

Western Hotels, Inc.

Front!

JANUARY, 1954

Vol. 8 No. 1



**ST. FRANCIS AFFILIATES
WITH WESTERN HOTELS — Page 3**

What's Ahead in 1954?

THE success of all of us is keenly affected by the business conditions of the next 12 months—and what affects your business affects your personal and family life. Will business be better in 1954? Generally, we feel that it will hold reasonably firm. With greater emphasis on sales by all businesses, more men should be traveling. Hotels will have to offer good values to secure their share of the business.

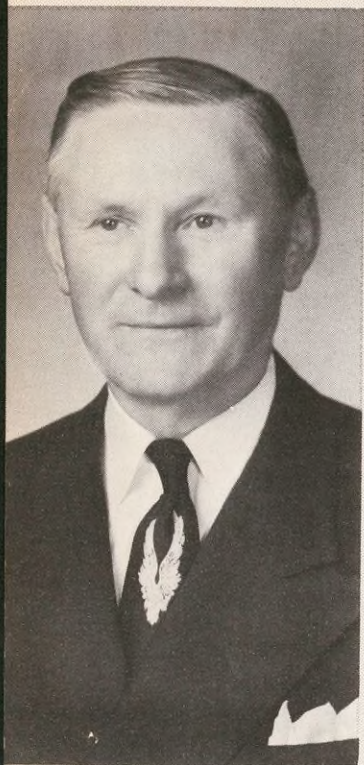
Our greatest problem will be that of keeping costs from rising faster than income, and each one of us can make his contribution in this regard.

First, be sure we have the best product. Throughout all industry today there is a desire to create a better product. It holds a definite parallel for us. Our guest rooms should reflect the latest design and color trends. Public space must be equipped with good lighting and decorated in good taste. Our restaurants and cocktail lounges must be geared to the desires of today's market. Let's remember that there are choices to be made today and people are looking for the best value.

Next, we must aggressively sell our better products after we have created them. We have worked out a strong sales and advertising campaign for 1954. We have some wonderful new sales features to stress. Let's all make every effort to back up this program in every way that we can. Remember, it is often the "word of mouth advertising" that starts with each of us as employees of Western Hotels that carries the greatest sales impact.

By doing these three things: improving our products, aggressively selling them, and finally, by watching our costs, we can look to the year ahead with optimism and anticipation.

S. W. THURSTON, *President*



ST. FRANCIS NOW AFFILIATED WITH WESTERN HOTELS

BIGGEST news to come out of Western Hotels' annual managers' meeting was that the huge St. Francis Hotel in San Francisco is now affiliated with Western Hotels. The announcement was made at the President's Dinner, opening the four-day conference at the Winthrop Hotel in Tacoma, by S. W. Thurston, president of Western Hotels, and Frank A. Dupar, president of

the St. Francis Hotel Corporation and secretary-treasurer of Western Hotels.

Dan London, who has headed the St. Francis for the past 16 years, will continue as managing director and will also become a vice president of Western Hotels and a member of the Operations Committee. The new appointment again brings London and Thurston together in the same or-

ST. FRANCIS HOTEL in San Francisco, with over 1000 rooms is one of the largest in the West. It is now affiliated with Western Hotels Inc.



ganization. London became associated with Thurston in 1931 when he assumed his first hotel manager's position as head of the Edmond Meany which was affiliated with Western Hotels at that time. Both Thurston and Dupar have held substantial financial interests in the St. Francis since 1945, along with E. B. DeGolia, San Francisco capitalist and vice president of Western Hotels.

Past policies of the St. Francis will remain unchanged, although numerous operating advantages will be gained for the St. Francis by affiliation with Western Hotels.

The St. Francis, boasting 1,000 rooms, is one of the largest hotels in the West. It is in the center of the city and has a tunnel beneath, which connects with the huge Union Square garage directly across the street.

