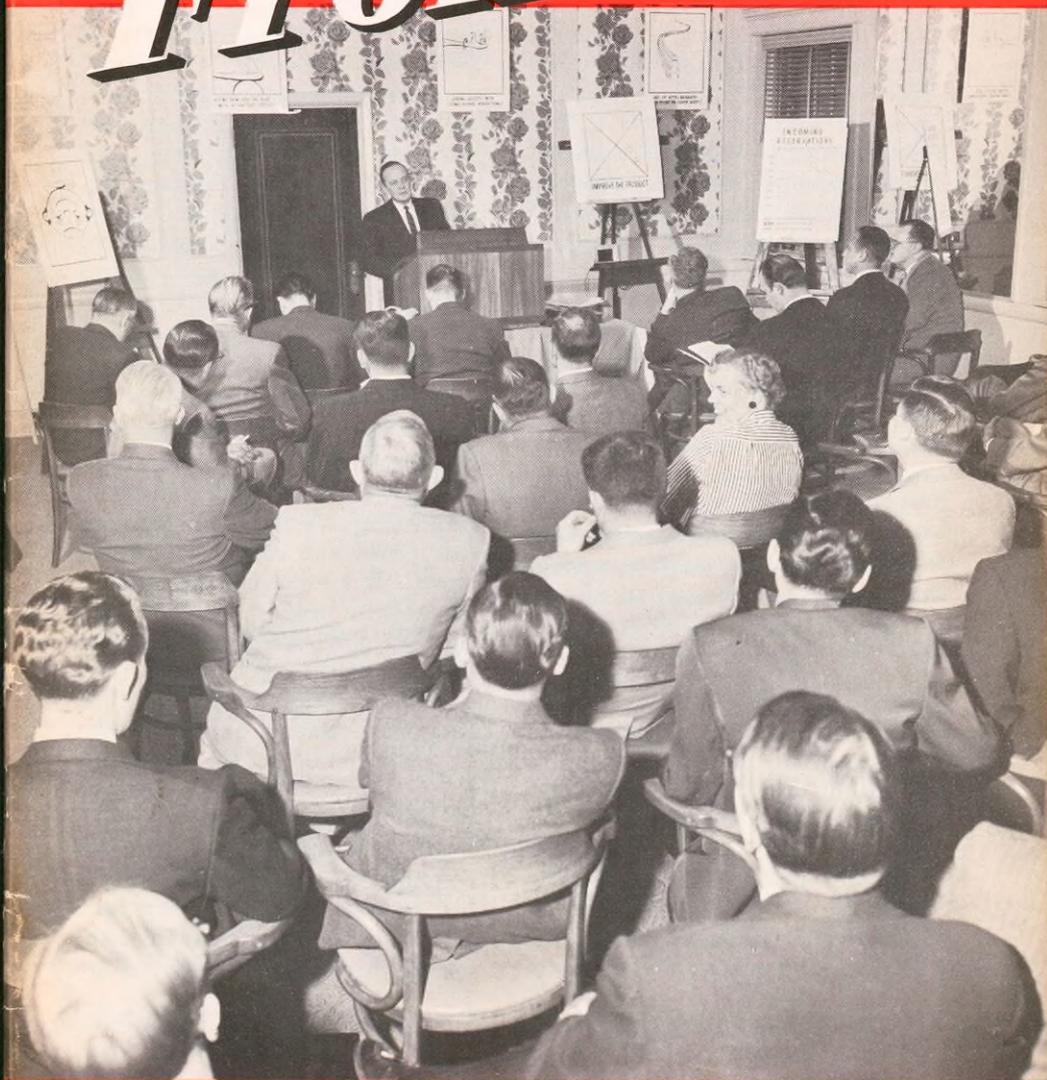


*Western Hotels, Inc.*  
**Front!**

JANUARY, 1955

Vol. 9, No. 1



**WESTERN PLANS AHEAD** — Story, Page 2

# Western Plans Ahead

WESTERN Hotels plans and activities for 1955 received long and serious study at the organization's annual managers' meeting in Portland during the week of January 3 to 10. Under close scrutiny were charts showing occupancy rates, cost trends, reservations, sales and other indexes of the health of the organization.

As in previous years the various subjects were assigned to committees for intensive study and recommendations. During the last two days of the conference these committees made their reports to the entire assemblage. Their suggestions will be studied by the Operations Committee and will be placed in effect as agreed upon during the course of the coming year. The four committees were as follows:

## PERSONNEL

Thomas J. Lee, manager of the Cosmopolitan hotel in Denver, is chairman of the Personnel committee. His other committee members are George Marble, manager of the New Washington; W. D. Eberle, co-owner of the Owyhee hotel in Boise; Carl Hudgens, manager of the Roose-

velt; Joe Callihan, executive assistant manager of the Newhouse; Cy Braden, director of personnel in Seattle; Carl Eitel, assistant manager of the Cosmopolitan; Ken Wurch, personnel manager of the St. Francis; and Bruce Pierce, of the Western Hotels accounting office in Seattle. Willard Abel, vice-president of Western Hotels Inc., and general manager of the Sir Francis Drake, sat in as an ex-officio member.

