country for orange land in late 1951 and re-joined Western Hotels in January, 1952. In the Los Angeles

hotel she was cashier-hostess in the Butlery until her recent transfer to the auditing office.

The third non-native is Jay C. Dallenbach, night assistant manager. Better known as Chris, he was born in Kansas City, attended high school in Champaign, Illinois and went to the University of Illinois. Wishing to continue his education, the Vogue School of Design captured his interests for two more years until he entered the army in 1942. Dallenbach was assigned to Special Services and spent three years in Japan. It was here that he received his indoctrination into the hotel business, spending 11 months in the Hotel Division as officer in charge of the Karatsu Seaside Hotel. Separated from the service in January, 1952, he decided that California was the place to live. In April he joined forces at the Mayfair as desk clerk and held this position until his promotion to assistant manager a year later.

JAY C. DALLENBACH



INEZ REMINGTON

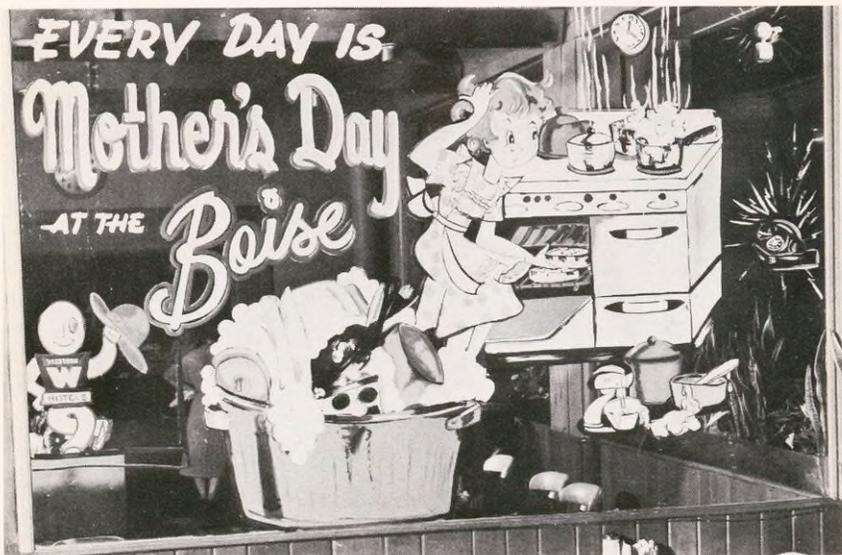


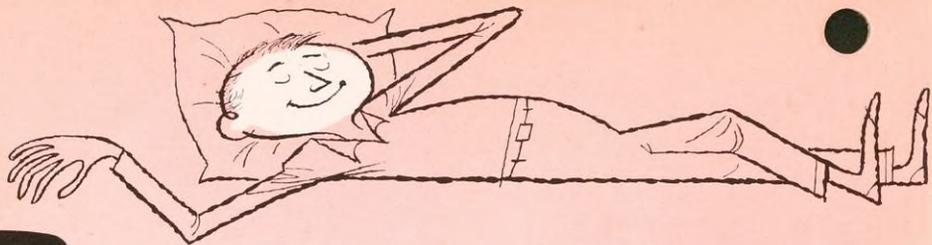
CALICO GALS

The Bellingham, Washington, Centennial celebration, during the week of April 26th, brought back styles of a hundred years ago. Calico dresses, top hats and bushy beards were seen everywhere. Mary McLeod, left, and Bertha Merrill, clerks at the Leopold Hotel, entered right into the spirit of things wearing the costumes dictated by the occasion. They thought it was fun dressing up for a week like pioneer womanhood, but were glad when it was over and they could again don more conventional garb. The long skirts proved difficult to manipulate around the desk and switchboard.



THIS BOISE HOTEL coffee shop mirror is becoming a painter's paradise, and is also sparking business with on-the-spot advertising. The May plug was an attempt to get housewives out of their kitchens on Mother's Day, which is every day according to the artist and Manager Perry Bruce, and dine out at the Boise Hotel. Latest reports received indicate that the mural served the purpose in addition to providing chuckles for the guests.





How to pamper the guest

Western Hotelites Study Room Service Techniques

BREAKFAST in bed, cocktails or dinner in your own private room . . . these are the luxuries that only a good hotel can provide . . . luxuries deeply prized by many a traveler. To be effective, however, to truly make the guest feel like a king in a castle, room service must be faultlessly handled. Linen must be neat, food hot, service complete and prompt.

Because of this, Western Hotels is giving renewed attention to the entire subject of room service. Questionnaires have been sent to several hotels to accumulate facts about hours, how orders are handled, payment by guests, personnel and equipment involved. Out of it all may come a basis for establishing standard practices in room service.

Some hotels are already aggressively pushing room service. The Benjamin Franklin has just completed a small tent card for use in guest rooms entitled "We Love to Pamper You." This card

urges the guest to ask for room service and describes the cocktails, meals, etc., available to him. The New Washington Catering staff focused attention on proper service by demonstrating "right and wrong" techniques. Jack Borg, catering manager, and Ponce C. Dumo, room service waiter, acted out the sequence for the "right" picture. Ponce has been with the New Washington for five years. He is one of three room service waiters, the other two being Walter Wielder and Pete Agtarad.