BEN FRANKLIN FOOD SERVICE

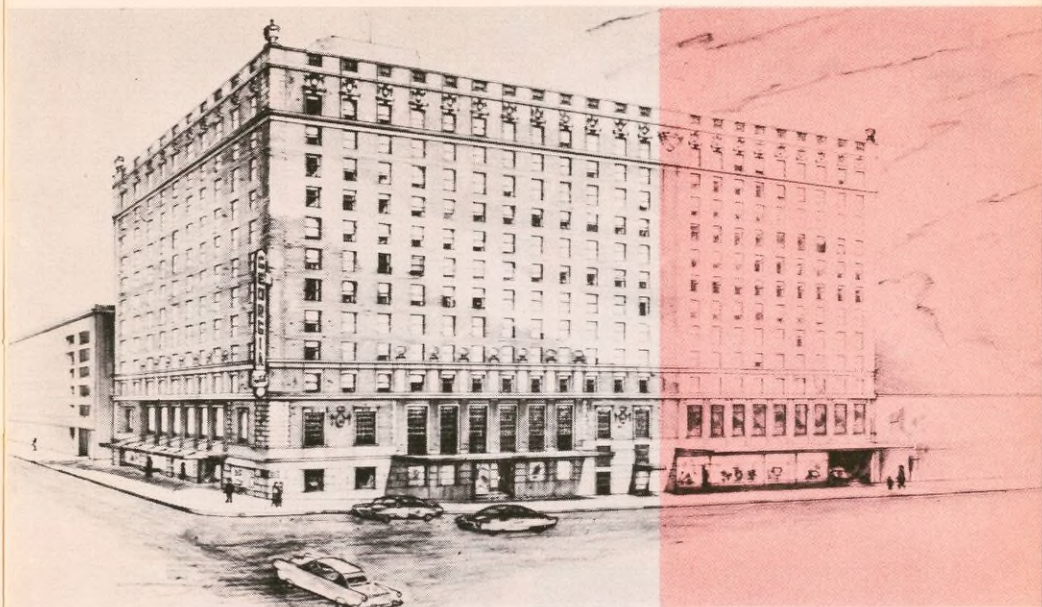
The Hotel Benjamin Franklin in Seattle is revamping its entire food service at a cost of about \$350,000 and will institute the new facilities during February. Most colorful attraction is the addition of a restaurant to the Outrigger cocktail lounge. Under the supervision of Trader Vic, it will be one of the finest and most unusual dining spots in the Northwest. Space for the restaurant was obtained by converting a next door parking lot. Above the Outrigger on the sec-

ond floor are being built two brand new banquet rooms which will increase the number from six to eight and provide a seating capacity of 450 people at one time.

The final touch is a complete remodeling of the coffee shop with lowered ceiling, redecorating in early American motif, new arrangement for service and seating and a new kitchen. Watch for further details and pictures of all three in a future issue of Front.

GEORGIA TO ADD 200 ROOMS

In addition to adding new hotels to the family during the year, Western Hotels announced plans for expansion of several existing properties. Most ambitious of these was announced for the Georgia Hotel in Vancouver, B.C. by S. W. Thurston, president of Western Hotels, and Sydney Wilson, president of the Hotel Georgia. William Hudson is general manager of the hotel. The Georgia has purchased 100 feet of frontage adjoining the hotel and will construct a 200-room addition on it. The addition will cost over \$2,000,000 and will increase the total size of the Georgia to 500 rooms. It will run the full 12-story height of the present building and include a completely equipped convention floor as well as three levels of underground parking area. Detailed plans are now being drawn up by architects Sharp & Thompson, Berwick, Pratt of Vancouver.



MORE EXPANSION. Both the Georgia in Vancouver, B.C. and the Benjamin Franklin in Seattle have ambitious expansion plans under way. Above is an architect's drawing of the Georgia with the proposed 200-room addition shown in red. Below is a similar drawing of the Benjamin Franklin's Outrigger with its addition, now under construction.





LONDON BAR, Western Hotels' newest cocktail lounge, opened in the Benson Hotel in Portland just a few days before New Year's. It is quietly conservative in the best English tradition.

LONDON BAR OPENS

On December 28, just in time to catch the New Year's business, the Benson Hotel opened its London Bar cocktail lounge. The new bar has all the warmth and atmosphere of an exclusive English club and will feature many English type cocktails and dishes. On hand for the opening was none other than Dan London himself, to welcome prominent Portlanders who visited the bar on opening day. The bar is located on the

ground floor of the hotel in what was formerly lobby space. The Benson's excellent location on Broadway in the heart of downtown Portland bodes well for the success of this enterprise.

OWYHEE CARNIVAL ROOM

Complete with jabbering live monkeys and tropical birds, the Owyhee Hotel in Boise opened its new Carnival Room cocktail lounge last November. The room carries out all the atmosphere of

COVER PICTURE

Dan London, center, managing director of the St. Francis Hotel and newest Western Hotels vice president, helped open the Benson Hotel's London Bar on December 29. With him are Nate Morgan, left, manager of The Outrigger at the Benjamin Franklin in Seattle, and Curt Hawkins, assistant manager of the Benson.



BARKERS for the Owyhee's Carnival Room are Al Kelly, manager of the hotel, and Nick Nikitas, assistant manager, above, sampling steaks from the room's charcoal broiler.

a full-fledged "big top." In fact, it really has a big top — a white canvas ceiling. This, plus old-fashioned lamps burning candles, creates a realistic tent effect.

Big bowls of shelled peanuts are automatically placed at every table when guests are seated. They can munch away and watch the caged "wild life" in the room which is its main attraction. Four air-conditioned, glass enclosed cages above the bar house an assortment of parakeets and rice birds, monkeys, mountain lories and mynah birds.

The Carnival Room has a charcoal broiler featuring steaks, chops, hamburgers, fish and salads. The bar serves such circus-named drinks as "The Midway," "Snake Charmer" and "Calliope."



WAITRESSES garbed as circus performers add to the festive spirit in the Owyhee's Carnival Room. Above, from left, are Myrna Holding and Helen Poulson, formerly from the Owyhee's banquet department, and Kay Pruitt, formerly waitress at the Sabre Room at the Winthrop in Tacoma.

