

Western Hotels, Inc.
Front!

APRIL, 1954

Vol. 8 No. 2



OUTRIGGER EXPANDS — Page 3

A Message from the President

WE WERE greatly honored recently when the editors of the Post-Intelligencer in Seattle saw fit to write an editorial about us and our endeavors. As you read it, you will feel a great sense of pride for the fine things that are said . . . but I know you will also feel, as I did, a profound sense of added responsibility. It is wonderful to receive praise, but it is also sobering to know that we have achieved a reputation that we must live up to and it is not easy to be "great" . . . so we thank the editors of the Post-Intelligencer—not for the praise, but for the awareness they have given us of our obligations.

S. W. THURSTON, *President*,
Western Hotels, Inc.

GREAT FAMILY

Affiliation this week of the fabulous St. Francis Hotel of San Francisco with Western Hotels Inc. brings to mind that Seattle is proud headquarters for one of the largest hotel groups in the nation, and easily the largest hotel family west of the Mississippi.

But this latest link of Puget Sound with the Golden Gate (Western already owned the Sir Francis Drake and the Maurice) has far more significance than size and growth, important as they are.

The development of Western Hotels Inc. has been a graphic example of Puget Sound's widening sphere of influence and prestige, a sphere accelerating rapidly in the past decade.

It is, further, an example of the resurgence of that older Seattle spirit—from the days when the city linked itself with cosmopolitan crossroads wherever they might be.

Somehow a hotel chain is a particularly visible example of this phenomenon. Its hotels, and the cities where they are located, become almost as symbols of the vision and daring and movement of the kind of a city that was dreamed here at the century's turn.

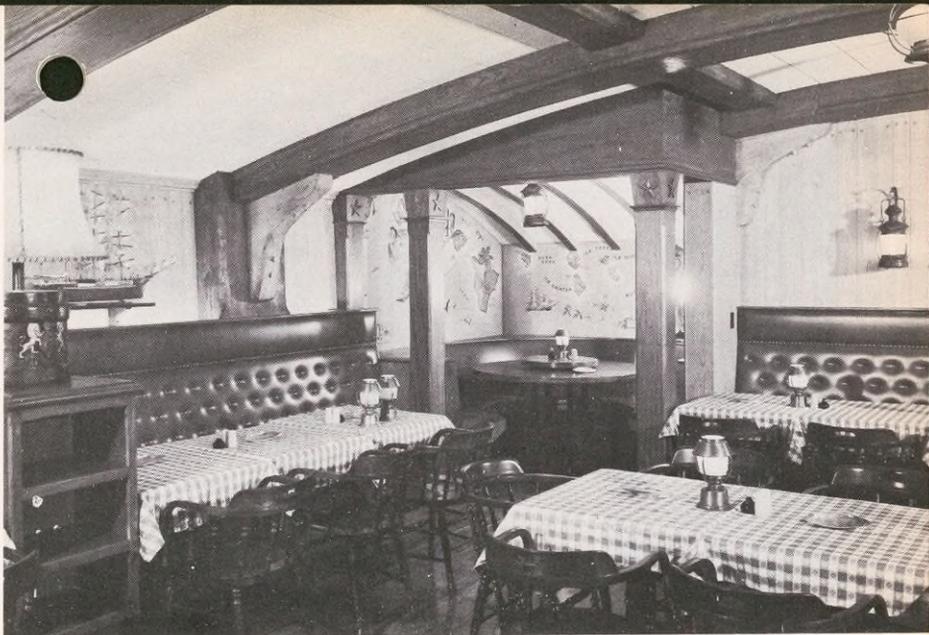
Not a few of the Western group are

hotels in the great tradition, rooted deep in their cities—yet known around the world: the Davenport in Spokane; the Multnomah and Benson in Portland; the Cosmopolitan in Denver; the Newhouse in Salt Lake City; the New Washington in Seattle; the Winthrop in Tacoma—to mention only six or seven of 23 in 16 Far West cities scattered from British Columbia to Palm Springs and Los Angeles.

And now comes the great St. Francis, which to tens of thousands over more than half a century, literally has meant San Francisco—and yet, like that city itself—is somehow always fresh and young.

This newest joining of Golden Gate and Puget Sound is a fine start for the New Year, we think. When the Western managers met at Tacoma earlier this week they seemed to think so, too.

Today they are in Seattle for the final session of their annual meeting. The region is honored and we wish them well. Our cities are known to outsiders mainly by their hotels. The Western people have done their best on that score, and their best has been pretty tremendous. — SEATTLE POST-INTELLIGENCER.



CAPTAIN'S ROOM. Want to eat with the skipper? Here's a room decorated in all the hand-hewn elegance of a by-gone sailing era. It is one of the two dining rooms in the new Outrigger Restaurant.

Outrigger Doubles Size

... now twice as big, twice as good

WHEN liquor-by-the-drink was legalized in Washington in 1948, the Benjamin Franklin opened its fabulous Outrigger, a cocktail lounge in Polynesian motif, created and designed by Trader Vic. The Outrigger was an immediate success.

In fact, it was so great a success that in mid-March of this year, the hotel opened the new Outrigger Restaurant — featuring meals the like of which had never before been available in the Northwest. Expanded to more

than twice its original size, the new Outrigger now can more nearly meet the demand of its heavy year-round patronage.

