

FRONT!



Front goes to the MARCUS WHITMAN... page 12

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Marcus Whitman

Hotel in Walla Walla, hub of community activity and newest addition to Western Hotels, Inc. (See feature starting on page 12.)



FRONT!

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Washington State's Junior Chambers of Commerce

were responsible for the Washington State Miss America Pageant to send "Miss Washington 1958" to Atlantic City and compete in the "Miss America" finals. Recently, the Spokane Jaycees held regional finals at the Davenport Hotel. Pictured is one of 16 contestants, Miss Anne Henderson, who won the regional contest and was sent to the state finals in Seattle, April 5. The result?

MISS ANNE HENDERSON is Miss Washington 1958

She won the coveted title, trophy and a \$1,000 scholarship in competition with 15 other girls. Anne is 18, 5' 8", 125 pounds. A drama major at the Eastern College of Education, she won the title on the basis of poise, personality, bathing suit and evening gown display, and talent. Her record pantomime and Charleston to "The Same Old Jazz" was wonderful to watch. After receiving the crown and trophy from Gov. Albert D. Rosellini and former Miss Washington, Deanna Hall, she posed on her regal throne. She goes to Atlantic City to compete



for the title of "Miss America" in September. The Davenport Hotel, Spokane Jaycees, FRONT and the entire state of Washington wish you well, Miss Washington 1958.

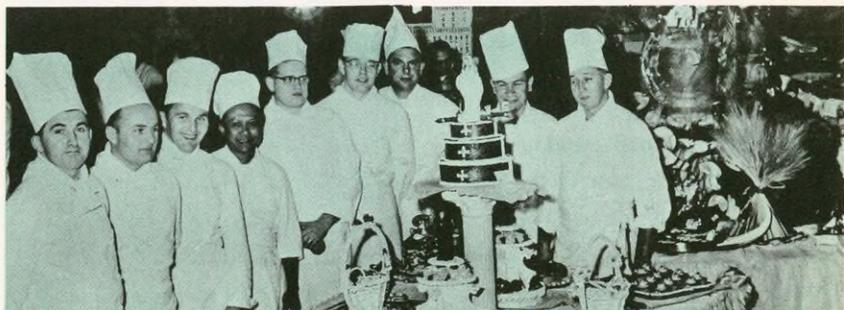


Cake Artistry

Chef *Matt Berger*, left, of Wenatchee's Cascadian Hotel, is shown with a cake the hotel entered in the 7th annual Culinary Arts Exhibit, held

recently at the Olympic Hotel in Seattle. Admiring *Berger's* frosting replica of the Cascadian were Richard Atwood, center, secretary of the Exhibit, and Edward F. Ritchie, display chairman. The cake measured 25½ inches long, 25 inches wide and 40 inches high; 98 pounds of sugar, six pounds of gelatin and six dozen egg whites went into the building, according to *Berger*. The cake was transported to Seattle for the Culinary Arts Exhibit and, carefully returned to the Cascadian. The chef repaired it and put it on exhibition in the hotel lobby during the Apple Blossom Festival in Wenatchee. May 1, 2 and 3.

(Editor's note: You'll remember his "Creation in Ice" in the Feb.-March edition of FRONT.)



1958 Culinary Arts Exhibit

was held at the Olympic Hotel recently, with 34 hotels, clubs, restaurants and other culinary organizations entering food displays in 19 classifications. Here is Olympic executive chef, *Walter Roth* and his assistants during this "tasty" affair!

Annual Awards Dinner Celebrated at the Cascadian

At the annual awards dinner, held recently at the Cascadian, manager *Roland Richter* introduced five new members who have completed five years of service in the family of "Western." They were waitresses *Ruby Vorderbruggen* and *Gloria Taylor*, chief engineer *George Weyrauch*, front desk manager *Lew Roberts* and houseman *Edward Pace*.

Ten year pins were awarded to housemaid *Iva Herzer* and bell captain *Jim Spence*. In making the presentations, *Gordon Bass*, vice president of Western Hotels, paid special tribute to waitress *Carrie Colson*, for 15 years of continuous service.

Other employees attending and their service were: *Ellen Christensen*, laundry, 12 years; houseman *Sigmon Larsen*, housemaid *Lillian Messerschmidt* and waitress *Lois Jackson*, all 11 years; housekeeper *Ann Philips*, 8 years; housemaid *Irma Eades*, 7 years;



Music for the Awards Dinner

was furnished by *Audrene Handa*, who appears nightly in the "Apple Box," cocktail lounge of the Cascadian in Wenatchee.

waitress *Viva Munch*, 7 years; housemaid *Ella Johnson*, 7 years; pantry lady *Bertha Houk*, 6 years; housemaid *Ann Pilgrim*, 6 years; *Oren Dodd*, laundry, 18 years; chef *Matt Berger*, 13 years. *Dena Netz*, laundry, 6 years, was not present.

The affair was a gala evening for everyone, with cocktails, dinner and music. Oh, yes... in recognition of the excellent buffet served at the dinner, a special gift was made to chef *Matt Berger*: all the food left on the serving table!



Receiving Her

five year award from Vice-President *Gordon Bass* is *Ruby Vorderbruggen*. (Left to right) *Oren Dodd*, manager *Roland Richter*, *Mr. Bass*, *Ruby*, *Carrie Colson* and *Ann Philips*.



TV Debut

Ann Schulte, Boise Hotel, made her debut, recently, on local station program which features *Bonnie Wallis*. *Ann* was interviewed about the duties of a good waitress. That's one line where she has plenty of experience... with the Boise Hotel for eleven years!

Prix de Rome Award to Employee's Son

Felix Casanova, one of the captains in the Mural Room of the St. Francis Hotel, has received exciting news about his son, Dr. Aldo Casanova, an assistant professor at Antioch College, Yellow Springs, Ohio.

Dr. Casanova has been awarded one of the Prix de Rome, which will allow him to study for three years in Rome. The prize was awarded him for his work as a sculptor in metal, stone and wood. Examples of Dr. Casanova's work have been purchased and are on display in some of the country's leading museums.