THE MYSTERIOUS MR. "G"

How much do we know about our guests? How old are they, what are their travel habits? What do they look for in hotel accommodations? These questions, as much as any others, dominated the sales department's annual report at the Western Hotels managers meeting early in January. And, this year, the department was ready with some answers.

The answers were culled over from questionnaires returned by over a thousand Western Hotels guests during the month of December. Boiled down, the results presented one of the clearest pictures to date of the average Western Hotels guest, who was referred to as "Mr. G" by the sales department. Mr. "G" turns out to be a very able, fast-moving dynamic fellow, indeed, as the following facts reveal:

AGE

20 to 30	14 %
30 to 40	32 %
40 to 50	31 %
Over 50	23 %

NUMBER OF TRIPS PER YEAR

One Only	5.9 %
Two to four	28.5 %
Five to ten	29.3 %
Over ten	36.3 %

YEARS AS A REGULAR CUSTOMER

One to five	25.9 %
Five to ten	7.8 %
Ten to twenty	8.2 %
Over twenty	3.9 %

HOW RESERVATIONS WERE MADE

"Hoteletype"	19.5 %
Mail	22.9 %
Telephone	22.3 %
Travel agency5 %
Another hotel	1.5 %
Had no reservations	21.0 %
Other	12.3 %

WHO MADE RESERVATIONS

The guest	56.6 %
His secretary	21.8 %
Traffic manager	3.1 %
Travel bureau9 %
Other	17.6 %

REASON FOR TRIP

Company business	81.9 %
Personal business	5.5 %
Pleasure	5.3 %
Convention	3.1 %
Military	1.7 %
Other	2.5 %

WHY HE SELECTED THIS HOTEL

Previous experience	37.0 %
Credit card holder	20.0 %
Western Hotels' reputation	15.6 %
Recommended by friend	14.3 %
Location	12.2 %

HE IS INFLUENCED BY

Friend's recommendations	73.5 %
National advertising	17.4 %
Billboard advertising	7.1 %
Newspaper advertising	2.0 %

CREDIT CARDS

Has Western Hotels card	43.1 %
Does not have Western Hotels card	56.9 %

KNOWS ABOUT "HOTELETYPE"

Yes	81.0 %
No	19.0 %

KNOWS ABOUT FAMILY PLAN

Yes	59.8 %
No	40.2 %

RENTS A CAR

Seldom	25.0 %
Once or twice a year	37.1 %
Four to five times	24.0 %
More than five times	13.7 %

PRINT SHOP BALLAD

Western Hotels' printery in the basement of the Benjamin Franklin Hotel in Seattle is the scene of turmoil and crises even when things are running smoothly, but during the last few months, as the hotel moved into its huge remodeling program, it became even more hectic. The dust and clatter of carpentry added to the rush of printing orders inspired Lillian Ackley and Jack Mathis, who run the department, to pound out the following Christmas ballad:

"A Visit From Old Nick"

'Twas the week before Christmas
And down in our tomb
Poor Lil with her typewriter
And poor Jack with his broom.

We're dancing in tune
To the jackhammer's roar
And tho bogged down in work
We keep getting more.

When out in the hallway
There arose such a clatter
We knew 'twas a plumber
Falling off a ladder.

Now a window pane bursts
With a plank coming through,
Dropped by the clumsy
Thick fingered crew.

The furniture's warped
The paint is all peeling
It's the water you know
From the leak in the ceiling.

The icy winds blow
From out in the hall,
"Close the door," you suggest?
Hell, we haven't a wall.

There's cartons and boxes
From ceiling to floor
And here comes a trucker,
He's bringing some more.

To top it all off
There's the menus to run.
The times you can read 'em
That's when it's fun.

We had visions of sending
Nice cards, we confess,
But how the heck could we
With all of this mess?

And so from this couple
So careworn and sore
Merry Xmas to you
And best wishes galore.

Lillian Ackley, left and Jack Mathis



SERVICE AWARDS MADE

**Second round of banquets
takes place**

THE closing weeks of 1953 saw the second of Annual Service Award presentations made to members of the Western Hotels family who have accumulated five or more years' service. Added to the previous year's roster of employes in the five-year-plus bracket is an impressive list of newcomers. Individual hotels feted their respective new honorees and, at the same time, paid tribute to those who received awards at last year's count.

As is now tradition, a gold pin was given each employe totaling up five years' service since the first Annual Service Award presentation.

GEORGIA AWARDS

The Georgia's general manager, E. W. Hudson, was host at an evening reception on Monday, November 16, 1953, honoring

eight new 5-year employes of the Vancouver hotel. 53 members of last year's award group were also present and all received the new Official Service Award Emblem. Six employes are in the 25-year group, 12 in the 10-to-20-year group, and approximately 25% of the entire hotel organization has completed at least five years' service.

Cocktails were served and Chef Pierre Finance prepared an attractive buffet. Entertainment was ably provided by Barney Potts, well-known comedian associated with Vancouver's Theatre Under The Stars.