The "wrong way" picture has Miloslav David as the villain. Milo is really an excellent waiter, but for pictorial purposes, had to do everything wrong. As you can see, he succeeded. Born in Czechoslovakia, he is a comparative newcomer to the United States. He just recently received his discharge after 24 months with the Army, 11 of them being spent in Korea. He is a member of the hotel's banquet department.



WRONG WAY: New Washington Catering Manager Jack Borg, the "guest," looks disgustedly at his morning meal served in the worst of traditions. Waiter Milo David says, "What's da matter, it's food, ain't it!"

RIGHT WAY: Everybody is happy, the guest and room service waiter Ponce Dumo, when breakfast is served this way. If you can find anything wrong in this picture, blame it on the photographer.





THE NEWHOUSE HOTEL in Salt Lake City has made several interior changes affecting the lobby, basement and 12th floor. Top left is Lawanna Redmond at the new reservation desk. Top right is one of the new offices built on the 12th floor for business concerns. They are among the finest offices in the city and have been rented immediately after completion. This floor is bathless and was previously composed of sample rooms used for storage. Center right is the Jack Thomas Travel Service agency in the lobby. Bottom left shows the hallway of the rejuvenated 12th floor and bottom right is the linen room in the basement. It was moved downstairs to make way for the business offices.

FORE!

THE array of golfing talent among Western Hotels people is growing by leaps and bounds. Latest to win fame in golfdom is John Tallariti, bellman at the Winthrop Hotel in Tacoma.

In May he entered the city amateur golf tournament and came away with first place honors in the fourth flight. It was no surprise to his friends that he did so well as John is an extremely conscientious golfer. He started only about a year and a half ago, but since then has played steadily—including winter golf—read golf books and spent hours on the driving range. Whenever he gets the chance, he hits the links with Manager Scotty Myles, Assistant Manager Al Hawney and fellow bellmen, Walt Andrews and Harry Berg. These boys are good golfers and in order to keep up with them, he has done everything possible to improve his score.

One of Tallariti's earliest golfing experiences really took the wind out of his sails, however. A tournament was being played



JOHN TALLARITI

in Tacoma and most of the participants were staying at the Winthrop. John was asked to carry the bags—including a set of clubs—for one of the guests. Though he didn't know the visiting dignitaries, he did know a golf bag when he saw one. To make conversation on the way to the room, he asked the guest, "Do you play a little golf in your spare time for exercise?" The gentleman replied, "A little now and then." Later John discovered, much to his chagrin, that the man who played "a little" was the nationally known star, Bob Hamilton!

FRONT GROWS BIGGER

Front is bigger . . . by eight additional pages. There is so much news and information coming out of the hotels these days that the 24 page book couldn't handle it. So from now on, your issue will be the larger 32 page size.



"THE WESTERNAIRES." Front row, left to right: Lenna McArthur, Martha Coryell, Ramona Lavelle and Hazel Allison. Center: Betty Sathr, Nancy McKenzie, Margaret Bevans, elevator operator, New Washington; Lola Krabill, Western Hotels, Inc. main office; Lily Bartok, waitress, Roosevelt; Dorothy Hyatt, Myrtle Wells, accounting office; Ruth Quinby, Richard Hyatt, Fred Harold and Russ Coryell. Back row: Les Guile, Lewis Woodard, Richard Young, Art Chapman, New Washington liquor controller; Gwen Davis, Ismay Bay, Lucille Burns, Dorothy Blevins, Norma Hall, Grace Morgan, secretary to New Washington manager; Mary Allore, Margaret Allore, New Washington executive housekeeper; Doris Havo, secretary in accounting department; Dick Davis and Jerry Blevins. Not pictured are: Cy Braden, personnel director for the Seattle Western Hotels; Ray Cohen, secretary to Mayflower manager; Betty Cohen, Nora Smith, elevator operator, New Washington; Ruth Benedict, Charles Foley, chief clerk at Mayflower; Martha Smith.

LET THERE BE MUSIC

THERE is quite a raft of musical talent among the employees in the four Seattle Western Hotels. It is now being voiced in the 37 member choral group which they have started.

"The Westernaires," as they are called, came into existence about three months ago. At first they wanted to sing just for pleasure, but when it was discovered how good their music sounded, they decided to sing for shut-ins and others who normally don't see many "live" programs. With this in mind, their first performance was June 24th at the Firland Sanatorium, home for tuberculosis patients. An exten-

sive schedule for the balance of the year is now being made. In addition to charity programs, they hope to sing on radio and television.

Some of the singers are not Western Hotels employees, but the group as a whole is sponsored by the company and the impetus for organizing such a vocal orchestra came from the employees.

Everyone hearing them has expressed great praise for their ability. This even includes guests in the lobby of the New Washington Hotel who can't help but hear them every Thursday evening. The group practises on the mezzanine floor of the hotel.