In the original portion, Trader Vic — inspired cocktails are served and a wide assortment of appetizers are available. The new portion is a restaurant conceived and built along elegant, exotic lines and once again proves that originality and good taste are Western Hotels' hallmarks. Outrigger guests may dine in either the Captain's Room or the Tiki

Room. Entering the Captain's Room, they find themselves encircled by the hand-hewn elegance of a by-gone sailing era. Hardwoods from distant shores, polished brasswork, time-mellowed maritime charts, scale models of proud South Seas trading vessels — all are tastefully blended to enrich the guests' tour of the tropics with the perfect setting for a perfect meal.

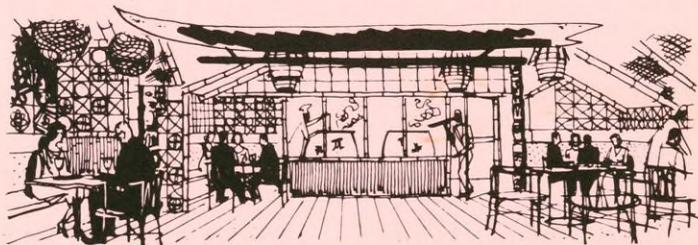
In the Tiki Room, diners are whisked away to the paradise of an Island setting. From softly illuminated vantage points, they can observe actual Chinese ovens behind a baffle of glass. Here, using alder and oak firewood, barbecuing is done by one of the most ancient methods known.

Virtually every famous food to be found along the Pacific Rim is on the Outrigger dinner, luncheon or appetizer menu. Whether a diner has a genuinely esoteric taste, or merely wishes to broaden

his knowledge of delicacies from distant lands, the Outrigger menu offers complete fulfillment. Such items as Boula-Boula soup, Mahi Mahi, Pake crab, Susu curries with sambals, or strawberry Puiwa are typical of the selection.

By way of contrast, the Hotel Benjamin Franklin has completely redesigned and enlarged its other restaurant, The Coffee House. Here, a sleekly modern atmosphere prevails, and American dishes are served. The Coffee House operates separately from the Outrigger and, like the Outrigger, has its own air conditioned kitchen and serving area.

On the hotel mezzanine, further remodeling has taken place with a selection of eight different banquet rooms; the largest of which will accommodate 450 persons. A third air conditioned kitchen was constructed at this upper level to speed banquet room service.



COVER PICTURE

One of the biggest attractions of the new Outrigger Restaurant are the Chinese ovens, only ones of their kind in the Northwest. A glass wall permits diners to watch food preparation going on in the oven room.



NEW OUTRIGGER KITCHEN added to the Benjamin Franklin Hotel sparkles with stainless steel and gleaming tile. Above is a busy segment of the 59 employees who prepare scores of exotic dishes and keep the Outrigger service fast and efficient. Below is Lai Lee, table captain, preparing kidneys Martinique flambe with sour cream in the Captain's room for an attentive hotel foursome. Overseeing Lee's sauteeing skill is George Olsen, Outrigger manager.



3 Hotels Change Managers

S. W. THURSTON, president of Western Hotels, Inc., late in March announced changes in the management of two affiliated hotels in Seattle and one in Wenatchee.

George G. Marble, who for the last seven years has managed the Mayflower Hotel, shifts to the Hotel New Washington as manager. Al Hawney, who has been executive assistant manager of the Hotel Winthrop in Tacoma, succeeds Marble at the Mayflower.

In another major change at Western Hotels, Robert Dupar was named manager of the Cascadian Hotel in Wenatchee to succeed Albert J. Turrill, who resigned to manage the Chinook Hotel at Yakima. The Chinook is a Vance-affiliated hotel.

Commenting on the executive realignment in three of the 23 affiliated Western Hotels, Mr. Thurston said, "the changes are in line with our policy of advancing men within the organization to meet fast-changing needs of our growing hotel organization."

Marble graduated from the University of Washington in 1934 and spent the next seven years in advertising and sales promotion work. He published his own magazine, *The Motor Freighter*, from 1934 to 1938 and

later merged it with *Motor Transportation Magazine*. He was an advertising account executive with Western Agency, Inc., from 1938 to 1941 and then served for one year as head of the Office of Defense Transportation in charge of civilian evacuation for the western half of Washington. He then entered the armed services and rose to the rank of captain. Following his discharge in 1946, he became rehabilitation superintendent for Western Hotels and in May, 1947, took over managerial duties at the Mayflower. The Marbles have two daughters and a son.

Hawney is a graduate of the Washington State College School of Hotel Management. He has advanced rapidly in the Western Hotels organization and his appointment to the Mayflower is in the nature of a homecoming, as he started his hotel career at the Benjamin Franklin Hotel in March, 1948. Hawney was named assistant manager at the Winthrop in July, 1952. He served in the Navy during World War II and is father of two daughters.

Dupar had been assistant manager at the Cascadian prior to moving up as manager. His entire career has been with Western Hotels. He was born in Seattle and got his first hotel job as a pageboy



Carousel Romance

WEDDING bells will chime on April 25 for Lorraine Kline and Bill Strand, both of whom are on the staff of the Mayflower Hotel in Seattle. Lorraine is a waitress in the Carousel and Bill is liquor controller. They met in the gay carnival atmosphere of the Carousel and a romance just came naturally.

Lorraine was born in Seattle and attended high school there.

Bill was also born in Seattle and attended the University of Washington for two years studying business administration before joining the Mayflower staff about two years ago.