The eight employes receiving 5-year awards were: Steve Uzelac, Jennie McClymont, Bertha Salzwadel, Jennie Gordon, Barbara Kaufield, Len Berberick, Shirley Jackson and Ted Leary.

AWARD WINNERS of the Georgia Hotel in Vancouver, B.C.





HONOR GUESTS at the Winthrop include 25-year veterans, John Glenn, standing at left, and seated, Sally Bjelland, Anne Able, Anne Reimer, Augustine Ragasa and Roy Ensel. Also in the back row are Lynn Himmelman, vice president; Scotty Myles, manager, and Al Hawney, assistant manager.

WINTHROP BANQUET

The Hotel Winthrop in Tacoma honored employes of long standing on December 3, 1953. Guests were greeted by Scotty Myles, Winthrop manager, and presentation of award pins was made by Lynn P. Himmelman, vice president of Western Hotels, Inc. One of the evening's honor guests, Sally Bjelland, made the response for the group. Dinner music was provided by Glen Dunn at the piano and Claire Hoffner, vocalist. Al Hawney made the closing remarks.

Of the 44 people attending the dinner, six were 25-year award

winner, four 15-year award winners and five 10-year award winners. This year's Service Awards were presented to: Roy Ensel for 25 years; Agnes Hatchford, May Christkautz and Grace Fox for 10 years; Al Hawney, Lora Moe and Scotty Myles for 5 years.

NEWHOUSE HONORS

Salt Lake City's Hotel Newhouse presented awards to honored employes at their second Annual Service Award dinner the evening of December 9, 1953. Before-dinner music came from the Gay Rancheros Quartet and the Catering Department bent over backwards to provide one of

NEWHOUSE HOTEL award banquet had 30 people in attendance.





CHRISTINE CHRISTIANSON of the Benjamin Franklin being congratulated for 20 years' service by Manager **Al Schilling**.

the finest banquets served in the Newhouse for many a year. Sous Chef Louis Capilla tossed a superb Caesar Salad, Executive Chef Walter Roth carved a Baked Larded Filet of Beef and Chuck Comstock, banquet manager, served flaming "Tahitian Ice Cream."

Three people graduated from 5-year to 10-year pins: Joe Callihan, Margaret Loutensock and Hannah Thomson. In addition, 5-year awards were given to the following: Elaine Allen, Laurene Fowler, Lora R. Hansen, William H. Henline, Melba B. Holt, Lionel Millward, Pearl Nelson, Celia M. Taylor, Thyra D. Webb and John Jorgensen.

SEATTLE HOTELS CELEBRATE

Largest banquet at the year end was held in the Windsor



CARL HUDGENS, manager of the Roosevelt with 25 years' service, being congratulated for top honors at the Seattle banquet by **S. W. Thurston**.

Room of the New Washington, Seattle, where new award winners from the Benjamin Franklin, Roosevelt, Mayflower and New Washington Hotels were honored. Over 150 employees were present at the December 1st party, 42 of them receiving new pins. Cocktails preceded the dinner and entertainment was furnished by "The Westernaires," choral group sponsored by Western Hotels, Inc. and composed for the most part of Western employees. Presentation of the awards was made by S. W. Thurston, president of Western Hotels, assisted by the managers of the four hotels. Carl Hudgens, manager of the Roosevelt, was veteran of the group, having passed the 25-year mark, and three others, Raye Cohen and



BENJAMIN FRANKLIN personnel receiving service pins are, from left, Anna Fletcher, Marie Sanders, Esther Lake, Dorothy Adams, Francis Brewster, Virginia Harrod and Gertrude Sullivan.

Bertha Pulver of the Mayflower, and Christine Christianson of the Benjamin Franklin, received awards commemorating 20 years' service.

BENJAMIN FRANKLIN

20 years—Christine Christianson.
10 years—Gertrude Sullivan, Wm. A.

K. Carter, Dorothy Elliott, Dorothy Adams, Frances Brewster, Edna Atkinson.

5 years—Anna Fletcher, Virginia Harrod, Marie Sanders, Esther Lake, Montie Piatt, Jenny Janson.

MAYFLOWER

20 years—Bertha Pulver, Raye D. Cohen.



THE NEW WASHINGTON group receiving honors was made up entirely of the ladies. Here are some of them, from left: Emma Love, Margaret Hensel, Pauline Hammer, Edna Webb, Edith Baker, Bessie Lampton and Florence Preston.

5 years—Tekla Hagner, Helga Grenager, Grace Beardon, Urbano DeSantos, Walter Ward, Bud Opheim, Beulah Matthews.

ROOSEVELT

25 years—Carl Hudgens.
 20 years—Ethel Williamson.
 10 years—Con Tokmakoff.
 5 years—Josephine Bishop, Lena Mea-

ley, Annie Killeen, Effie Hunt, Mary Bucholz, Berl Foster, Chas. Indermuehle.