WINTHROP HONORS STUDENTS

The Winthrop Hotel in Tacoma became one big classroom on the night of May 25th. The occasion was the first annual Honor Students' Banquet sponsored in the interests of public service by the hotel. The guests were 73 seniors from the four Tacoma high schools who had maintained at least 3.5 grade averages throughout their high school careers.

A conducted tour through the various departments of the hotel was held prior to the dinner. During the dinner short speeches were given by Clyde Thorington and Glen Freres, who were awarded Western Hotels scholarships last year. Each student was presented a "Certificate of Attendance" by the hotel.

Here are the Multnomah "Barons" the fighting nine that has won fame and three games (while losing three) as the baseball season reaches the midway mark. Picture is from Bell Captain Jack Murray's bulletin board in the Multnomah Hotel, Portland. Left to right, first row: Coach Vernon Carter, Manager "Baldy" Benson, Emmet Warren. Second row: Mike Rawls, Jimmie Hatcher, Maurice Boyd. Third row: Gus Morgan, Al Todd, Joel Robinson. Fourth row: Joe Sercie, Joe Creel, Johnnie Warren. Not pictured are: Booker Taylor, Fred Baker, "Knucklehead" Williams, Boston Williams, "Smokey" Overton, Willie Brown, Al Bates, "Port" Singletary and Jesse Womack.



MANAGERS SWITCH AROUND

AS mid-year arrived, several managerial changes took place in Western Hotels. In Seattle Carl Hudgens and Larry Blair did a complete trade-about. Blair moved from the Roosevelt to take over management of the New Washington and Hudgens left the New Washington to take up the reins at the Roosevelt.

Hudgens brings to his new duties as manager of Seattle's "newest and tallest" hotel a long record of experience in Western Hotels. He was on the staff of the Sir Francis Drake in San Francisco when it was first opened, and served there for 23 years. He was assistant manager in January, 1952 when he moved to Seattle to take over the New Washington.

CARL HUDGENS



Moving back to the New Washington is a sort of homecoming for Blair. He served there as assistant manager in charge of food during 1947 and 1948. From there he moved to the Olympian Hotel in Olympia, Washington as manager, where he stayed until 1951 when he moved back to Seattle to take charge of the Roosevelt.



LARRY BLAIR

HORNING TO BOISE

George Horning, for the past six years manager of the Marcus Whitman in Walla Walla, has moved to Boise to take over management of the Boise Hotel. He takes the place of Perry Bruce who resigned to become manager of Shore Lodge in Idaho. Horning has been in the hotel



GEORGE HORNING

business almost all his life. During the war he managed the Camlin Hotel in Seattle and prior to that an apartment hotel in the same city.

He will be succeeded at the Marcus Whitman by Walter Wright, formerly lessor of the Emerson Hotel in Hoquiam, according to an announcement by Charles Clise, president of the Marcus Whitman Hotel Company.

HOW MANY CREDIT CARDS?

As of May 29th, Western Hotels, Inc. has issued or has in process a total of 62,341 Credit Cards. This is the highest number in the company history.

OLYMPIAN, GOVERNOR SOLD

Western Hotels, a lusty, growing organization, momentarily shrunk a notch in April when it disposed of two hotel properties. Both the Olympian and Governor Hotels in Olympia were sold to Allied Hotels, Inc., which also operates the Windsor Hotel in Seattle and has other properties in Alaska. Bruce Pierce and Mark Malloy will remain as managers of the two hotels.

THE HENNESSY STORY

Western Hotels' food consultant, John L. Hennessy, received six pages of publicity in the July issue of Pageant magazine. Entitled "King of the Kitchens", it graphically tells how he operates, and includes a biography of his career in the hotel business. Western Hotels, Inc. was given publicity, too, being mentioned as his client.

COVER PICTURE

Employees at the Multnomah Hotel take great pride in the Holiday award plaque now hanging at the entrance to the Stirrup Room. This month's cover picture shows General Manager Gordon Bass displaying the certificate and Stirrup Room Waitress Louella Mason looking on. The small print reads, "*For Dining Distinction—1953. Holiday Magazine honors the Stirrup Room, Hotel Multnomah, as one of the outstanding restaurants on the continent of North America.*" See page 22, for story.



BREAKAGE BOARD—The Benson Hotel in Portland uses this board as a reminder of the high cost of breakage. Chris Zimmerman, hotel carpenter for 15 years, constructed the board from a piece of plywood, and Bill Boyd, Jr., assistant manager, hung various glasses and china on it, each labeled with the purchase cost. The display is hung above the dishwashing counter in the kitchen and evoked a lot of surprised comments as to how much the articles cost.

New Coffee Shop at Ben Franklin

THE Benjamin Franklin Hotel is rebuilding its coffee shop to make it one of the finest in Seattle. It will have a new lowered ceiling, completely redecorated walls, and a reshuffled seating arrangement. A grand reopening is scheduled for some time in August.

Ila Darrow, manager of the coffee shop, predicts great success for the new room. With a woman's aversion to upset, however, she is looking forward to the time when it will be completed. "Most of the heavy work is going on at night," she states, "so diners won't have walls coming down around their ears. Still, they can view a few plywood partitions and occasionally catch the jabber of a jack-hammer in the background. But the slight inconveniences now will soon be forgotten when we start serving in the new surroundings."