## MAINTENANCE

The Maintenance Committee presented plans and suggestions for redecoration programs and improving Western Hotels facilities. Chairman of the committee was C. R. Lindquist, manager of the Multnomah. Serving with him were Al Kelly, manager of the Owyhee; Fred Norman, resident manager of the Mayfair; Joe Mogush, executive assistant manager of the Benjamin Franklin; E. W. Hudson, general manager of the Georgia; Alex Hoffer, manager of the Maurice; Edward Sequeira, resident manager of the St. Francis; Palmer Tollefson, auditor of the Sir Francis Drake; George Knowles, manager of the

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Leopold; C. Indermuehle, executive assistant manager of the Winthrop; and Al Hawney, manager of the Mayflower. Lynn P. Himmelman, vice-president of Western Hotels, sat in ex-officio.

### FOOD AND BEVERAGE

The Food and Beverage Committee reported on developments in Western Hotels Research Kitchen and the new and wonderful things to eat that will be served hotel guests next year. The committee was headed by William W. Shields, Western Hotels director of food. Serving with him were John Pierce, general manager of the Leopold; Robert Dupar, manager of the Cascadian; Louis Chavey, assistant manager of the St. Francis; Ray Bering, manager of the Northern; Cliff Shea, resident manager of the Sir Francis Drake; Reinhold Keller, of Western Hotels food department; Harry Mullikin, executive assistant manager of the Davenport; Walter Wright, manager of the Bannock; Lucille Brundige, assistant manager of the Multnomah; and Greta Turnquist, of Western Hotels Research Kitchen.

Confronted with all the won-

derful "product improvements" the Sales committee faced up to the problem of selling these advantages to the travelling public during the forthcoming year. It presented a wide variety of promotional ideas for use by individual hotels.

Sam Standard, manager of the Benson, headed the committee. The other members were George Horning, manager of the Boise; John Hickman, Western Hotels Seattle sales manager; R. A. Metzdorf, manager of the Oasis; William Boyd Jr., manager of the Newhouse; Scotty Myles, manager of the Winthrop; Jack Mathus, of the T. & D. Company; (Western Hotels print shop); Al Schilling, manager of the Benjamin Franklin; David Plant, assistant manager of the St. Francis; and Jerry Wangsness, of Western Hotels accounting office. Gordon Bass, vice-president of Western Hotels Inc. and manager of the Davenport, sat in as an ex-officio member.

As the gruelling sessions came to a close all in attendance agreed that Western Hotels can look forward to some new and wonderful things in 1955.

### YE OLDE WELCOME

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Instead of the usual signs on the door, such as "Executive Office" and "Manager's Office," this very neat sign hangs from the wall of Manager Al Kelly's new office at the Owyhee Hotel in Boise:

INNKEEPER'S OFFICE—  
WELCOME

# Denver's New Outrigger

WESTERN Hotels now has two Outrigger Rooms. When the Cosmopolitan in Denver set out to create a new cocktail lounge it could find no better model anyplace in the country than the amazingly successful Outrigger in the Benjamin Franklin hotel in Seattle. So last month it opened its own Outrigger.

Built around a South Seas motif, the room is decorated with curios from all over the world, including glass ball lights and bamboo from Japan, seashells from the Gilbert Islands, rattan mats from the Marshall Islands and spears and shields from Africa. The decor rivals a collection of Pacific rim cultures. At the Broadway entrance to Denver's exotic new dining place are two large "tikis" from Polynesia, one on each side of the door. A tiki is a carved wooden image comparable to the totem pole of North American Indians.

The room costing \$100,000 was created by Trader Vic, who was in Denver for the grand opening together with Edward E. Carlson, executive vice-president of Western Hotels, Inc. Tom Lee, the Cosmopolitan's general manager, headed a preview welcoming committee that introduced Denverites to delicious tidbits from distant lands and exotic cocktails, such as the "Fog Cutter," the "Tiki Bowl" and the "Scorpion," a tropical sensation served in widely flared glass with a floating gardenia.

Lee has been in the midst of remodeling and redecorating since he took over managership of the Cosmopolitan in October, 1953. Now that the Outrigger is in operation, he will jump into construction of a \$350,000 parking structure next to the hotel. While he's waiting for that to get going, Lee will be supervising construction of four new banquet rooms in the hotel.

A month after Lee took command of the Cosmopolitan, work began on the plush Gun Room, which opened last April. Then came a complete renovation of the hotel's lobby. And he's been at it ever since. The Cosmopolitan's general manager summarized his hotel philosophy in one sentence: "As long as you keep your house in good shape, keep abreast of the times and keep your customers happy, competition will never hurt you."