Congratulating the couple are, left to right: Tom Hill, Carousel manager; Eva Fulmer, waitress; Frank Lindsey, chef; Miss Kline and Strand; Lois Allen, waitress; and Lee Rogers, bartender.

Honor 99 In Portland

NINETY-NINE employes of two Western Hotels in Portland were honored late in January at service award banquets. Their combined length of service to the hotels adds up to the impressive total of 1,210 years.

The Benson Hotel feted its employes with a banquet on the evening of January 29, at which time 75 employes received service awards for five or more continuous years of loyal service. Heading the list was Eugene Truby, assistant manager, who has been with the Benson for 40 years. Charles E. Larson, manager, rated a close second with 39 years of service.

William E. Boyd, general manager, extended greetings and his son, Bill Boyd, Jr., assistant manager, then took over as toastmaster. Awards were presented by Edward E. Carlson, executive vice president of Western Hotels, and the response was given by Truby. Entertainment "a la Benson" enlivened the party. It consisted of a ballet number by Roxanne Peters, songs by Richard Blakemore, Gene Muirheads and

Donald "Scotty" Harris, piano numbers by Marlon Mallory and guitar selections by Roderigo Llorens.

BENSON HONOR ROLL

40 years—Eugene Truby.

35 years—Charles E. Larson, Chris Peters, Nicholas Flessas, Waino Kraus.

30 years—William E. Boyd, May Bartels, Charles Wallin.

25 years—Blanche Fritsch, Sol Blumberg, Henry Tomita, Anker Sartor, George J. Stupur.

20 years—William Pitzer, Lela Davie.

15 years—Jack Dillon, Carl Holm, Tom George, Chris Zimmerman, Lee Yoke, John J. Proding, Anne Epperson, Harry Jackson.

10 years—Ernest Booher, Elma S. Sartor, Bill Boyd, Jr., Paul Givas, Jack New, Leonard Haynes, Frances Belson, Mildred Flynn, Katie Porter, Rose Timson, Ida M. Williams, Gladys Bird, Ethel Flores, Mary Mallery, Nettie M. Parkhurst, Esther Voytilla, Denny F. Mayo, Elmer Thorseness.

5 years—Jessie Arnold, Helen Dugard, Myrtle Repplinger, L. Lester Parker, Sarah Ennis, Ethel Gordon, Marie Flores, C. John Anazawa, Walter T. Leaming, M. Frank Marumoto, George Niiyama, Synnove O. Dillon, Violet Holten, Margaret J. Husbands, Mary Prose, George L. Brehm, Wiley J. Holfield, Saima L. Chandler, Lucille Cox, Thelma P. Dewey, Ethel A. Fagan, Scharlotte M. Horn, Irene Moeller, Frank Fisher, Curtis D. Hawkins,

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BENSON HOTEL employees who received service awards are gathered at the award banquet above. Below, left to right, are Wayne Kraus, engineer, 35 years; Nick Flessas, room waiter, 37 years; Chris Peters, banquet manager, 37 years; Charles E. Larsen, manager, 39 years; W. E. Boyd, general manager, 34 years; Eugene Truby, assistant manager, 40 years; Edward E. Carlson, executive vice president of Western Hotels, May Bartels, 31 years; Bill Boyd, Jr., executive assistant manager, 12 years.



Nell Atkinson, Dorothy K. Jackson, Evelyn Mosimann, Mae Stephens, Cliff Combs, Frank Hirata, Shelley Henzell, Marlon Mallory, Erwin Wilkinson.

The Multnomah honored 24 long-time employes at a banquet the night of January 28. Top 20-year award went to Mary Burdick, Cafe Baron waitress. Bessie Scott of laundry service and Bruno Estimada of room service, each qualified for 15-year awards.

Greetings were extended by C. R. Lindquist, manager of the Multnomah, and awards were presented by Gordon Bass, vice president of Western Hotels. Joe Cohen, lobby porter, was the hit of the evening with a comedy routine in which he burlesqued

his usual porter duties and engaged in an impromptu samba with beautiful, dark-haired Dortha Cane. Later in the evening, the group danced to everything from rhumbas, schottishes and the bunny hug.

MULTNOMAH HONOR ROLL

20 years—Mary Burdick.

15 years—Bessie Scott, Bruno Estimada.

10 years—Werner Richen, Edward Singley, Alex Seminol, Martha Kuntz, Edna Axelsen, Anna Ervin.

5 years—Esther Jones, Ruth Stone, Emlyn Holms, Edna Lowry, Minnie Malmedal, Willie Belle May, Raymond Kruger, Carol Hardiman, Elmer Finkel, Sally Edwards, Olaf Slenning, Mary Belle Leathers, Alma May Flynn, Luetta Kovaks, Dortha Cane.

MULTNOMAH HOTEL employes recently honored at annual banquet.





Coffee Price Booster

DON'T blame the coffee bean, alone, for the soaring cost of serving the "black gold" liquid to guests. Coffee cups cost the average Western Hotel 52 cents apiece. They average 36 servings before they're chipped, cracked, de-handled or demolished. That means 1.5 cents out of the price of each cup of coffee must go to pay for the cup.

Of the 45 different pieces of hotel china handled by guests, waiters, kitchen personnel, mechanical dishwashers, the coffee cup is highest on the casualty list. The chipped edge, illustrated at left, and the broken handle, shown at right, make either cup entirely useless so far as guests are concerned. Its companion piece, the saucer, is second only to the cup on the demolition list.