Ila has been at the Benjamin Franklin eight months and is an old hand in the arts of serving food. She began waiting on tables when she was 13 years old. At 15, she learned from the expert, Fred Harvey, in Denver, all the proper techniques and knacks in pleasing the public. In Portland, she worked in the Congress Hotel for seven years. From there she went to the New Washington,

where she was hostess in the former Textile and Apparel Club.

Ila is a strong believer in friendly, personalized service to customers, and instills this belief in all her waitresses. She feels that the attitude of the person serving customers is one of the fundamentals of repeat business. "Most of the time, customers will be friendly and courteous if the waitress exhibits a sincere attitude of courtesy." Quoting from experience, she says, "I've seen it happen hundreds of times with myself and my girls. If we are pleasant first, the guest will reciprocate and go away happier . . . and is more likely to return."

ILA DARROW





WASHINGTON'S APPLE QUEEN, Carolyn Ellis, made the Sir Francis Drake her headquarters while visiting in the Bay area. While there she was dined and feted as royalty should be. One of the high spots of her trip was a luncheon in the fabulous Starlite Roof. The cover shows Drake employees: Dick Sherwood, maitre d'hotel; Terry Skow, secretary to sales manager; Miss Ellis; Jimmy Anderson, Starlite Roof waiter; and Lori Koenig, reservation secretary.

DRAKE BANQUETEERS

"We handle between 25 to 50 banquets a week ranging from small parties to formal dances to dinners at \$20 per plate," explains Sir Francis Drake maitre d'hotel Dick Sherwood. Dick and Bob Metzdorf head up the banquet department of the hotel and arrange everything for parties including suitable setting, music, food, entertainment, decorations and other trimmings. The Drake's banquet volume is considerable and it takes the entire time of these men arranging them properly, specializing in wedding receptions, sales meetings and private parties. Room capacities range from 15 to 500 people.

Sherwood hails from Dublin, Ireland, but left the Emerald Isle at the age of four, traveling to Mexico with his parents who owned a hotel there. Mexico was an exciting place, especially when Pancho Villa rode by one day, his men leaving the place a shambles and business at a standstill. Dick was 12 when he entered the United States, attending school in Fresno, California and speaking only the most fluent Spanish. After his formal schooling, he moved to Oakland where he helped manage a dining room and was concessionaire for the

Oakland Regional Parks. Then came a ten-year stint with Standard Oil, but love for the hotel business drew him back to Berkeley's Claremont Hotel. He was there for a year and then came to the Sir Francis Drake where he has been for the last year and a half.

Bob Metzdorf began his hotel career in Anchorage, Alaska, where his family, too, owned a hotel. After the war he went to the Laguna Hotel in Laguna Beach, California and then to Western Hotels, Inc. He has worked in the Owyhee, the Benjamin Franklin and, for the past two and a half years, in the Sir Francis Drake.

Bob Metzdorf, left, and Dick Sherwood present a sample of the kitchen's delicacies to a prospective customer.





ADVISORY AND CREDIT COMMITTEE includes Edward Cummings, relief clerk; Joe Folca, superintendent of service; Sykie Brown, coffee shop cashier; H. Rex Cox, assistant manager. Dora Perry, auditor, is not pictured.

NEWHOUSE CREDIT UNION

FOLLOWING the lead of other Western Hotels, the Newhouse has established the "Newhouse Hotel Credit Union." Operations began upon receipt of the charter February 16th, and since then 74 members have been voted in and over \$900 accumulated. The Credit Union obtains money from payroll deductions which is then invested. Members receive annual dividends. The smallest payroll deduction is \$1 and the larg-

est is \$60. To date, 14 loans have been made for vacations and other bills. The smallest loan was for \$20 and the largest for \$150. This is an organization for the employees' benefit and is governed by them with no assistance from the management. The Union is financially safeguarded by incorporation under Federal law. The books undergo an annual Federal audit. Officers are bonded and the savings insured.

THE BOARD OF DIRECTORS is composed of Wynne McMahan, cashier; Margaret Loutensock, chief operator; Lillian Tanner, coffee shop hostess; William Henline, storekeeper; Norma Morrison, assistant housekeeper.



BLOOD BANK GROWS

The Seattle Western Hotels Blood Bank continues to grow. Available to employes and families in these hotels, it now has accumulated 30 pints of blood. The hoped for goal is 75 pints. This amount has been determined to be an adequate number to cover 400 people for any contingencies which may arise. The bank is supplied by voluntary donations on the part of the Seattle employes.

IT'S A RACE

One of the Maurice Hotel's regular patrons checked in the other day and asked Miss Bowes, the San Francisco hotel's telephone operator, if another operator of six years, Peggy Torp, was in. They are having a race to see who has the most grandchildren and he was checking on the current total. FRONT'S informant neglected to say who was ahead.

TO THE COSMOPOLITAN

Edward Forster is now assistant manager in charge of food and beverages at the Cosmopolitan in Denver. He was formerly at the Oasis, where he held the same capacity until the resort hotel closed for the summer.