NEW WASHINGTON

10 years—Edna Webb, Pauline Hammer, Emma Brown, Magnolia Daniels, Edith Baker.
 5 years—Emma Love, Rose Getchell, Bettie Crowell, Florence Preston, Bessie Lampton.



EMPLOYEES AT THE ROOSEVELT presented pins are, left to right, Con Tokmakoff, Chuck Indermuehle, Ethel Williamson, Lena Mealy, Anne Killeen, Effie Hunt, Berl Foster, Mary Bucholz, Josephine Bishop and Carl Hudgens, standing at far right.

AMONG MAYFLOWER people honored are Raye D. Cohen, Bertha Pulver, Beulah Matthews, Bud Opheim, Urbano DeSantos.



MORE WINNERS

MORE contest winners have been announced through personal letters written by Western Hotels' president, S. W. Thurston. Eighteen people have received \$25.00 awards for submitting the best individual idea

from each hotel in the recent Suggestion Contest. The number of suggestions entered far exceeded anything expected and it proved a difficult task to pick the best from so many fine ideas. After considerable effort, however, on



LEON STEVENSON
Hotel Cascadian



PHYLISS MILBURN
Hotel Mayfair



ESTHER McINTOSH
Cosmopolitan Hotel



RAYE COHEN
Hotel Mayflower

ANNOUNCED

the part of the judges, deciding on the usefulness and practicability of each entry, the people who are pictured on these pages were declared to be the winners. Not shown, but also winning prizes are: Ervin McDonald, Hotel

Newhouse; Ray Dodge, Hotel Multnomah; Warren Hoss, Owyhee Hotel; John Johnson, Sir Francis Drake; Evelyn Smith, Hotel New Washington; Bertha Holsinger, Hotel Northern.



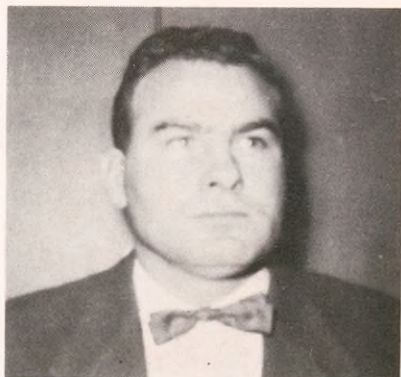
JANET ROBERTSON
Hotel Georgia



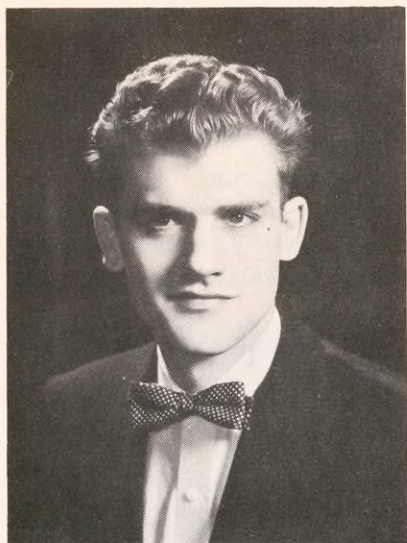
MACK REGUDO
Hotel Roosevelt



EDWARD PRATER
Hotel Bannock



ANDY ANDRUS
Hotel Leopold



GLEN DUNN
Hotel Winthrop



FORREST DUNHAM
Hotel Benjamin Franklin



MAX BIRNBACH
Hotel Benson



PEARL PARKER
Hotel Boise



BELLMEN AT THE MULTNOMAH in Portland are now resplendent in new winter uniforms which are the pride of the hotel. Solid black, trimmed with red, each has the wearer's name woven across the left coat pocket. Stars on the left sleeve represent each five years' service. Modeling the new uniforms is part of the bellman staff. From left to right, front row, are Don Tate, Hans Rampmeir, evening shift captain with 35 years' service; Jack Murray, superintendent of service; Herman Ramme, morning-shift captain; and Henry Guittard. Back row are: Loren Borgerson, Bill Brown, doorman and Dan Edgar.

DAVENPORT EMPLOYEES have a 100% record for contributions to the United Crusade. For this outstanding performance they were awarded a banner which was placed on display in the hotel along with a placard describing its meaning to guests. Shown with the award are, from left, M. J. McGruder, bellman; Grace Van Hoy, housekeeping; Cora Blomberg, waitress; and Harold Jarbeaux, cook.



"OPERATION---OUTSIDE CATERING"

The Winthrop Hotel in Tacoma scored some kind of record for outside catering when they served 230 Rotarians and guests in a Washington Steel Products Company warehouse on October 29.

The Rotarians usually hold their meetings at the hotel, but on this occasion wanted to make a tour of the newly-enlarged Washington Steel Products plant. Scotty Myles, manager of the

Winthrop, and his staff, including Assistant Manager Al Hawney, Catering Manager John Mangini and Chef Dean Atkinson, directed the big catering operation. It took two trips in a rented truck to get the food to the plant. At 10 a.m. the equipment was moved out and four waitresses sent to the plant. The food was sent over at 11:30 and served promptly to the assembled Rotarians.