Rush hour food business takes a heavy toll of china. When a large number of people must be served at once, tables cleared, dishes carried out in a hurry, washed in a jiffy and pressed

back into service again, the chances of breakage increase considerably.

Dining room captains point out that the most common errors are in setting large plates atop small ones, setting dishes on top of silverware and crowding a few extra items on an already loaded tray by balancing them in any spot that will temporarily hold them. When a poorly-stacked tray begins to wobble in mid-air, there is little anyone can do except leap for safety.



"A Matter of Control . . ."

JUNE Moberry, waitress at the Roosevelt hotel in Seattle, has been caddying cups and saucers in hotels and restaurants for over five years, but it was not until she took up golf seriously last year that she realized how much her tea ability helped her tee ability.

"In the first place," she says, "it's the walking. I'm used to being on my feet all day and I can play 36 holes without tiring.



"Then there's the matter of control. There are hazards in both activities, and whether you drop a cup or miss the cup, you have to maintain your poise and not let it bother you." Last week June accidentally dropped an ice cube into a guest's coffee cup. "Gee," she exclaimed, "I wish I could do that on the green." The guest, a golfer himself, is still chuckling over the incident.

"In either occupation you have to be alert and watch your step," says June. "You can get out of bounds just as easily behind a coffee counter as you can on a golf course and the traps might be just as disastrous."

June's husband, Ralph, is assistant pro-golfer at the Seattle Golf Club and started teaching her golf last year. Early in March, playing with a handicap of 39, she knocked out a 108 at the Jackson Golf Club to win the club monthly medal. She expects to break a hundred this spring.

June was born in Ketchikan, Alaska and came to Seattle as a child with her parents. During World War II she worked as a welder in the shipyards. After the war she started her career as a waitress working in Seattle clubs and restaurants and came to the Roosevelt two years ago. She has two daughters 18 and 9 years old.

1954 Newspaper Ads

LAST month saw publication of the first of Western Hotels newspaper ads for 1954. They will stress, harder than ever, those services for which the organization has become famous. The first ads, shown here, promote the free reservations service. The ad in the lower right hand corner announces Western Hotels new car rental service. This service permits the traveler to arrange for car rentals as well as room reservations when making use of the Hoteletype system. The ads appear twice a month in 20 daily newspapers in the cities in which Western Hotels are located. National magazine advertising and other promotional programs for the year will be described in forthcoming issues of Front.

Hotel Reservations "Hoteletyped" Free to:

LOS ANGELES, <i>Mayfair</i>	SEATTLE, <i>New Washington</i>
PORTLAND, <i>Mullnamah, Benson</i>	Benjamin Franklin
SAN FRANCISCO, <i>Sir Francis Drake</i>	Roosevelt, <i>Mayflower</i>
<i>St. Francis, Maurice</i>	BILLINGS, <i>Northern</i>
SPOKANE, <i>Davenport</i>	WALLA WALLA, <i>Marcus Whitman</i>
BOISE, <i>Boise, Owyhee</i>	TACOMA, <i>Winthrop</i>
POCATELLO, <i>Bannock</i>	WENATCHEE, <i>Cascadian</i>
VANCOUVER, <i>B. C., Georgia</i>	BELLINGHAM, <i>Leopold</i>
DENVER, <i>Cosmopolitan</i>	SALT LAKE CITY, <i>Newhouse</i>
	PALM SPRINGS, <i>Hotel The Oasis</i>



PHONE
5-5121
Western Hoteletype Service
HOTEL NORTHERN



Hotel Reservations
"Hoteletyped" Free to
WESTERN HOTELS in
16 Cities



PHONE
3500
Western Hoteletype Service
HOTEL LEOPOLD

Now! Western
"Hoteletype" takes care
of **CAR RENTALS**
as well as
ROOM RESERVATIONS
in **16 cities**



PHONE
MA 2121
Western Hoteletype Service
HOTEL DAVENPORT





BRECHES TO SKIRTS. Drake's Tavern in the Sir Francis Drake Hotel changed in mid-February from red-coated waiters clad in satin breeches to equally colorful waitresses. Evelyn Stone, a "Five Year Pin" girl at the Drake, is shown wearing her new uniform, a red blouse, black flared skirt and green belt. Clifford Shea, resident manager, says Drake's Tavern already has had many compliments on the change to smiling Colleens.

"Circus" At Cosmopolitan

IN two hectic days at the Cosmopolitan Hotel in Denver, astounded spectators saw a six-horse Clydesdale team pull up to the main entrance, 14 artists swarming en masse over a huge mural they painted in eight hours, a bull in the lobby and the entire hotel staff decked out in colorful costumes for the National Western Stock Show.

The turbulent situation on Saturday, January 16, was reported by General Manager Tom Lee as "the darndest three-ring circus in the lobby you ever saw."

At 9 o'clock that Saturday morning, 15 commercial artists had started painting a mural 32 feet by 12 feet on the temporary partition between the lobby and the old Pioneer Room. With all 15 working at one time, the huge mural was scheduled for completion by 5:30 p.m.

Radio stations reported the mural marathon in progress.