Originally, the *Grand Prix de Rome* prize was awarded by the French government, instituted in 1666 by Louis XIV. For his son to receive *one* of the awards, *Felix Casanova* has every right to be proud. Along with everyone at the St. Francis Hotel, where *Felix* has worked for 30 years, FRONT says congratulations!



Smiling Host

Dan London of the St. Francis Hotel relinquished his desk and badge of authority to Senior Student, Dan Fitzmaurice, during the recent annual Hotel St. Francis Day, held in conjunction with the Hotel & Restaurant Department of the City College of San Francisco. The annual event was the original brainchild of Mr. London, launched over eight years ago by the hotel to provide senior students an opportunity to gain some practical insight in the operation of hotel business.



Educators

and hotel operators gathered at a social hour, on the conclusion of the 8th annual Hotel St. Francis Day. The session was planned jointly by the famous hotel and the Hotel & Restaurant Department of the City College of San Francisco. Over 25 senior students participated in this educational event. Discussing the results of the day (left to right): Lawrence Wong, Director of Hotel and Restaurant Placement; Dr. Louis G. Conlan, college president; Dr. Louis Batmale, dean of the school; and, Dan London, managing director of the St. Francis.

Count Down

Art Cooney (left) and John Stevens check the stock in the service bar, just before a large banquet in the Mural Room of the St. Francis Hotel. Art is assistant catering and beverage manager; John is assistant beverage manager.



Festivities for the Bellman of the Year

Ray Siciliano and his wife, Julie, were greeted with a big smile and lots of sunshine when they arrived at the Spokane Airport enroute to Pullman and the festivities, recently. On hand to greet Ray and his lovely wife was a delegation from the Spokane hotels. Top left is Ray Siciliano and Mrs. Siciliano; lower left is Col. Joseph



Primeau, manager of the Ridpath Hotel; far right is Al E. Schilling, general manager of the Davenport Hotel and Bob Mackechney, chairman of the Bellman of the Year Award festivities. After touring the Spokane hotels, a group from the Washington State School of Hotel Administration, headed by Joseph Bradley, were entertained at a luncheon at the Davenport, and went on to the Ridpath for dinner. Still smiling though a little tired, they went on their way the next day. Ray is a bellman from the St. Francis Hotel, San Francisco. He was nominated from a large field of candidates to be National Bellman of the Year. Once again, Ray... congratulations!



New Entrance!

Ed Sequeira, general manager of the Sir Francis Drake, greets arriving guest, Mr. Harry C. Stoppelbein of Los Angeles, at the new Starlite Roof Entrance to the hotel. This new entrance gives direct access to the elevators from Powell Street and does away with the necessity of climbing a flight of stairs to get to the main lobby. Assisting Mr. Stoppelbein are Harry Summers, bellman, and Callie Memmott, doorman.

A corporation may spread itself over half the entire world. It may employ a hundred thousand men, but the average person will usually form his judgment on the action of a single employee. If this person is rude or inefficient, it will take a lot of kindness and efficiency to overcome this one bad impression. Every member of an organization thus becomes the most important member of that organization more often than he thinks!



Newly Appointed Chef

at the Hotel Bannock, *Everett Campbell*, is shown presenting his first buffet at the hotel, for the Harlequin Club Dinner Dance. Theme of the buffet was "April Showers." Pictured, left to right, are: *Max Allen*, banquet steward; *Bernice Fore*, waitress; *Fred Pauls*, busboy; *Matha Hackworth*, waitress; *Joe Jensen*, busboy; *Dora Winterbottom*, sous-chef; *Loah Morrison*, catering manager; *Dorothy Ortega*, waitress; and, executive chef *Campbell*.



Noted Guest Registers

at the Hotel Bannock. Secretary of Interior, *Fred A. Seaton*, is shown registering for a suite at the hotel. *Mary Bodily*, room clerk, and bellman *Bud Jones* stand by to assist. Mr. Seaton was guest speaker at the Pocatello Lincoln Day Banquet.



Dale Carnegie

graduates at the Hotel Bannock proudly display their recently acquired diplomas. From left to right are *Max Green*, purchasing agent; *Loah Morrison*, catering manager; and, *Clayne Dice*, front office. The Dale Carnegie course is designed to develop leadership and foster better human relations, along with an ability to speak more effectively.

Buffet at the Bannock

for the Intermountain Gas Company's recent convention there. This mouth-watering and beautiful display of food was enjoyed by delegates from all over the United States. The hotel received many compliments on their food and decorative set-up. Shown ready to go are (left to right) *Rachel Kinney*, *Bernice Fore*, *Loah Morrison*, *Dorothy Ortega* and *Joe Jensen*.



"Welcome Home, Bill Stoker"

Hotel Bannock employees and citizens of Pocatello turned out to welcome A. W. (Bill) Stoker as new manager of the Bannock.

Mr. Stoker was presented the key to the city as bellmen *literally* rolled out the red carpet. . . and a large sign just inside the front entrance read: "Welcome Home, Bill Stoker."

Smaller welcome signs were placed in the lobby. There was an "on the spot" interview on Radio Station KWIK, and a large stack of congratulatory telegrams and letters were presented to him.

TV Western in Denver!

The Denver Rotary Club had its TV western in the flesh (horseflesh, i.e.) recently, when their weekly luncheon meeting was entertained by movie-rodeo star, Monte Montana, and his pinto sidekick, Rex. Montana was the outstanding trick-roping and riding performer at the National Western Stock show held in Denver this past January.

He rode his horse through the Cosmopolitan lobby and Silver Glade Room . . . and during his stay, guests were literally tied to their seats by his amazing trick roping.



Key to the City

was presented to new manager of the Hotel Bannock. On hand for the presentation were (left) H. W. Erickson, assistant manager of the hotel; (center) A. W. Stoker, new manager; and, (right) Mr. Al Reading, secretary of Pocatello Chamber of Commerce. In the background, the mobile unit of Station KWIK.