WINTHROP'S AUDITOR

There is a very graphic example of beauty plus brains these days in the Auditing Office of Tacoma's Hotel Winthrop. Here lovely, blue-eyed Anne Dupas, Winthrop auditor, deftly audits the hotel's books, handles all numerical problems smoothly and has time left over to answer perti-

nent questions put to her by seemingly every member of the staff at the Winthrop.

Dubbed "Money-bags" by Manager Scotty Myles, Anne came to the Winthrop in 1946 from Tacoma's Stadium High School and Knapps Business College. Her first job was that of time-keeper. A year and a half after Western Hotels assumed management of the Winthrop in 1947, Anne was raised to the position of hotel auditor, a job she has been performing efficiently and enthusiastically ever since. In private life, she is Mrs. Andy Dupas, housewife and proud mother of a winsome daughter, Janet. She loves her home *and* her job — and smartly combines both into a near-perfect duocareer!

ANNE DUPAS





LUNCHEON DELIVERED. Above are the 230 Rotarians and guests enjoying the Winthrop's "factory-delivered" lunch, which was served cafeteria-style by none less than John Mangini, catering manager; Dean Atkinson, chef; and Scotty Myles, manager, from left to right, below.



LEE MANAGES COSMOPOLITAN

TOM LEE, formerly manager of the Mayfair in Los Angeles, moved to Denver in October to take over direction of the Cosmopolitan. Dewey Metzdorf, Western Hotels vice president and former general manager of the New Washington in Seattle, has moved to Los Angeles to succeed Lee at the Mayfair.

Lee, who had been at the Mayfair only three years, is one of Western Hotels' "movingest" managers. Since 1948 he has been manager of the Waldorf in Seattle, the Cascadian in Wenatchee, the Olympian in Olympia, the Mayfair and now the Cosmopolitan. His career began in Anaconda, Montana, where he worked as a bellman while attending business college. He later went to Deer Lodge as a clerk and in 1926 came to the Waldorf. For over eight years he worked in almost every department at the Waldorf, plus short jaunts at the Roosevelt and other Seattle hotels. He became manager in



LEE CONGRATULATED. Tom Lee, above right, being congratulated on his appointment as manager of the Cosmopolitan by Edward E. Carlson, left, executive vice president of Western Hotels, and Ray Baker, executive assistant manager of the Cosmopolitan.

1934. Lee is active in hotel affairs and served as president of the Hotel Greeters in 1947. He is apast international vice president of the organization.



BAGS 17-POINT DEER

Colin A. Finnie, carpenter and cabinet maker at the Cosmopolitan, is shown here with a buck he shot during the recent hunting season. The antlers are unusual in that they have 10 points on one side and seven on the other. The animal dressed out at 192 pounds. It was shot on the Two Bar Ranch at Virginia Dale, Colorado.



GEORGE WEYRAUCK



MARIAN WEYRAUCK

CASCADIAN HOUSEKEEPER LEAVES

After serving eight years at the Cascadian in Wenatchee as seamstress, assistant housekeeper and housekeeper, Mrs. Marian Weyrauck left to concentrate her skills on one man, husband George Weyrauck, Cascadian engineer. "How lucky can one man get?" says Don Miller, who sent Front the story. The Weyraucks have two children, a son Dick, now in the air force at Mather

Field, California, and a daughter Mary Ann, attending school in Boise.

The Wenatchee Civil Defense Corps is using the roof of the Cascadian as a lookout point and Weyrauck helped build the little headquarters building shown behind him in the picture. The lookouts work on a two-shift, 24-hour day.



JUDSON DOKE, purchasing agent for the Hotel Multnomah, left, eyes 1,275 pounds of champion steak-on-the-hoof at the Pacific International Livestock Show in Portland last October. The steer passed Doke's inspection and became steaks for the Multnomah.

BULBS TO BEEF

TUCKED away in a basement storeroom of the Hotel Multnomah is the office of one of the hotel's most important men, Judson Doke, purchasing agent.

Doke, or "Jud" as he is generally known, spends his working hours ordering all foodstuffs for the Multnomah, in addition to dishes, light globes, janitor's supplies, printed forms, stationery, utensils and supplies for the Stirrup Room — each item purchased with an eye towards the hotel's economy of operation.

A typical day finds Doke taking an inventory of perishable

stocks to determine what is needed to conform with menus planned for that day. He checks both regular and special menus, orders all supplies and sees that they are delivered in adequate time for preparation.

Though ordering foodstuffs depends upon the menu, Doke explains, "We carry a Cardex Stock Record on items other than food, showing the stock on hand and daily usage. This tells us when and how much to reorder. Gets away from the guessing method and enables a smaller inventory." Doke also acts as a

**"We'll even
have a car
ready for
you . . ."**



Western Hotels has come up with a new service for guests this year. It is a simplified car rental plan, making use of the organization's vast and effective Hoteletype Reservations system.