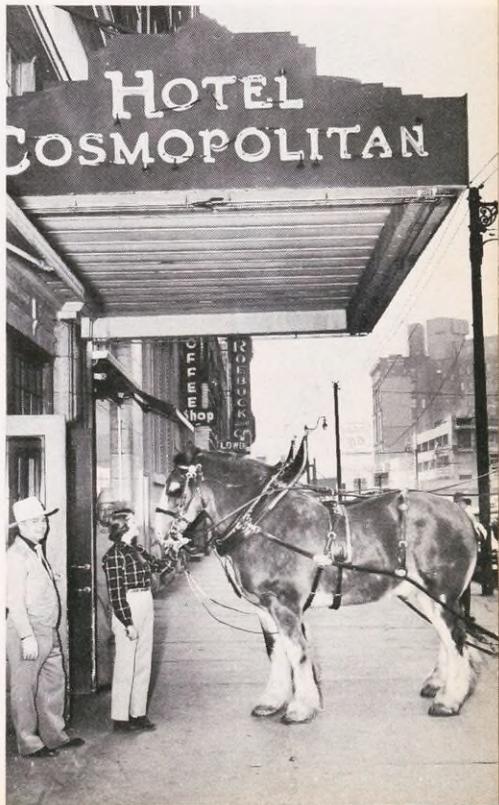
The Cosmopolitan lobby became jammed with spectators.

The Denver Post had photographers and reporters on the scene.

Life Magazine had a crew taking pictures, progressively, all day long. Life didn't guarantee publication, but they did use up a lot of film footage.

Idea for the mass assault on the mural came when one artist interested other Denver artists in

EQUINE GUESTS. The international championship six-horse hitch of Clydesdale geldings paid an exclusive visit to the Cosmopolitan Hotel during the big stock show in Denver. Each of the six handsome horses weighs approximately one ton. Shown at front door is Ray E. Baker, executive assistant manager. Betty Bea Arthur, credit department secretary, is holding harness. At other door is Charlie Joiner, hotel doorman.





MURAL MARATHON. Talk about a busman's holiday! Fifteen Denver commercial artists got together January 16 in the Cosmopolitan Hotel and had themselves a painting bee. Each took over a small section of a 12-foot by 32-foot wooden barricade shielding a remodeling job in the Cosmopolitan dining room. The artists started daubing at 9 a.m. Less than eight hours later the mural was done. Completed, it depicted a miner sprawled along the Eastern Slope, daydreaming of the future of Denver and Colorado.

the project. The idea "caught fire," and nearly every well known commercial artist in the city volunteered. It was all for free—even the paint was supplied free of charge. Lee figures it would have cost a minimum of \$150 per hour if the hotel had to pay for the mural. In appreciation, the Cosmopolitan gave a

press luncheon and treated the participating artists to a cocktail party.

Spectators who tired of watching progress of the mural had only to shift their attention to a bull pen in the lobby, where a 1,110-pound steer was on exhibition during the National Western Stock Show, Horse Show and

Rock Hotel employes in Western regalia added to the carnival atmosphere.

While all this was going on, the home page editor of the Denver Post was in the Club Room taking pictures of a Cosmopolitan pie that was to be used in connection with feature articles on the Western Hotels Research Kitchen.

On the preceding day, the in-

ternational championship six-horse hitch of Clydesdale geldings, a favorite of stock show visitors, made its only downtown appearance in front of the Cosmopolitan Hotel. A sign on the side of its colorful wagon urged support of the March of Dimes campaign.

Denverites are now pretty well convinced that there's never a dull moment at the Cosmopolitan.

BULL IN LOBBY. Dining room patrons at the Cosmopolitan Hotel could pick out their porterhouse on the hoof during the recent stock show in Denver. In the lobby corral, left to right, are Mildred Pickett, coffee shop hostess; Al Mooney, assistant manager; "Jo", a 1,110-pound steer; Helen Prowers, coffee shop hostess, and Ray E. Baker, executive assistant manager. Directly back of Baker is Tom Lee, general manager. The corral, owned by the hotel, later was loaned to the Central Bank and Trust Company for a similar exhibit.



Recipe For Success

WHAT is the basic recipe for success as a chef? Judging from two recent advancements in Western Hotels, it takes a mixture of hard work, a wide variety of cooking experience and a pleasing personality.

WLADIMIR ZOUBOVITCH

The new chef at the Cosmopolitan is known as Emil to his fellow workers. His rise from the ranks is proof that plenty of opportunities exist for advancement of employes within their organization.

Wladimir Zoubovitch started seven years ago as a pantry man and cook's helper at the Cosmopolitan. While working under various chefs, he keenly observed their techniques and steadily broadened his knowledge of the art of cooking.

Chef Zoubovitch was born in Paris, France, and at an early age moved to Tunisia, French North Africa, where he was reared. After serving more than two years in the French Air Force, he came to the United States for special training under a reciprocal arrangement between France and this country. The many friends he made at Lowry Field prompted his return to Colorado when he was discharged a year later. His early



Wladimir "Emil" Zoubovitch, new chef at the Cosmopolitan, moved up through the ranks.

cooking experience was acquired in small French restaurants.

"Well liked by fellow employes, fair in his dealings and ever loyal to his manager, it was most gratifying to see him advance to chef," says Esther McIntosh, personnel director of the Cosmopolitan.

The same week Chef Zoubovitch was promoted, his wife presented him with a son. Commenting on his good fortune, he modestly remarked, "I am very grateful for the wonderful things that happened to me that week."