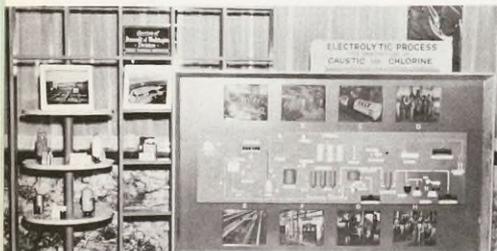
New Family

for Western Hotels family pose by "the red carpet." Left to right, Mrs. A. W. Stoker, Sr., Bill's mother; Bill Stoker, new manager of the Bannock; and Bill's father, Mr. A. W. Stoker, Sr. After the ceremonies, hotel employees presented their new manager with a special cake.



EXECUTIVE COMMITTEE

of Western Hotels, Inc., pictured during its recent meeting in Portland. Edward E. Carlson was the principal speaker at a meeting of the Portland Ad Club. Shown, left to right, Bob Lindquist, general manager of the Multnomah Hotel; Lynn P. Himmelman, vice president; William W. Shields, general manager of the Hawaiian Village and Vice president; Willard E. Abel, vice president; Edward E. Carlson, executive vice president; Gordon Bass, vice president; Dan E. London, managing director of the St. Francis Hotel and vice president; Dewey Metzdorf, general manager of the Oasis and vice president; and, Sam Standard, manager of the Benson Hotel. In the background, a mural of the Hawaiian Village Hotel.



Industry of the Month

is saluted in an exhibit devoted to Tacoma industries, in the lobby of the Winthrop Hotel. The exhibits were started by an Industries Committee, headed by Will Westlin of the Tacoma Chamber of Commerce. This showing is the first monthly exhibit, devoted to Pennsalt of Washington Division, Pennsalt Chemicals Corporation.



Contest Winner

Mack Regudo, head banquet waiter at the Roosevelt Hotel, received a trophy from hotel manager, Charles Indermuehle. Mack won the trophy in the recent Photographer's Contest, sponsored by Western Hotels. A favorite with employees and banquet customers, Mack has been at the Roosevelt Hotel since 1944.

ESTHER MYERS of the Hotel Maurice in San Francisco made a contribution to the hotel's advertising campaign on three radio stations in the northern part of California, recently! On her own, she submitted an announcement selling the services of the hotel to the radio audiences. The management liked her copy and used it as part of their commercial schedule. Nice going, *Esther!*

The Importance of Cooperation

"The whole is equal to the sum of its parts."

Put together some pieces of metal and a few tiny jewels and they make a watch; assemble pistons, crankshaft, valves, etc., and you have an engine; weld two dozen top athletes into a team and you have a championship baseball club.

All these examples have two things in common: 1—the end results seem much more impressive than the parts they are made of, and 2—they would be worthless if one part failed.

The importance of cooperation is very clearly evident in our hotel operation. The entire structure of "service to the public" is built on the foundation of individual contributions in every position and job. When a man or woman comes to work in our "house," he immediately becomes a part of that unit, and the way he or she does a job reflects in the rating of the entire unit.

There are few "glory spots" in the hotel business, places where a man or woman can be a prima donna and show off their talents. The glory goes to the whole organization when its purpose is accomplished.

To every person who does his job faithfully day by day, it must be reward enough to know that his contribution, big or small, is a vital part of the great whole that is Western Hotels, Inc.

(The above article was written by Sig Dahlquist, Food and Beverage Control Department of the Northern Hotel, Billings. He was formerly with Glacier Park Inn.)

WANTED



HAVE YOU SEEN THIS MAN?

If not, get in touch with the Billings Chamber of Commerce immediately!!!

DESCRIPTION

M. E. Evanson, alias Jim Evanson, alias Congenial Jim. Wanted in Northwest states to help you plan a convention or sales meeting. He is heavily armed with reasons why you should hold your next meeting in Billings, Montana.

CAUTION

He has a large gang, all desperate to be your hosts and fanatic about Billings as the #1 Convention spot.

REWARD

Payable on arrival - the finest meeting facilities and hospitality your group can have.

Wire, write, phone or contact:

BILLINGS CHAMBER OF COMMERCE

BILLINGS, MONTANA

P. O. Box 2519

Phone 4-4111

Ray Bering,

manager of the Northern Hotel in Billings, Montana, reports the local Conventions and Visitors Bureau is very active in promoting the city, getting more convention traffic and, as a result, increasing revenue for the hotel and other businesses in the area... witness the "Wanted" poster, above.

Miss Hospitality of Billings, Queen Mary Lou the First (Mary Lou Dimich) serves as official greeter for visiting dignitaries. They are inducted into the "Society for the Perpetuation of Western Hospitality" and VIPS are given cuff links (for the men) or earrings (for the ladies). The Society follows through with a birthday card, each year, too.

According to Ray, two of the members of the committee travel extensively, making personal contacts with Groups, to promote Billings as convention headquarters, with authentic Montana treatment assured.

FRONT GOES TO THE MARCUS WHITMAN



Walla Walla, meaning to the Indians, "Many Waters," is the capital of the Blue Mountain region of southeastern Washington's wheat-growing area, extending from the rolling uplands down into a portion of the Columbia Basin. The city, located on the Walla Walla River, near the Oregon line, was settled in 1859, on the site of the Marcus Whitman mission. The city is also the locale of Whitman College; nearby are Walla Walla College, Fort Walla Walla (now a VA Hospital) and Whitman National Monument.

And the hub of community activity in Walla Walla is the **MARCUS WHITMAN HOTEL**.

Before going into present-day activities and busy days surrounding the Marcus Whitman Hotel, we thought you would be interested in the hotel's history and background. The Marcus Whitman opened its doors on September 1, 1928, as the sixth addition to the Western family. Financed by a group of community-minded men, the structure was acclaimed as one of the finest first-class hotels then in operation. Its addition was brought about by growing demands in the community for hotel accommodations.

Walla Walla was, and still is, the

center for traveling men of the Southern Inland Empire. In 1937, the hotel changed hands; we are happy to report that on August 1, 1957, the Marcus Whitman hotel was admitted as the latest addition to Western Hotels, Inc.

Now, as in the past, the Marcus Whitman is the center for all community activities. The staff recalls many interesting events in its history. One of the most exciting was the visit of President Dwight D. Eisenhower in September of 1954. Naturally, this brought dignitaries from far and wide. All of them left with a feeling of friendliness and cooperation extended by the Marcus Whitman... a feeling which made their stay a very pleasant one. On display in the lobby is a plaque with pictures, correspondence and a registration card, bearing the President's signature.