HOW MANY MILES DO YOU WALK?

A hotel in New York recently equipped the bellmen with pedometers for a two-week mileage test. The men discovered that they were covering eight miles a day for the eight-hour day. During the test, one man traveled 12 miles in one day.

SIR FRANCIS DRAKE PROMOTIONS

Bill Milner, formerly of the Sir Francis Drake staff, has been named Western Hotels sales manager in the San Francisco area, taking over duties formerly handled by John Hickman. *Cecil Tanner*, former credit manager of the Drake, has been named assistant manager. *Harry Edwardson* steps up to become credit manager of the hotel.

LONG DISTANCE KEY RETURN

One of the strangest key returns was related the other day by Joe Mough, assistant manager of the Benjamin Franklin. Seems that one of Seattle's clothing stores imports sandalwood shoes from England. In a recent shipment, one of the boxes not only had the normal complement of shoes, but also the room key to 1026 at the Benjamin Franklin. There was no note of explanation, but evidently, some honest soul in the employ of the shoe manufacturer walked off—or rather, sailed off with it—and then returned it in a box destined for Seattle.

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STIRRUP ROOM IN "BEST 75"

**Holiday Magazine Honors
Multnomah's New Cocktail Lounge**

THE Multnomah's famous Stirrup Room was spurred from two sides this spring to bring it more laurels and prosperity than ever. Holiday Magazine picked it as one of the 75 most distinctive places to eat on the North American continent, the only establishment so named in the state of Oregon.

Along with this announcement came another event that has realized one of the room's dearest ambitions — to join the ranks of Western Hotels' outstanding cocktail lounges. Oregon approved liquor-by-the-drink. Actual sale in this manner was permitted as of May 11. Some new employes were added and the room is being enlarged, absorbing space formerly occupied by an airline office.

In keeping with the Western decor of the Stirrup Room, the

new drinks have sporting names straight from the Wild West—"Cactus Cup," "Red Eye Punch," "Wild Mustang," "Prairie Blossom," "Horses' Neck" and "Hangman's Noose."

Art Cavin, manager of the Stirrup Room, says the success of the lounge has been astounding since the change-over. Traffic has been continuous with a waiting line during many periods of the day.

Patrons haven't been "homesteading," either, a problem faced by many lounges. Instead, the crowd changes frequently, so that people waiting don't experience long delays.

All the employes are pleased with the new setup and agree with Holiday that the Stirrup Room is the finest of its kind in Portland.

Bus boys Muro Valdez and Milton Estipular. Cook Morris Busby on the right



Louella Mason, Verna Shea and June Brune. Not pictured is waitress Phyllis Criss





Dorothy Poulsen, hostess Mildred Schuyler and Aurelee Huston



Stirrup Room manager Arthur Cavin



Jimmy Wong, cook.



Bartenders Bill Payette, Bob Dale and Hercilio de France. Conrad Roelli is not shown



Norma Allen, Toni Mackaben and Gladys Stafford

Bartenders John Moore and James Lazenby. Head bartender Jim Olson is not pictured

The Sampson trio; Papa John, bartender, in the center; sons Ferdinand, bartender, and Santiago, bus boy



SAM AND KAY

THERE'S a twosome in the Benjamin Franklin Hotel, Sam and Kay Morishima, which is almost never parted—be it at home or work. Sam and Kay are part of the hotel's housekeeping department and they perform their duties side-by-side, going through the entire building. They begin in the morning cleaning and straightening things in the Outrigger Room, work out into the lobby, and then start their upward journey ending at the top of the hotel.

Shy and always smiling, Kay has worked in the Benjamin Franklin for the last two years and her genial husband the last four. Their hotel experience goes beyond that, however. At one time they owned and managed the 34-room Marion Hotel in Seattle. This lasted for three years, giving them an extensive background in the hotel business, but at the same time keeping their three young boys cooped up in the building. In order to let the children romp outdoors and make noise like other kids, they sold out in 1948.

Kay's present occupation is her first. She always before has been too busy raising "the brats," as the Morishimas affectionately call them.

Sam, however, has been interested in several occupations in



SAM AND KAY MORISHIMA

addition to the hotel business. Before the war he was manager of a Robert's Public Market in Los Angeles. One of many stores in a chain operation, he looks back on this with fond memories. It was a big job with lots of responsibility but, getting a great deal of enjoyment dealing with people, it was right down his alley.

In 1942 Sam and Kay and Company moved to Indiana where Sam managed a 500-acre mint farm. "The people were wonderful," says Kay, "and the job interesting for Sam, but being natives of Washington, we longed for the water and trees and more even climate of the Puget Sound country."

So back they came and now are happy as can be in Seattle and in the Benjamin Franklin.

HICKMAN TO SEATTLE

John Hickman, formerly Western Hotels' sales representative in the Northern California area, has now assumed the same position in Seattle. This will complete his Pacific Coast coverage as he started in Los Angeles. John will at first sell the organization for the four Seattle hotels and later begin ringing door bells for all the Washington hotels. Although he has moved to a new territory, he will continue to work closely with Western salesmen in the other districts, interchanging tips on conventions and following up leads that will benefit all areas.