The general comment of his fellow workers is that "no one deserved it more."

DEAN ATKINSON

The Hotel Winthrop's loss was the Davenport's gain when Dean Atkinson was transferred in January to the Spokane hotel.

Chef Atkinson came to the Winthrop four years ago, after completing courses at the University of Colorado and service in Tacoma's New Yorker Cafe. His experience with food has been noteworthy. His wizardry in trimming food costs gained coast-wide recognition. He has served as chairman and co-chairman of various food committees. He has an acute sense in determining what foods will be received with pleasure by the public, as well as by the accounting department. He pioneered outside catering at the Winthrop and undoubtedly will continue in this field.

Atkinson's chief asset is his personality. He is unpretentious and has an even temperament. He stays calm, regardless of the circumstances. His only concern is to get the job well done. Because of this quality, his associates do their level best to please.

Another Atkinson asset is his continual effort to improve himself. He took a Dale Carnegie course while at the Winthrop and upon completing it was asked to be an instructor. He has his wife, Lavita, and four little Atkinsons



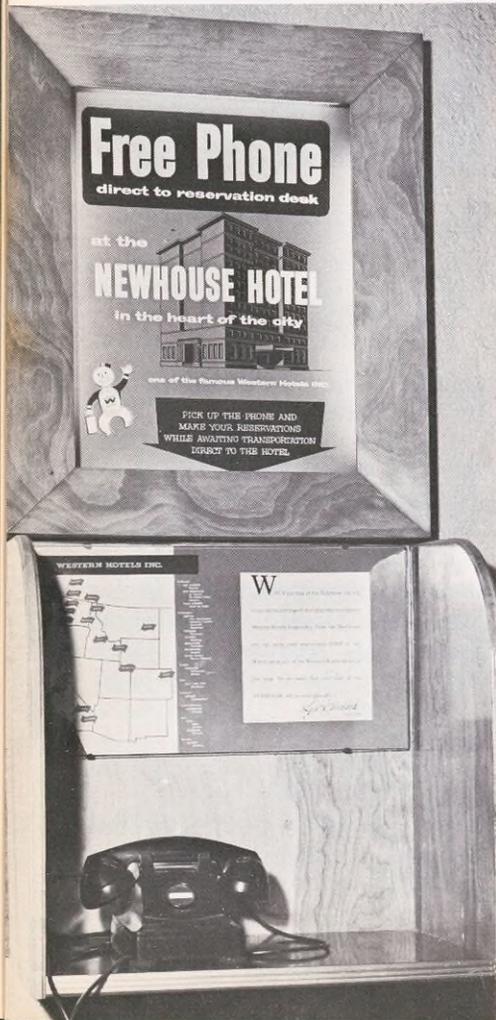
Mr. and Mrs. Dean Atkinson cut cake at farewell party.

to inspire him along the road to further success.

Proof of the way Chef Atkinson was liked at the Winthrop was given January 15 when the entire hotel staff turned out for a party in his honor. He has been succeeded by a member of his own staff. Harold Olsen, whose specialty is pastries, has taken Atkinson's place and is proving a sound choice. "Ole," as he is familiarly known, has a background of European study. He returned there after the war to study food preparation in various countries, including France and Denmark.

Rings the Bell

This new reservation telephone, recently installed in the Salt Lake City airport terminal building, is really "ringing the bell" for the Hotel Newhouse. Since installation, the hotel has averaged at least four calls a day—and the average is constantly



climbing. Manager Sam E. Standard reports that the hotel now also receives calls from people waiting between planes, asking the Newhouse to teletype reservations to the city to which they are traveling. While this does not directly help the Newhouse, it does help to sell Western Hotels' hoteletype service. The free telephone is installed on the wall, right alongside the pay telephone booths, and the sign is electrically lighted.

STEEL MOVES TO DAVENPORT

Harry Steel, manager of The Outrigger in Seattle for the last two and a half years, has been appointed assistant manager of the Davenport Hotel in Spokane. He will work with Gordon Bass, general manager, in developing an unusual new restaurant, which is planned for the Davenport. Steel, formerly a singer on radio shows in Portland and other Northwest cities, was assistant manager of the Cosmopolitan Club in Portland for some time. He will bring his wife and three children to Spokane to make their home.

NEW BROILER AT NORTHERN

The Northern Hotel in Billings, Montana, is installing a new charcoal broiler room. Manager Ray Bering reports that some tasty new menus are in the making.



READY FOR EMERGENCIES. After a series of Red Cross classes, employees of the Roosevelt in Seattle demonstrate their mastery of the principles of first aid. Standing in back are Gayle Curtiss, Del Adair, June Moberry, Beatrice Bryant, Lilly Bartok, Dave Smith, Webb Afflerbaugh, Pearl McKinney, Anne Killeen and Grant Nakauye. In front are Jim Olsen, Mack Regudo, Sam Ralston, the "patient," and Mrs. Morris. With her back to the camera is Shirley Harney, the instructress.

THREE HITS FOR CUPID

Cupid had a field day in the Sir Francis Drake on St. Valentine's day and hit the target three times in a row. Getting married on the same day were Bill Bryant of the auditor's office, Pat Knaf-ton of food research and Frank Belleci of the front desk.

CHEF CHANGES

Charles Finance became chef at the Oasis February 11 and will serve in that capacity for the balance of the season. Reinhold Keller took over the position of executive chef of the Sir Francis Drake on February 15.