For instance, a guest living in Seattle and planning to go to Los Angeles, need only call the Western Hoteletype Service at the New Washington Hotel in Seattle. They will not only reserve a room for him at the Mayfair in Los Angeles, but will, if he wishes, have a car waiting for him at the airport, railroad or bus station when he arrives. The car will be provided by one of the established car rental agencies and will be charged for at standard rates, but Western Hotels will take care of the arrangements for having it ready.

The opportunity for the service was revealed by Western Hotels' survey of guests' habits and needs, which turned up the fact that most guests occasionally rented automobiles and that 24% of them did so four or five times a year. Almost 14% said they rented cars more often than that.

trouble-shooter on varied details that are important to the efficient operation of the hotel. His phone rings incessantly, each call bringing a new problem.

Doke is married, has a nine-year old named Charles. He loves to fish and is an avid flower gardener, his special pride being camellias and azaleas. He majored in animal husbandry at Colorado A & M, was a dairy

farmer in California for several years after college. During this period, he broke three world's records for dairy milk production. Before coming to Portland and the Multnomah, he was Milk and Meat Inspector for San Leandro, California.

He's been with the Multnomah for nine years and "wouldn't trade my job for anything in the world."



RESERVATION STAFF members, Gloria Reilly, left, and Lola Krabill, working with the new private wire equipment in the New Washington, Seattle.

"HOTELETYPE" SPEEDS UP

A new exclusive private wire communications service network, providing immediate confirmation of hotel reservations, was inaugurated by Western Hotels during December. The new service, engineered and installed by Western Union, is the first of its kind to be used by any hotel organization in the nation. The system links 22 Western Hotels in 15 cities and provides continuous service between them.

The new private wire system uses printing telegraph machines which operate at a speed of 3,900 words per hour, and greatly speeds up the original teletype reservation service pioneered by Western Hotels five years ago. Over 20 per cent of all our reservation requests are now being handled by our wire system. The new high-speed private wire network will permit faster service

with a corresponding increase in the volume of reservations which can be handled.

The system consists of five separate circuits. Three of the circuits will originate in Seattle. One will run north to the Hotel Leopold in Bellingham and the Georgia Hotel in Vancouver, B.C. Another will head east, linking together the Winthrop Hotel in Tacoma, the Cascadian in Wenatchee and the Davenport in Spokane. The third circuit will travel south to the Multnomah and Benson Hotels in Portland, the Sir Francis Drake and Maurice in San Francisco and the Mayfair in Los Angeles.

Two other circuits will connect the Oasis in Palm Springs with Los Angeles, and the Newhouse in Salt Lake City with the Bannock in Pocatello and the Boise and Owyhee in Boise.

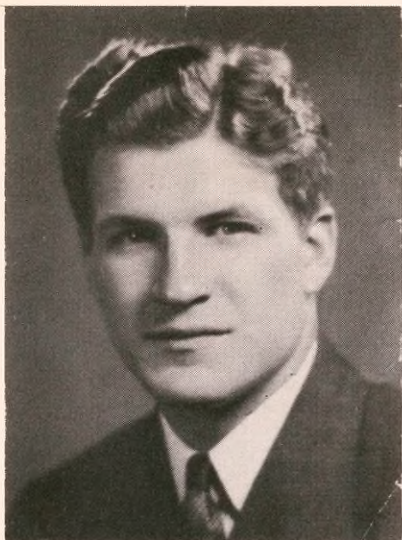


DAVENPORT PROMOTIONS

Harry Mullikin and Patrick Chose were recently appointed to new positions at the Davenport in Spokane by Gordon Bass, general manager. Chose, at left, above, was named sales manager and public relations director for the hotel. He is a native of Spokane and attended both the University of Washington and Washington State College, where he majored in hotel administration. He is an amateur magician

and during World War II served with the Sixth Army in the Pacific area as entertainment director. He has been with Western Hotels for nearly seven years.

Mullikin, at right, who now becomes assistant manager of the Davenport, has been with Western Hotels for 12 years, working in several of the hotels in Seattle, and was assistant manager of the Benjamin Franklin before moving to the Davenport.



WILLIAM MILNER



WYATT SHALLCROSS

SOUTHERN SALES

New sales managers at Drake and Mayfair

WITH the transfer of John Hickman from California to the Northwest as sales manager and increasing emphasis being placed on outside sales, the biggest California members of Western have new sales managers. At the Sir Francis Drake, it is William Milner, and at the Mayfair, Wyatt Shallcross, Jr. Both have had extensive experience in either selling or the hotel field and both are ex-members of the air branch of the Navy.

Milner is a 33-year old gradu-

ate of Grove City College in Pennsylvania, married and the father of four sons. Except for a brief stint with Westinghouse Electric and military service, where he was an airship pilot in lighter-than-air, his business experience has been in hotel work. First job was relief clerk in a Grove City, Pennsylvania hotel while attending college from 1939 to 1942. Following the war, he and his wife leased the Travellers Hotel in the same city. They later sold it to move to the

sunnier clime of California. In early 1947 he again leased a hotel, the Casa Madrona in Sausalito across the bay from San Francisco, and operated it until the fall of 1949. He came to the Drake as night auditor in March, 1947, was room clerk from November of that year until October, 1952, and was assistant manager from then until mid-1953, when he became sales manager.