The hotel always strives to maintain its reputation as the core of community activity. Manager *H. B. Steel* reports that new ideas, coupled with a good relationship with employees and the city, enable the Marcus Whitman to add to the community a necessary facet of everyday living. As one employee put it, "We have a swell bunch

of people working here...and we're proud to be able to introduce them and some of our activities and facilities in this issue of FRONT."

The Coffee Shop received a face-lifting about a year ago, and was formally re-opened in February of 1956. The comfort and convenience of the customer was uppermost in the minds of those who took part in its remodeling. Accommodating 100 people, the coffee shop's decor is beautiful brick-work and copper, giving the entire room an air of elegance. The color scheme combines coral and green, with blending floral draperies; all enhanced by a huge mirror covering one entire wall. There's also a comfortable horse-shoe counter which seats 15. Behind it, a refrigerated, mirror-reflecting pastry case!

Another popular place at the Marcus Whitman is the Wagon Wheel Cocktail Lounge. Here, in addition to complete beverage service, a daily luncheon is served from the Chuck Wagon... "Western style!"

The first week of this past February, our reporter tells us manager *H. B. Steel* said, "Man your stations, kids... this is fix-up week!" And away they went... 50 guest rooms and the second floor hallway shine with new coats of paint. The marine figurine painting and the new floor in the Bamboo social room are quite wonderful; a telephone-answering service was installed at the front desk. And the marquee on Rose Street glows with lovely lighting, creating a pleasant invitation to enjoy the facilities in the hotel.

On Saturday, February 22, a huge crowd gathered to watch balloons soar into the sky from the 'top of the Marc'...another community activity starting at the Marcus Whitman. Inside the balloons were cards entitling the bearer and his family to dinner, with the compliments of the management. A thrilling event for the children and the parents. As a result, a Sunday Family Dinner Plan is now a weekly institution at the hotel. Every Sunday, it's a family affair... children under twelve enjoy dinner for half the regular price; children under six eat their meal free of charge. Special attention is given the children, in an effort to make this a relaxing, enjoyable event for Mother and Dad, too. As a child "cleans up his plate," he's presented with a lollipop and a beautiful helium-filled balloon.

Teamwork is the by-word at the Marcus Whitman. Departments have begun organizing with the thought in mind that a job well done, requires the full cooperation of each and every employee. Recently, the entire staff organized the 'Marc Whit' club. It benefits worthy and charitable organizations, as well as the individual employees participating in it. Officers of the club are *Elzada Saunders*, president; *Fern Anders*, vice-president; and *Isabel McLachlan*, secretary-treasurer. From all reports, the club is receiving enthusiastic support from every employee, a necessary ingredient to insure the success of the project.

We want to remind you, too, that in Statuary Hall in Washington, D.C.,

is a statue of Dr. Marcus Whitman, American missionary and pioneer who was killed by Indians near Walla Walla, more than a century ago. Dedicated in 1953, the statue is a tribute to a great man and it represents Washington State!

In summing up our visit to the Marcus Whitman Hotel in Walla Walla, FRONT would like to congratulate the management and the staff. The spirit of cooperation with the entire community and all its activity will insure your success to continue to be the hub of this area in southeastern Washington.



Happy Birthday

to the manager of the Walla Walla Chamber of Commerce . . . courtesy of the catering department of the Marcus Whitman Hotel. The cake and cart were wheeled right to the front door of the newly-dedicated Chamber of Commerce Building. From left to right, are Don Saunders, son of *Elzada Saunders*, desk clerk; *Myrna Whittington*, catering manager; *Al McVay*, manager of the Chamber of Commerce; *Sadie Zoellner*, laundry supervisor, and *Harry Steel*, manager. Another step for good public relations!



Enjoying Sunday Family Dinner

are Mrs. Pat Walsh and son, Ricky. *Janice Mainwood*, dining room waitress, is about to present Ricky with his helium-filled balloon . . . a fitting reward for a clean platel

Ready to Go

during "Fix-Up, Clean-Up Week" at the Marcus Whitman are *Jim Whittington*, coffee shop busboy and *Janice Mainwood*, dining room waitress. Shining examples of the fun and cooperation from the employees!



Marcus Whitman Luau Honors Governor of the Hawaiian Islands

Three hundred Walla Wallans and visiting guests were thrilled with the lovely Hawaiian buffet-luau, given in honor of Governor Quinn of the Hawaiian Islands, on February 12. The beautiful displays in the lobby and ballroom, and the fascinating Hawaiian food was a delight to everyone. Menu for the evening included: Barbecued Spareribs, Baked Salmon, Suckling Pig, Baked Bananas and Almonds, Bamboo Sprouts, Water Chestnuts, Artichoke Hearts, Long Rice, Tahitian Ice Cream (served flaming).



Guests Enjoy

the Hawaiian food, entertainment and costumes at the Luau-buffet, in honor of Gov. Quinn, T. H. Above, Velman d'Abliang and Jean Larson, banquet waitresses enjoy serving during the festivities, in Hawaiian costumes.



An Invitation

to visit the coffee shop at the Marcus Whitman is extended by Helen Fehrenbacher, left, and Barbara Hayes, right. These young ladies are on duty in the morning hours to take care of your "eggs over light" or "scramble two" . . . however you like 'em!



Coffee Shop

character is what her co-workers call Ruth Wright. Her sense of humor makes all her customers love her . . . even when she sometimes forgets to put soup in a bowl before serving it!



He Retired at the Marcus Whitman

Charlie Wright, who celebrated his 71st birthday in February, had been a cook's helper at the hotel since 1948. In August, 1953, he resigned. Reason? He was past 65, eligible for social security and wanted to retire. It lasted for two weeks! He called the manager, asked for his old job, saying he would rather work than sit home doing nothing. The kitchen has been humming ever since!

Looking to a Promising Future

in the hotel field is *Leo Heinz*. Leo was recently promoted to Chief Clerk at the Marcus Whitman. He started as an elevator operator six years ago and began his climb upward as bellman, superintendent of service, night auditor, clerk and finally chief clerk in charge of front personnel.