New Washington Secretary

"IT'S the activity, the variety, the different people you meet, the fact that there's always something new," said Grace Morgan, congenial secretary to manager of the New Washington Hotel in Seattle, when asked what she liked most about hotel work.

Grace Morgan was born in Oregon, and was educated in Granger, Washington. Basketball was a girls' as well as a men's sport during her high school days, and Grace was one of the stars. She played as jump center on the Granger girls' team, which won the Yakima county high school championship three years in a row and went on to win the state championship. Mrs. Morgan recalls that in her senior year the pace stepped up considerably, as girls started playing men's rules and began wearing uniforms that permitted greater freedom of action. After leaving high school, she continued to play basketball for a year in a Seattle girls' league.

While attending the University of Washington for two years, Grace Morgan acquired her first hotel experience as a night waitress in the Hungerford Hotel. In 1937 she came to the New Washington and worked in various capacities as waitress, cashier and assistant to the catering manager.



GRACE MORGAN

During the war years she broadened her experience and traveled through various parts of the country. She worked in a credit union, in an income tax office and for a big government housing project.

Returning to the New Washington in September, 1947, she became a cashier in the front office until April, 1951, then took over her present job.

Her diversified experience and the easy, friendly way she meets people make her well equipped for the job of manager's secretary. Her principal hobby is singing. She is a mezzo soprano and appears with the Westernaires Choral Group. She is a soloist for the John Rex Thompson Chapter of the Order of Eastern Star.

"Happy Friday"

THE Winthrop Hotel's Sabre Room received one of its greatest boosts in 1949 when Peggy Insel was transferred there from the main kitchen pantry force. Peggy, a brown-eyed brunette with vivacious personality, has been boosting the Sabre Room ever since.

Monday morning finds "Peg" busy preparing salads and sandwiches and dishing out genuine English cheer to erase those Monday morning blues. All through the week she serves as confessor to anyone who is down in the dumps. Friday, however, is Peggy's special day. Her usual comment is, "Well, let's get along with this work, kids, it's happy Friday." And so it is. Peggy has the next two days off.

Her restaurant experience dates back to the time when she was slightly past high school age. "That time" cannot be reckoned in years. Peggy, like Jack Benny, has had no acknowledged birthdays since she was 29 years old—and she has the vitality to back it up.

Peggy's abilities in the pantry are well recognized. She has been responsible for several original items on the Sabre menu of salads and exotic desserts. She is always on the lookout for new and



PEGGY INSEL about to whip together a tempting salad in Hotel Winthrop Sabre Room.

better foods for the public. Peggy is also Mrs. Insel, and proud as punch of her husband, Roy, and their one daughter, age 15 years.

MAYFAIR APPOINTMENT

Fred Norman has been named resident manager of the Mayfair Hotel in Los Angeles. He previously was executive assistant. Norman went to the Mayfair about two years ago from the Bannock Hotel in Pocatello, Idaho.

Westy Pays Dividend

SINCE the Westy Federal Credit Union was chartered in August, 1952, in the state of Washington, 282 employes of seven Western Hotels have become members and now have savings of \$23,433.63 deposited in the organization.

The union declared its first dividend, in the amount of 3½ per cent, as of December 31, 1953. Only five months after its organization, the union went "into the black" after paying off all original costs.

Up to February 28 of this year, the union had made 170 loans, totaling \$42,420. Only \$50 of the outstanding loans can be considered delinquent, which gives the union an enviable record of only a tenth of one per cent delinquency.

The Westy Federal Credit Union is set up as a state institution, hence its membership is restricted to employes of Western Hotels in Washington. The four Seattle hotels formed the nucleus and last fall were joined by the Leopold in Bellingham, the Winthrop in Tacoma and the Cascadian in Wenatchee.

Savings in the credit union are matched, up to \$1,000, with life insurance at no added cost to the employe. Should death occur



while a loan is outstanding, the total amount of the loan is erased.

Loans have been averaging about \$250 and are used for a variety of purposes. There are no service or carrying charges and interest is one per cent a month on reduced balance, representing about six and one half per cent simple interest on loans of a year's duration.

The maximum any one employe may invest is \$1,250, but this ceiling may be raised as the credit union grows.

The union is governed by seven directors, five loan officers and three members of a super-

visory committee. Directors elected for 1954 are: president, Fred Putnam, supervisor of the beverage division of Western Hotels; vice president, Cy Braden, personnel director; secretary, Doris Havo, secretary to the head auditor of Western Hotels; treasurer, Bill Ellis, accounting department; directors, Bill Strand, liquor controller for the Mayflower, Don Utley, assistant manager of the New Washington, and Harry Peterson, storekeeper of the Benjamin Franklin.

Loan officers are: chairman, Howard Johnson, assistant manager of the Mayflower; Mary Gallacher, secretary to the manager of the Roosevelt; Art Chapman, storekeeper at the New Washington; Dick Morrison, storekeeper at the Benjamin Franklin; and Myrtle Ott, payroll department of Western Hotels.

The supervisory committee, which audits the books, is composed of M. Ahola, Western Hotels accounting department; G. S. Wangeness, assistant auditor of Western Hotels; and Charles Indermuehle, assistant manager of the Roosevelt.

Top level officials of Western have expressed themselves as highly pleased with the progress made by the Westy Federal Credit Union, after helping see that it was organized on a sound basis.