ELECTED PRESIDENT

Carleton F. Bishop, room clerk at the Cosmopolitan Hotel, has been elected for the second year as president of the Hotel Greeters Local No. 6 in Denver. As an officer of the organization, he attended the National Hotel Greeters Convention which was held this May in San Antonio, Texas. He is also vice president and sergeant-at-arms for the Midwest Regional group.



TO ADDRESS CONVENTION

Mrs. Margaret Allore, executive housekeeper of the New Washington Hotel, has been chosen to address the International Convention of Gideons during their July 22nd to 25th meetings. Her speech will be in the form of a welcome to Seattle and a short commentary on "Bibles in the Hotel." Representing the National Executive Housekeepers Association, she was singled out from a group of 1,200 housekeepers for this honor.



DRAKE HONORS EMPLOYEES

SERVICE Award banquets continue, the latest being held in the Sir Francis Drake on April 20. Pins signifying over five years service at the Drake, or other Western Hotels, were presented to 175 employes.

General Manager Willard E. Abel, a 25 year man himself, was master of ceremonies at the dinner and E. B. DeGolia, vice president of Western Hotels, Inc., made the presentations.

25 years—Willard E. Abel.

20 years—Colin Birse, Laura Brewster, Bridie Clifford, Nellie Costello, Hilaire Gaudy, John Johansson, Constance Kurthy, Adolph Manfre, L. J. McGrath, Ralph Murchison, J. H. Schuyler, Rose Shaffer, Augusta Siess, Mary Sinclair, Maude Tucker, Frank Walsh.

15 years—Grace M. Antilla, Henry Chock, Catherine Fitzmaurice, Clara Gnau, Winnifred Kline, Herbert Lohmann, Fred Mabutas, Max Mabutas, Patrick Martin, Achilles Nicholson, Esther Olson, Nora Regan, Bradley Ruef, John Thomas, Lillie M. Thomas.

10 years—Gussie Alexander, Hooper Campbell, Tracey E. Carder, Gertrude Caughell, Quong D. Fong, Marie B. Herbert, Mary Johnson, George Koch, John Lepetich, Charles Milanese, Christine Miller, Louis C. Oredina, Lillian Orr, Bartolomeo Rumbaud, Oscar Riedel, Rosario Sanchez, Margaret Scott, James Smith, Josephine Stacey, Edna White.

5 years—Delfin Acacio, Constance Alcantara, Policarpio Alvaro, Elsie Ancira, James Anderson, Della Arnell, Jim P. Asalion, Pedro Aspiras, Parker Ballard,

Virgie Baptiste, Susan Barker, Frank Bell, Frank Belleci, Frank Bento, Joseph Bernhard, Mike Bond, Dennis Britton, Marcella Brock, Vern Buckley, Katherine Calhoun, Leslie Carter, Daryl Chrisman, Aristos Christos, Carrie Christy, Dorsey Clark, Joe Clark, Jr., M. DeLores Clarke, Johnnie Coles, Susan Converse, Esta S. Cornell, Dorsey Cross, Mary E. Cunnien, Michael W. Currie, Neal DeCook, William Dittli, Glenn Divine, Francisco Estepa, Marion Fabrigue, Frances Finn, Chun Fong, Henry Fong, William Fong, Ida May Frazier, Elizabeth Frommhold, Elsie Gonzales, Olive Goodie, Rose Granum, Hazel Greenan, Rose Guevara, Lillian J. Hale, Robert Helms, Leontine Herbert, Frances Hicks, William Higgins, Charles Highsted, Mirta Hill, Frieda Hofacker, Lilly Hoseit, Edythe Hume, Rose Jung, Amat Kaya, Helen Krecsmayer, Johnnie Lankford, Vidal Lapitan, Ellen Lawless, Charles Lawson, Cecelia Lebeck, Silverstein Lenard, Maxyne Lesh, Jim Lim, Lillian Manners, Mabel Marshall, Henrietta Matozzi, Erich Mendelsohn, Robert Metzdorf, Ester McCarthy, William Miller, William Milner, Alice Moore, Loyd Moten, Henry Muchles, Felix Nirry, Ruby O'Connell, Ellott Parker, Mary Parker, Emily Perry, Lettie Perry, Flora Peterson, Hum Quan, Pio Quiming, Ben Ramos, Mame Ratcliffe, Genaro Ragozzino, James Ribera, Jessie Richardson, Frances Ross, Mary Scanlon, James Sareles, Arverter Scroggins, Edward Scroggins, Anna Stein, Mildred Sellers, Clifford J. Shea, Laura Shimmel, Fernand Steiner, Evelyn Stone, Heinrich Stubbe, Harry Summers, Emily Sutton, Cecil Tanner, Mary Thomas, Marshall Tischart, George Tizeno, Palmer Tollefson, Nataline Vandiveer, Winifred Waisman, Peter Warda, Lester Waters, Chester Widenor, Melba Whiteside, Rance Whiteside, Frank Yorkis, Maybelle Zirn.