Shallcross is another easterner whose business experience has been entirely in sales. His career began with the Truscon Steel Company where he eventually became sales engineer. From there he progressed to another steel corporation and worked his way up through the various offices and capacities of the company until he became head of the Analysis of Sales Division. Then came the depression, however,

and the company had to close its doors on orders of the parent company, so Shallcross started his own insurance business in St. Louis. Later he bought an interest in a Texas firm where he was a partner and sales engineer until his commissioning in the Navy. He served four years as an air officer and was discharged Lt. Comamnder. Upon return to civilian life he went into selling again for a short time in the east, but, like Milner, decided to make his home in California.

Until his arrival at the Mayfair, he was a real estate broker in an investment house dealing with this type of sales only. He enjoys sales work immensely and says, "My whole life has been devoted to selling and I have spent my entire time dealing with and meeting people. It looks like this is the field I will always be in."

WHAT IRRITATES GUESTS MOST?

Sales Management magazine recently surveyed all of its subscribers, most of whom are sales managers or salesmen, regarding their travel habits. When asked, "Looking back over the hotels where you didn't feel you were well treated, what particular criticism would you offer?" they received the following major gripes:

Poor handling of reservations	22%
Poor service	17%
Rudeness and discourtesy	16%
Dirtiness	8%
Unfriendliness	7%
Complacency	4%
Poor food	3%
Poor furnishings	3%

71,000 CREDIT CARDS

ONE of the most prized documents that any traveler in the West can carry is his Western Hotels Credit Card. It is so

popular that over 71,000 of the little pasteboards had to be ordered to take care of 1954 renewals, according to Walter Griggs,



ANNEX to the Credit Department is in the Benjamin Franklin. Shown here are, from left: Peggy Dougherty, Dorothy Brooks, Helen Shields, Mary Barry and Maxine Denny, all of whom are on the credit staff.

Western Hotels credit manager. The secret of the card's popularity, says Griggs, "Is that no man is a stranger in the West with a Western Hotels Credit Card. It identifies him for cashing checks, helps in obtaining reservations."

Griggs launched his Western Hotels credit system about seven years ago in a small one-room office. Wary and conservative in his approvals, he studied every application carefully before issuing a card. The list grew slowly. In recent years, however, as the value of the card became better known and as additional hotels were drawn into the Western family, the credit list grew rapidly. The department has overflowed out of its original office at the Waldorf Hotel into extra space in the Benjamin Franklin. The old-style card files have given way to metal addresso-

graph plates, complete with each cardholder's identifying number and the date he first received a card.

Among the credit card holders there is an exclusive group of about 20,000 to whom extra recognition is granted in the form of a gold star, which means that the holder has had his card for five years or longer. In about three years, however, this group will have to give ground to the 10-year holders who will have two gold stars on their cards.

Western Hotels' Credit Cards are so well thought of that they are frequently accepted as identification by other hotels and businesses that have no connection with Western Hotels. As an additional attractive feature, both the Hertz and Avis car rental organizations will accept them for identification when renting cars.

21-YEAR MAN

John A. Spence, popular assistant manager at the Hotel Georgia in Vancouver, celebrated his first 21 years with the hotel in September. Born in northern Ireland, Spence came to Vancouver at the age of seven. He left high school at the end of his junior year to take a job in a wholesale hardware firm. In 1925 he left that business to try his hand at printing and advertising. In September, 1926 he ventured into hotel work, starting in the front office at the old Hotel Vancouver. In September, 1932 he moved to the Georgia as night clerk. He was appointed assistant manager in 1939.





GEORGIA
Vancouver, B.C.



LEOPOLD
Bellingham, Wash.



NORTHERN
Billings, Mont.



ROOSEVELT
Seattle, Wash.



MAYFLOWER
Seattle, Wash.

WASH.

MONT.



NEW WASHINGTON
Seattle, Wash.



BENJAMIN FRANKLIN
Seattle, Wash.



DAVENPORT
Spokane
IDAHO



CASCADIAN
Wenatchee, Wash.



MARCUS WHITMAN
Walla Walla, Wash.

ORE.



WINTHROP
Tacoma, Wash.



COSMOPOLITAN
Denver, Colorado



BOISE
Boise, Idaho



OWYHEE
Boise, Idaho

CALIF.

UTAH

COLO.



MULTNOMAH
Portland, Oregon



BENSON
Portland, Oregon



BANNOCK
Pocatello, Idaho



NEWHOUSE
Salt Lake City, Utah



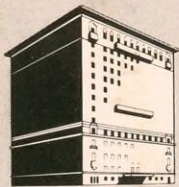
HOTEL THE OASIS SIR FRANCIS DRAKE
Palm Springs, Calif.



MAURICE
San Francisco



MAURICE
San Francisco



MAYFAIR
Los Angeles



Dine better, Sleep better at a Western Hotel