NORTHERN WINNER

A suggestion for the use of tact in dealing with a garrulous guest won a prize for Bertha Holsinger of the Northern Hotel in Billings, Montana. She submitted one of the many entries in the recent Suggestion Contest. Mrs. Holsinger has been with the Northern for five years as pantry girl and cook in the old Hurricane and the new Fountain Room. Her husband, Glen, has been with the hotel as cook for six years. They have three children.

NAMED SUPERVISOR

John Hickman, who on January 1 was named Hoteletype supervisor, has taken on additional duties as car-rental supervisor. Each Western Hotel is designating a person in the organization as Hoteletype and car-rental supervisor and Hickman will coordinate their activities.

SMITH TO BENJAMIN FRANKLIN

When the Benjamin Franklin in Seattle opened its new Coffee House early this year it made sure that the food would be equal to the beautiful new decor by bringing in Jack Smith as chef. Smith is an oldtimer with Western Hotels. He was chef for two years at the New Washington and for a year at the Boise Hotel in Idaho. He returned to Seattle about a year ago and was chef at the Rainier Club there up until his move to the Benjamin Franklin.

PLAN BLOOD BANK

Employees of the Cosmopolitan in Denver are considering building a Blood Bank under the supervision of Ray Baker and Esther McIntosh.

BANNOCK PERSONNEL CHANGES

William Stoker, formerly room clerk at the Bannock hotel in Pocatello, has been named resident manager of the hotel. Prior to coming to the Bannock, Stoker managed the Challenger Inn at Sun Valley, Idaho.

Fred Sarbach and William Winkelman, both assistant managers of the Bannock, have left to join the staff of the Rainbow hotel in Great Falls, Mont. The Rainbow recently became part of Pacific Hotels, Inc., a subsidiary of Western Hotels, Inc.

FOX MOVES TO COSMOPOLITAN

Hal Fox, formerly chief clerk at the Roosevelt in Seattle, has been named sales manager of the Cosmopolitan hotel in Denver. Fox had been with the Roosevelt approximately three years.

COMSTOCK TO MANAGE "GUN ROOM"

Charles Comstock, former banquet manager of the Newhouse Hotel in Salt Lake City has been named manager of the new Gun Room at the Cosmopolitan Hotel in Denver.

COSMO CREDIT UNION

Employees of the Cosmopolitan Hotel in Denver recently applied for a Credit Union charter to be known as the "Cosmo Federal Credit Union." The charter members who have made application are Ray E. Baker, Esther McIntosh, LaVerne Read, Ruby Scherrer, Dean Ives, Kimon Kefalas, John Pels, Karl Eitel and Frank Wallace.

INSIDE STORY AT THE DRAKE

During the recent automobile show in San Francisco, a 1954 Hudson Jet was on display in the Sir Francis Drake lobby — first time an automobile has been inside the hotel. It was necessary to remove the front doors and center stair rail of the hotel and to use a block and tackle to get the car in place.



"RED GARTER COCKTAIL," named after current movie, is served by Tony Climino, Cosmopolitan hotel waiter, to Bill Vernon and his fiancée, Lorene Esher. Looking on are Louis Montano, Imperial Maitre d'Hotel, and Cashier Marie Stansberry. Vernon has been a regular guest at the Imperial since its opening. By coincidence, he gave Jack Carson, star in the "Red Garters" movie, bowling lessons many years ago when Carson was a struggling beginner.

Ooh-La-La!

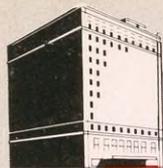
THE "snappiest" cocktail ever served in Denver was concocted at the Cosmopolitan Hotel during February.

Edward E. Forster, assistant manager in charge of food and beverage, and Karl Eitel, credit manager, were having lunch with Bob Lotito, manager of the Denham Theater, when talk got around to a forthcoming movie, "Red Garters." Among other thoughts this suggested was a special drink to be served during showing of the movie.

The Denham Theater offered to supply miniature red silk garters to put around each glass and both the theater and hotel placed posters in their lobbies cross-plugging the cocktail and movie.

Kimon Kefalas, bar manager, created a drink that was red and luscious — a frosted delight of amber rum, vodka, grenadine and fresh lime juice, topped with a maraschino cherry and served in a champagne glass. During the height of the promotion 53 were sold in one evening. Each waiter wore a red garter around his arm and the Dodd Sisters, charming musicians at the Imperial, discreetly displayed big, fluffy garters just below their knees.

Both of the Denver papers ran feature stories on the cocktail. The promotion was such a success that even after the movie had left town, guests still ask for a Red Garter.



GEORGIA
Vancouver, B.C.



LEOPOLD
Bellingham, Wash.



NORTHERN
Billings, Mont.



ROOSEVELT
Seattle, Wash.



MAYFLOWER
Seattle, Wash.



NEW WASHINGTON
Seattle, Wash.



BENJAMIN FRANKLIN
Seattle, Wash.



DAVENPORT
Spokane
IDAHO



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



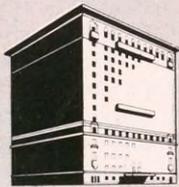
HOTEL THE OASIS
Palm Springs, Calif.



SIR FRANCIS DRAKE
San Francisco



MAURICE
San Francisco



MAYFAIR
Los Angeles



Dine better, Sleep better at a Western Hotel