COSMOPOLITAN'S 25-YEAR MEN

TWO of the Cosmopolitan Hotel's oldest employes were honored at a cocktail party on May 13. Ray E. Baker, executive assistant manager, and Frank Wallace, chief engineer, have each been with the Cosmopolitan for 25 consecutive years and were presented engraved watches in appreciation of their loyal service.

Ray Baker was born in Denver and has spent his complete life in the mile-high city. On May 5, 1928, he began in the Cosmopolitan as key clerk and later worked up the ladder becoming mail clerk, night manager, relief room clerk, and chief clerk. In 1942 he became assistant manager and seven years later was named executive assistant manager.

Married and the father of a 16 year old daughter, Ray is one of the best known men in Denver. "I believe personal contacts are extremely important in this business," states Baker. "I practise it to the best of my ability and encourage all our employes to be on a name basis with as many Denver citizens and guests as possible." His memory for names is well developed as all the Cosmopolitan personnel know. Following him through the hotel, one experiences a continual waving hand and cordial "hellos" to everyone in sight.

Frank Wallace is also a native of Denver where he has spent his entire life. He has made one trip to Los Angeles and Seattle but being a true Coloradoan this was his only venture beyond the state bounds. He began working in the hotel in March, 1928 as an electrician. This was supposedly a temporary position lasting two weeks. So far this temporary job has lasted 25 years. He was offered the position of chief engineer on several occasions and each time emphatically refused. However, in 1948 at the insistence of the general manager, he finally accepted. Hard-working and conscientious he has the respect and admiration of everyone in the hotel.

RAY BAKER

FRANK WALLACE



Cascadian Week

Stretch-out promotion gets home folks to visit hotel

IF you want to interest the home town folks in your hotel, then stage an open house that is drawn out over several days—that is the suggestion that comes this month from the Hotel Cascadian in Wenatchee.

The Cascadian recently completed a long redecoration program involving guest rooms, the Applebox lounge, new lobby, coffee shop and banquet rooms. All this was reason to celebrate—and here's how they did it:

Manager Albert Turrill declared March 16th to 21st as "Cascadian Week," inviting everyone to inspect the "new" Cascadian.

Homer Brehm, hotel baker,

baked a five-layer cake which was displayed in the lobby on the first and second day. By coincidence, the first guest ever to register in the Cascadian 24 years ago was in the hotel during the celebration. He received the honor of cutting the first slice of cake.

The newly-elected Wenatchee mayor agreed to cut the ribbon across the hotel's doors officially opening Cascadian Week, his first official act in office, and was given good publicity in the paper.

MONDAY WAS ANNOUNCEMENT DAY

A newspaper advertisement announced the "Week" and told the story of the rehabilitation program, how the hotel had spent \$250,000 on improvements since the war. A newspaper story the next day showed a picture of the lobby and an article on the remodeling.

A half-hour tape recording was made in the hotel describing the "Week" and the improvements, and aired that evening. Both Wenatchee radio stations carried spot announcements about the "Open House" throughout the week, and it was given mention on the regular news broadcasts.

A cocktail party was also held on Monday for the press, radio people and the management of

CASCADIAN WEEK
March 16-21

WELCOME
..TO..
hotel Cascadian

CELEBRATING THE COMPLETION OF OUR
EXTENSIVE REDECORATION PROGRAM

See:

- ★ OUR NEW GUEST ROOMS
- ★ THE UNIQUE APPLE BOX COCKTAIL LOUNGE
- ★ OUR BEAUTIFUL NEW LOBBY
- ★ THE SMARTLY DECORATED COFFEE SHOP AND BANQUET ROOMS
- ★ OUR BEAUTIFUL CASCADIAN WEEK CAKE (baked in our Pastry Shop)

MEET ME UNDER THE APPLE TREE

At The **CASCADIAN**

the local theatre, to inform them of the "Week."

The theatre showed a special short subject film throughout the week showing the construction and opening of the hotel in 1929.

TUESDAY, POLICY DAY

On Tuesday another ad told how the Cascadian had contributed towards the town's growth. It further explained the policies of the hotel and of Western Hotels, Inc.

Starting this day, there was special organ music in the lobby which continued through the week.

WEDNESDAY, FOOD DAY

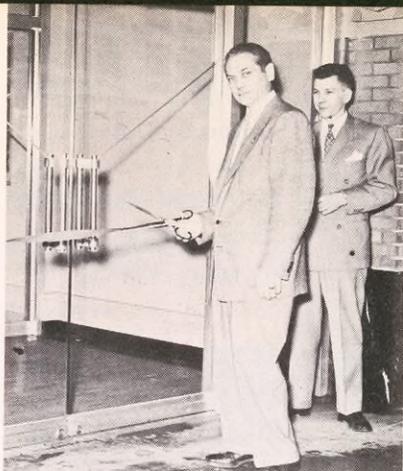
On Wednesday, the hotel advertised the food department, stressing the Research Kitchen and how it brought better food to Wenatchee. Specific luncheon and dinner specials were featured on both Wednesday and Thursday, cake and apple juice were given free to visitors.