Enhancing the Atmosphere

at the Wagon Wheel Cocktail Lounge in the Marcus Whitman are these four charmers . . . left to right, *Janie Bruton*, cocktail waitress, *Lillian Brooks*, bartender, *Noreen Wallace*, cocktail waitress, and *Fern Anders*, bartender. The beverages are good, food is delicious and, as you can see . . . service and smiles are excellent!





Shure 'tis not St. Patrick's without KELLY'S CORNED BEEF and Steamed O'Reilly Cabbage . . . and that's exactly what the Irish ordered at the Davenport Hotel! Sporting a green bowler is *Eunice McEwen*, coffee shop waitress, as she examines the menu insert for the "great day!"

The Maid of Cotton Checks in

Miss Jean Carter, from Memphis, Tennessee, enjoyed her stay in the Penthouse at the Davenport. Making sure everything is in order, as she registers, is *W. H. Ellis*, executive assistant manager and *Alvin Ader*, room clerk. Jean, "Maid of Cotton", along with two companions, is under contract to the cotton growers of the south and is making a year-long tour of this country and Europe, showing the wonders of cotton to all and sundry! And, during her busy schedule, she takes time out to relax in the Penthouse . . . in cotton attire, of course!



Sunshine and Smiles

were the order of the day, as Mr. and Mrs. *Al Schilling* stepped off their plane, ready to vacation in the wonderful atmosphere of the Hawaiian Village. If the happy faces are any indication of the welcome received, it must have been a truly Hawaiian one. Mr. *Schilling* is manager of Spokane's Davenport Hotel. Look for "The Return of Schilling" in the next issue of FRONT!

Inches to Spare

as a Case-O-Matic tractor enters through the front door of the Davenport Hotel, and is registered in for a special lobby display. The tractor was on display, in cooperation with the Agricultural-Industrial Department of the Case Equipment Company, located in Spokane. We venture this is just about one of the largest pieces of equipment ever on the floor of a hotel lobby!



BEFORE...

PITCHING IN to make sure "Wheatie", the white-faced Grand Champion Hereford on display in the Davenport Hotel lobby is comfy, is *William H. Ellis*, executive assistant manager. Keeping "Wheatie" docile with a soothing hand brings back fond memories to *Don Allison*, ex-cattle rancher turned catering manager.



AFTER...

the Davenport Hotel purchased "Wheatie" from a Washington State Wheat Grower who had won him on a raffle ticket at the formal banquet held during the National Wheat Growers' Convention. *Dean Atkinson*, executive chef at the hotel, is ready to carve into "Wheatie" and you guessed it... prime beef at its best was served to guests!

MAN... at work?

If you happen to be in San Francisco, waiting in one of the large offices, and a tall dark-haired man enters... don't be chagrined if he gets in to talk to the top-man's secretary... with gracious ease!

The man is probably *Alec Paterson* from the Hotel Maurice. "Pat" makes a nice appearance and a good impression on people. One day a week, his boss, at the hotel, sends him out to call on all the secretaries and people who send the hotel their business! The secretaries had talked to him on the phone...but never met him in person. Now, when these same gals call up to get reservations, instead of calling him by name, they ask for "that tall, handsome brute!"



Popular Doorman

Harry Carlin, is shown resplendent in his smashing scarlet uniform, at the Hotel Georgia. *Harry*, born in St. Paul, Minnesota, first came to Vancouver in 1907. Since that time, his colorful career has included home-steading, running a machine business, and managing lumber companies. In 1928, he returned to Vancouver and worked for the Provincial Government. September, 1955, marked his beginning with the Georgia, where his pleasant manner and wonderful disposition have endeared him to the staff and guests, alike. During the Managers' Meeting held at the hotel this past January, *Harry* recognized and renewed his acquaintance with Mr. S. W. *Thurston*, President of Western Hotels, Inc., for whom he had worked in Seattle, prior to World War I. (Incidentally, we understand that *Harry* has a scarlet umbrella to match his uniform on those rare occasions when the weather dictates!)



Anyone for a Caddy?

It could be yours, if you happened to attend the \$100-a-plate dinner at the Rainbow Hotel in Great Falls. The Cadillac, on display in the lobby, is one of the 10 attendance awards being given by the Advertising Club of Great Falls. Profits from the dinner promote the Giant Balloon Parade of 40 units, held there annually.

CARTOON CORNER



“ — YOU'RE lovely by firelight ”

Herbert "Russ" Rustvold,

cook at the Rainbow Hotel in Great Falls, submitted this delightful cartoon. As he put it: "my version of our Shish Kebabs in the Silk & Saddle!" Russ has been with the hotel for a year, is married and has two children. Meet him... to the right!



Expert Mixologist,

Verne Namba, of the Cosmopolitan's Outrigger Bar, is as clever with cards as he is with cocktails. Namba, a native of Denver, has been befuddling the Outrigger clientele with his unbartenderish tricks for three years. He admits his hands are much faster than the eyes of his patrons, especially after they've self-prescribed such eye-openers as Scorpions or Fogcutters! Card tricks, disappearing currency, reclaimed lemons . . . all provide fun for the customers, who enjoy this young man and his bag of magic, from behind the bar! And, as Namba reports, "I haven't had a complaint yet . . . about the drinks or my magic!" He's happy in his work!



Squire "Lucky" Bullock,

room service captain at the Cosmopolitan Hotel, was installed as illustrious potentate of the Syrian Temple No. 49, at the annual potentate's ball last January 31. "Lucky" is shown with Marion Douglas, left, chief rabban, and right, Maco Brodnax, assistant rabban. In addition to being an active Shriner, "Lucky" is also prominent in YMCA Boy Scouts work in Denver. Brodnax is also part of room service team at the Cosmopolitan.

Smiles Behind the Voices



These are the pleasant ladies who bid the Cosmopolitan guests "Good night, sir, please lock your door," and "Good morning, sir, the temperature is 65." Telephone operators have direct, personal contact with the guests and, at the same time, never see the patrons . . . so they are especially chosen for their pleasing, cheerful voices. The girls are all members of the PBX Club of Denver, a business sorority of girls in similar positions throughout the city. Shown here, with their length of service, are Peggy Lehn, three years; Pearl Brothers, one year; Barbara Sullivan, eight months; June Taylor, two years; Dorothy Whitehead, chief operator, eight years. Sitting, left, Annie Selley, one year and May Minor, four years.

Walk With Me . . .

And Ed Green, catering manager of the Cosmopolitan Hotel, accepted the invitation. He joined former President Harry S. Truman on one of Mr. Truman's famous early morning walks, recently. Ed was puffing hard as he returned to the hotel. But he was able to join Mr. Truman and local reporters for a 7 a.m. breakfast! Mr. Truman was in Denver to deliver a speech to members of the Farmers Union, conventioning at the Cosmopolitan.

Flowing Surplus

Frank Ferris, banquet captain of the Cosmopolitan, was faced with a problem, recently—40 gallons of freshly brewed, but surplus coffee, unused by a large banquet.

He knew the easy answer, "Dump it." At the same time, he knew there must be many places where a cup of good, hot coffee would be most welcome . . . specially on a chill, winter night in the Mile-High City. A few telephone inquiries were made, with the recipient of the coffee asked to furnish containers and transportation.

One of the "skid row" missions was more than happy to furnish a container and pick up the coffee at the hotel . . . and a goodly number of Denver's homeless and hungry enjoyed a steaming cup of coffee, along with the food provided by the mission.

Cosmopolitan Keglers

lead the Denver Booster League at the present time, and with just a few weeks remaining in which to play, they hope to bring the first place crown to rest in the Cosmopolitan trophy case. Recent high league game rolled by the team was 1039, and a high series score was 2890! Team spirit is provided by such stalwarts as (left to right) Virgil Kidwell, valet shop manager; Al Hawney, assistant manager; Henry Sagesser, electrician; Karl Eitel, executive assistant manager; and Verne Namba, Outrigger Room bartender, team captain.

Food Counsel

Ted Hargraves, food and beverage controller at the Cosmopolitan, gave a talk recently to students of the Hotel Administration School of Washington State College, Pullman, Wash. Hargraves emphasized the importance of pre-planning when writing menus, in relationship to pre-portioning and pre-costing of food items.

He outlined the food cost system as practiced at the Cosmopolitan Western Hotel. Hargraves is the resident food and beverage controller at the Cosmo.; a representative of Harris, Kerr, Forster Company of Chicago. Before coming to the Cosmopolitan, he was with the Hotel Netherlands, Cincinnati, Ohio.

We Hope

we'll have more interesting stories, letters, anecdotes about your staff or from your guests in future issues of FRONT. Like this item from the Cosmopolitan Hotel's Gun Room:

A salesman, after being seated in the Gun Room the other morning told the waitress, "I want two eggs, fried very hard, two pieces of toast, burnt black, and a cup of weak, luke warm coffee."

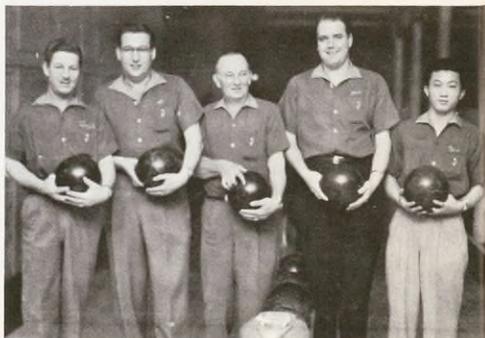
"Are you sure that's what you want?" she asked, amazed.

"Exactly."

The waitress explained the order to the chef and brought the man just what he had ordered. "Anything else, sir?" she asked.

"Yes, I want you to sit down and nag me," he said, "I'm homesick!"

(Editor's note: Keep 'em coming).



139 YEARS OF SERVICE!



When fellow department heads of the Olympic gathered to say farewell to Joe Davis, chief engineer, who retired after 34 years at the hotel, the five people pictured below represent an accumulation of 139 years of service.

From left to right: *Martin Noffsinger*, comptroller, who has been with the hotel for 34 years also. He started as a receiving clerk before the hotel was opened. *Joe Davis*, who worked on the construction of the hotel and served as chief engineer for 34 years; *Gertrude Tomlinson*, executive housekeeper. *Gertrude* started 24 years ago as linen room inspectress. *Norman Lavin*, catering manager, who began as a bus boy, 25 years ago and *Glenn Ross*, sales manager, a "youngster" with only 22 years at the Olympic. *Glenn* started as a clerk at the information desk in the front office.



Former Heavyweight Boxing Champion

Jack Dempsey, visited Seattle recently. He was greeted by three Olympic hotel employees, (left to right) *Mary Ellen "Mike" Johnson*, *Pat Farrow* and *Judy Keltner*.



Matador-London Grill Wine Competition

Above is a scroll denoting wine sales competition between the London Grill at the Hotel Benson and the Matador at the Davenport. Each month, the loser must display the scroll in a conspicuous place for all the employees, until he is able to win in some future month. At that time, he mails the scroll to the new loser, who must display it until winning again. January and February were both won by the Matador and the scroll is now on display for employees of the London Grill. Below, examining the scroll are (right) *Rodrigo Llorens*, Matador Manager, and (left) *Paul Knauls*, Wine Steward. Naturally, in front of the Matador Wine Rack! Stimulating sales, what?



*Ready to go
at the
Olympic Bowl*

are Kim Kapatain and Wally Stevensen, room manager and captain. We know the guests enjoyed the service from this bevy of cocktail waitresses.



*Beautifully
Decorated*

under the direction of Western Hotels' interior design studio, the Olympic Bowl re-opened, formally, in March. The opening was heralded with representatives from the Ben Franklin, Roosevelt and Olympic, all enjoying the fabulous affair!



New Stationery Service Counter

was recently installed near the front desk of the Olympic Hotel. It's an added convenience to guests and is especially helpful to the clerks; they no longer have to be interrupted by guests requesting stationery items. It also gives the guests an opportunity to complete forms without being at the front desk, congesting traffic. Trying it out is Judy King, front office cashier.

Pleasant Send-off

was given to *Norman Lavin*, catering manager of the Olympic Hotel, from two Terrace Room lovelies, when he left for a vacation at the Hawaiian Village, recently. (Left to right) *Rubye Pange*, *Norman Lavin* and *Lilli Nakano*. (What's with "switch to tea?")