THURSDAY, OPEN HOUSE

The Thursday newspaper ad invited readers to visit the newly-decorated suites and guest rooms. On this day the response was tremendous, with a steady stream of people passing through. Actually, the rooms were open all week, but they were given the most publicity on Thursday.

FRIDAY, APPLEBOX

Friday's ad welcomed visitors



Wenatchee's mayor, left, and Manager Albert Turrill, officially opening Cascadian Week.

to the new cocktail lounge. In describing the Applebox, the ad set forth the role of a hotel cocktail lounge in establishing a personality for the city to its visitors. It invited people to drop in and see how the renovation suited the apple-growing atmosphere of the area.

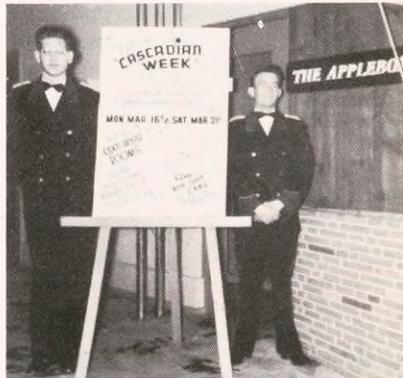
Starting on Friday and lasting through Sunday, space was given in the hotel to the Camp Fire Girls to display Indian prints. During the week, special cakes were presented to various service clubs at their luncheons as a gesture of good will.

The attractions on display were pointed out in the hotel by signs and cards in the lobby and on tables.

What were the results? In Manager Turrill's words, "We were very pleased with the re-

ception received from the events, ads, etc. We estimate that at least 1,200 people saw the cake and 500 visited the Open House guest rooms. Probably 2,500 people were in the hotel during the week.

To summarize, he stated, "We believe the 'Week' was a successful promotion plan and that the hotel is now known to the new people in the area and more highly regarded by the older residents of the community."



EVERYONE WAS IN THE ACT It was a strenuous week for the Cascadian staff, but all agreed it was a lot of fun. Top left: Homer Brehm, baker, and his five-layer cake. Top right: Bellman Dave Chambers, left, and Robert Fairchild flanking a welcome sign at the applebox entrance. Bottom left: Steve Chinick, clerk, and the room inspection sign. Bottom right: Jossie Grier, banquet waitress, cutting a slice of the cake while Ruby Vorderbrueggen looks on. In the far background is Waitress Lois Jackson.

"So you want to be a hotel manager?"

If you can keep your job when all about you
Are losing theirs and blaming it on you,
If your dividends give no one grounds to doubt you
Yet you somehow get your prices lower too—

*If you can drink, yet not let Bacchus rule you
Or make a speech and know just when to stop,
Enchant the dames, but never let them fool you
And Musically determine Beep from Bop—*

If you can Rhumba like they do in Rio
Or tell a tale that really rings the bell,
Or harmonize with any cheery trio
And compliment a Worth or No. 5 Chanel—

*If you can use a Blackwood with discretion
And the Gourmets love your Chicken a la King,
If your handicap's your pride but not obsession
And your Stinger has the right amount of sting—*

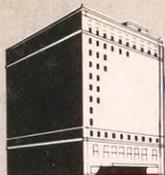
If you can meet complaints with full attention,
If you can tame the most exacting shrew,
If you can sift the just from mere contention
And deal with each as seems to you its due—

*If you can turn a factless conversation
Or infallibly recall a person's name,
Or find a quote for any situation,
And then bear the greater part of any blame—*

If you can be doctor, lawyer, showman,
Psychiatrist and decorator, too,
Discuss eugenics, build the kids a snowman,
And seem at ease in everything you do—

*If you can fill the unforgiving minute
With a hundred seconds' worth of distance run,
Yours is our world with every thrill that's in it,
For you'll be a HOTEL Manager, my son.*

(With Apologies to Rudyard Kipling)



GEORGIA
Vancouver, B.C.



LEOPOLD
Bellingham, Wash.



NORTHERN
Billings, Mont.



ROOSEVELT
Seattle, Wash.



MAYFLOWER
Seattle, Wash.



NEW WASHINGTON
Seattle, Wash.



BENJAMIN FRANKLIN
Seattle, Wash.



HOTEL THE OASIS
Palm Springs, Calif.



CASCADIAN
Wenatchee, Wash.



MARCUS WHITMAN
Walla Walla, Wash.



WINTHROP
Tacoma, Wash.



COSMOPOLITAN
Denver, Colorado



BOISE
Boise, Idaho



OWYHEE
Boise, Idaho



MULTNOMAH
Portland, Oregon



BENSON
Portland, Oregon



BANNOCK
Pocatello, Idaho



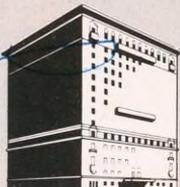
NEWHOUSE
Salt Lake City, Utah



SIR FRANCIS DRAKE
San Francisco, Calif.



MAURICE
San Francisco, Calif.



MAYFAIR
Los Angeles, Calif.



Dine better, Sleep better at a Western Hotel