The Men Get In on the Act, Too

...and make sure *Norman Lavin* leaves for that Hawaiian vacation! (Left to right) *Ed Sullivan*, chef *Walter Roth*, *Bill Bryant*, *Norman Lavin* and *Harry Mullikin*. (He has to leave, after receiving those gifts!)



Eva Williams

from the Finlen's Gun Room added life to the state-wide meeting of the Rainier Brewing Company, held at the Butte, Montana, hotel last month. Along with the stack of barrels in the corner of the lobby, *Eva* was on hand to greet officials as they came in, and you can well imagine their complete surprise at this 7:30 a.m. greeting!





Miss Pat Plechner,

manager of the Los Angeles Dodgers downtown ticket office, located in the lobby of the Mayfair, was given a royal welcome by the employees of the hotel, at the official opening of the ticket office. Employees welcoming Miss Plechner are, from left to right: *Ed Griffin, Bill Hawkins, Jerry La Haie, Mildred Futrelle, Violet Wilson, Bob Lubach, Pat Plechner, Carl Hudgens, Robert Kropf, Jewel Orem and Paddy McEwan.* The caps they are wearing are the official caps of the Los Angeles Dodgers and were worn by the employees as the "Dress of the Day" when the Dodgers opened the season on April 18, playing the San Francisco Giants at the Los Angeles Coliseum. The new slogan at the Mayfair is "DODGERS TICKETS TO SPARE, AT THE HOTEL MAYFAIR."



Hula Girl

in ice topped the beautiful revolving hors d'oeuvre table created by Chef Bud McNabb. It was the highlight of the three-day Montana Contractors' Association annual convention, held at the Finlen Hotel, in January. The Silver Bow Ballroom was decorated to the hilt, even to sand on the stage for the hula girl and orchestra to perform, during this Hawaiian night costume party. Chef McNabb's table featured, as you can see, Hawaiian decorations and delicacies!



In Costume

for the Hawaiian Night party at the Finlen are *Marcella Leigh, Ellen Fazekas, Edith Critendon, Raymond Dodge, Thelma Street, Retta Oakes, Addie Bajovich.* In the rear are bartenders *John Murphy and Dan O'Connell.* The Montana Contractors' Association people enjoyed the girls' costumes, including orchid leis, and the Hawaiian shirts of the bartenders. They never had beverages and food served so delightfully and taste so good!

STORM SIGNALS WERE OUT, and the party went smoothly! **Cliff Combs**, banquet captain at the Benson Hotel, appears to be enjoying the company of **Miss Gail Storm**, star of the "Oh, Susanna" TV series. Miss Storm was a recent guest of the High-Club of Oregon and the Toy & Joymakers in Portland, and paused during a busy schedule to attend a cocktail party in her honor at the Benson.



MAN AT WORK! . . . and Mr. S. W. Thurston, President of Western Hotels, Inc., proceeds to knock the first brick out of the Oregon Hotel in Portland . . . at ceremonies marking the start of demolition of the old hotel, making way for a new addition to the Benson Hotel.



BADGE OF AUTHORITY is presented to **Ralph Van Noy** (left) from **Nicholas North**. The tin helmet entitles Ralph to all the rights and privileges of a Benson Sidewalk Superintendent. Van Noy, recently from the Georgia Hotel in Vancouver, B. C., replaces North as Assistant Manager of the Benson. Nick has been transferred to the St. Francis Hotel, San Francisco, as Assistant Manager.



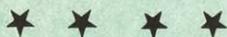
CAPTAINS OF INDUSTRY **Sam Standard** and **Nicholas North** (center), in their capacities of Sidewalk Superintendents, were hard at work supervising demolition of the old Oregon Hotel to make room for Benson addition. **Don Osmund** keeps the busy "captains" supplied with water! (Hard work, y'know?)

Paris in the Spring ...Via Wenatchee!

The Orthopedic "G" of the Junior Hospital Guild held a supper dance recently in Wenatchee . . . and the Regency Room of the Cascadian took on the look of "Paris in the Spring."

The main attraction of the gathering was the stage setting, depicting a street cafe. To give authenticity to the setting was a "French Maid" who sold violets and cigarettes to the guests.

An added feature was called "Hi-Jacking." Any gentleman who wanted to have his picture taken with the French Maid was assessed \$1.00, with funds going to the Hospital Guild.



VIVIAN WHITEHALL, as the "French Maid" sells violets to guests, Dr. and Mrs. Dalton H. Blake.



VICTIMS OF "HI-JACKING," contributing to the "French Maid" picture-taking fund were Mr. John Powers and Mr. Dick Jeffers. (Mr. Jeffers was not aware that his wife was spying over his shoulder).



THE CASCADIAN'S MANAGER, Roland Richter, enters the spirit of the festivities by having his picture taken with Vivian Whitehall (the "French Maid"), adding to the funds for the Hospital Guild.

GOING WESTERN

If you're in San Francisco in June, don't forget to wish a happy birthday to *Larry Lewis*, waiter at the St. Francis Hotel. *Larry* has gained much fame through his early morning excursions: he starts every day with a six-mile run out to the beach and back! Oh, yes... he'll be 91!

Mary Kane, telephone operator for many years at the Hotel Finlen, passed away on February 24, after a brief illness. All of the staff at the hotel and *Mary's* many traveling friends will miss her at the Front Desk.

Karen Kelly (pictured), is a lovely addition to Owyhee Motor Inn; she's new secretary to manager *Fred Norman*. She replaces *Rae Schulte*, who resigned to raise a family.

New correspondent at the Olympic Hotel for FRONT is *Marianne Laskares*.

Newest addition to the Cascadian's roster of employees is *Virginia Shotwell* (pictured). Her melodious voice and pleasing personality are wonderful assets in her duties at the Front Desk. Previous experience in hotel work isn't part of her background, but guests and employees alike compliment her for her efficiency in handling accounts and telephone calls. Welcome to the family, *Virginia*.

New employee at the Cosmopolitan is *R. E. "Dick" Smith* (pictured), in the capacity of Credit Manager. When not in pursuit of a recalcitrant patron, *Dick* spends his spare time as an ice skating instructor at Denver's

Zeckendorf Plaza; he's also a neophyte skier. He joined the Cosmopolitan after spending more than five years with American Hotels Corporation, most recently as manager of the Hotel Cody in Leavenworth, Kansas. He also managed several other hotels for that corporation and served as traveling auditor. *Dick* spent three years as an instructor of business law, business math and accounting at Morgan Park Military Academy in Chicago. He attended Central Missouri State and the University of Illinois and holds a degree in BSBA. A fine choice for the man who does a good job in joggling the memories of the Cosmopolitan's "less than prompt" customers.

Cosmopolitan-ites enjoyed vacations recently, too. *Katherine Raille*, Gun Room waitress, just returned from a week's sojourn in the Bay City. She enjoyed her first trip to San Francisco and the hospitality of the Sir Francis Drake. *Carl Esterbloom*, congenial captain of the Imperial Room, also enjoyed the hospitality of *Ed Sequeira* during a recent visit to San Francisco and the Sir Francis Drake, in the city by the Golden Gate.

Tex Shannon, who was Bar Manager at the Georgia Hotel in Vancouver, B. C., prior to joining the staff at the Mayfair, passed away recently. We, and all his good friends will miss him deeply.

We are happy to welcome back to the Mayfair, *Ann Cassidy*. *Ann* is Chief Payroll Clerk, who has been absent for a month, due to illness. She has been with the hotel for about two-and-a-half years.

GOING WESTERN

(continued)

Dorothy Olin, Dining Room Manager of the Mayfair, recently spent her vacation in the fabulous Hawaiian Village on the beach at Waikiki. She is pictured sampling some of the delicious food which she says is "out of this world."

Newcomer to the Sir Francis Drake and Western Hotels is *Richard Shields*, who joined the staff as Sales Representative in March. *Dick*, a native of Massachusetts, attended the University of New Hampshire, Idaho State College and the University of Miami. He served three years in the U. S. Marine Corps, which included 15 months of Korean combat. *Dick* is single and plans to make hotel business his career.

New to the reservation office staff at the Sir Francis Drake is *Pat Vanderree* (pictured). *Pat*, a native of Kentucky . . . accent and all, enjoys stamp collecting, singing and is an amateur artist. She competed in the Miss Kentucky contest in 1951, and was one of the six finalists. (Sorry fellows . . . we failed to add one bit of information . . . *Pat* is MRS. *Vanderree*.)

Boys who are really "going Western" at the Multnomah are pictured, here . . . *Hercilio DeFrance*, *Warren Hoss* and *Dwight Call*. *Hercilio* was formerly bar manager at the Eugene Hotel, then Stirrup Manager at the Multnomah and now, is Catering Manager. He's also the proud papa of a new baby boy (he's already grooming him for a spot on the University



Karen Kelly



Virginia Shotwell



Dick Smith

of Oregon football team!) Matter of fact, when his wife was expecting, he had a hard choice to make . . . stay at home, or go to the Rose Bowl and watch his alma mater play football. *Hercilio*, born in Portugal, speaks eleven different languages!

Warren Hoss is the congenial host of Multnomah's Cafe Baron. He joined the staff from the Congress Hotel; a graduate of Michigan State hotel administration, he has considerable front office experience and is now getting food experience.

Dwight Call is one of the WSC trainees, doing well in several departments of the Multnomah. He is now in charge of the Cafe Baron; and performed very nicely on the sales staff. *W. S. "Scotty" Myles* (pictured), manager of the Hotel Winthrop, was elected president of the Tacoma Rotary Club, recently. He assumes office July first, almost 10 years to the day, since he joined the organization. Prior to joining the Tacoma club, he was a member of Rotary in Missoula, Montana.

Lois Balton (pictured) was recently moved to Honolulu, Hawaii. The Daffodil Room at the Winthrop, where she was a waitress, was sorry to lose her. *Patricia Miller* (left), Daffodil Room manager is pictured with *Stella Walden*, a new bride, and manager of the Sabre Room, when they had dinner at the Winthrop re-



Dorothy Olin



Pat Vanderree



Hercilio De France



Warren Hoss



Dwight Call



"Scotty" Myles

cently, to discuss simplification programs they've been attending. They report excellent ideas were born from these lectures.

We are sorry to report the illness and hospitalization of *Anne Ebel*, waitress in the Daffodil Room. *Anne* has been with the Winthrop for 32 years. *Bobby Fox*, Sabre Room chef, is the beaming father of a new baby girl. And, the Winthrop scored three times in the annual Exhibit of Culinary Arts at the Olympic Hotel—fancy decorated dessert cakes, Petits Fours, friandise and marzipan fruit baked by Swiss Pastry Chef *Karl Enid*, and assorted fancy dessert cheese tray, prepared by *Peggy Ensil*. Mr. and Mrs. John Slater sailed for Honolulu on March 28th, aboard the SS *Matsonia*. *Mrs. Slater* is cashier-hostess in the Daffodil Room at the Winthrop. The couple was celebrating their 40th wedding anniversary; they stayed at the Hawaiian Village. It seems that *Bud Lencioni*, head room-service waiter at the Winthrop is making many friends by a guest accommodation: he serves coffee to early risers in the lobby, before the coffee shop opens. *Ann Dupas*, auditor at the Winthrop, has started "brainstorm sessions." Reports indicate many useful suggestions for making guests happier and more comfortable result; committee members were chosen from all departments of the hotel.

Newcomers to the Rainbow are *Everett Jordan* (pictured), manager of the Silk & Saddle Room. He joined the hotel from the Cosmopolitan, where he was employed in the front office and purchasing departments. *Everett* is married, has a sweet, seventeen-month-old daughter, and has been with Western Hotels for two years. New in the front office at the Rainbow are *Joanne Boyle*, reservations department; *Grace Knight* and *Karen Hartnady*, switchboard; *Opal Brumana*, night switchboard operator and *Lillian Fulman*, relief clerk.

Look for stories and pictures, arriving too late for this issue, in the June-July FRONT. All material for that issue should be received by Western Hotels no later than June 1.



Lois Balton



Everett Jordan



Pat Miller—Stella Walden

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