## NEW GUN ROOM HOSTESS

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Florence Heisserman is the new Gun Room hostess at the Cosmopolitan Hotel in Denver. She previously had worked for several years at Lowry's Restaurant in Los Angeles.



IN THE COSMOPOLITAN'S NEW OUTRIGGER guests find themselves encircled by the hand-hewn elegance of distant romantic islands. The sweeping view above shows how hardwoods from remote shores, lamps created from giant shells, primitive art, bamboos, tapa cloths and South Seas mattings are tastefully blended to provide a perfect setting for carefree refreshment and relaxation. Below is shown the Trader Room, located near the entrance to the Outrigger, which offers guests a unique collection of curios, rare spices, exotic foods and colorful clothing similar to those found in tropical paradises.





## Grand Prize Winner

**G**RAND prize in the fifth annual Exhibit of Culinary Arts held October 22 in Seattle was won by the Benjamin Franklin Hotel. More than 3,500 persons viewed the big, impressive culinary display put on by Seattle's leading hotels, clubs and restaurants.

The Benjamin Franklin exhibit, with a tropical theme, was dominated by a 199-pound marlin and a whole roast goat. Standing at far ends of the grand prize winner are Esther Huey, cocktail waitress, above at left, and Thelma Louie, hostess of the Outrigger Restaurant. Shown making preparations for the display, in photo at left, are James E. Durham, assistant manager of the Benjamin Franklin in charge of food; Chan Hong, Trader Vic's assistant; and Jack Smith, hotel chef. The Benjamin Franklin also won a gold award for original display.

A silver award was presented to the New Washington Hotel for complete buffet and sea foods. Merit awards went to the Hotel Roosevelt and the New Washington. Lynn Himmelman, vice president of Western Hotels, Inc., was general chairman and Al Schilling, manager of the Benjamin Franklin, was a co-chairman of the exhibit.

years old, London was invited to call on Mrs. Jennie Crocker Henderson, who then owned the St. Francis. In this interview London recounted his history in the business and when he felt the interview had reached its logical conclusion, he shook hands, bowed, turned to leave, tripped over his brief case and crashed with a spread-eagle thump to the floor. With what wind was left in him he said good-by again and withdrew. Despite the lamented exit, the interview must have been a success because he got the job and has held it ever since through several changes of ownership. Dan and his wife, and two daughters, Ann and Mimi, moved into a suite in the hotel which they still occupy, though the daughters are grown up.

As time passed, London became one of the fabulous figures in the West's hotel business. He is gifted raconteur and has developed close friendships with people in high places all over the world. In 1953 George Sessions Perry wrote a full account about him for the Saturday Evening Post entitled "Debonair Dan, the Magnificent Innkeeper."

In speaking to his former classmates, London said, "This profession of mine is a very intimate one. An innkeeper deals with the very personal things in an individual's life—his sleeping, his eating, his drinking, and he shares in his troubles and he shares in his joys." In a world of mechanization, London is doing much to help make the profession of personal service also a very great one.

#### **MAURICE CLERK HAS OPERATION**

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Charles Ashby, room clerk at the Hotel Maurice in San Francisco, underwent a major operation in December. While he was recuperating, William Dormand substituted for him on the front desk.

#### **CONTROLLER'S DAUGHTER WEDS**

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R. C. Thoman, controller of the Hotel Maurice, gave his daughter, Trenna, in marriage to Ace Smither in December. A reception followed at the hotel.

#### **RESERVATIONS MYSTERY**

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Recently Alex F. Hoffer, manager of the Hotel Maurice, received the following note from a prospective guest: "Should we not arrive at the hotel soon after the train arrives in San Francisco, will you please cancel the reservations." The woman failed to mention which train or what time of day it would arrive—and the staff has been wondering since what happened to her.

#### **SCHILLING HAS NEW SECRETARY**

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Judy Noble, formerly secretary to the manager of Seattle-Tacoma International Airport, has joined the Benjamin Franklin Hotel staff in Seattle as secretary to Manager Al Schilling.



## Best "Western" Golfers

LEADING a flashy field of 125 golfers in the first annual All Western Hotels Golf Tournament was John Tallariti of the Winthrop Hotel in Tacoma. The new "Western" champion is shown above accepting from Scotty Myles, Winthrop manager, the President's Cup awarded by S. W. Thurston, president of Western Hotels, Inc. This handsome trophy will rotate to the new champion each year the tournament is held. Tallariti holds in his right hand a smaller cup, which is his permanent possession for scoring low gross in the first division.

Players from the 23 Western Hotels competed in three divisions, each turning in scores after 36 holes of medal play. These scores were rated by the Calloway system, which allows each golfer a graduated handicap for his worst holes. Second division winner was John Cavanaugh, assistant manager of the Multnomah Hotel in Portland. The third division cup was won by Marvin Smith of the Davenport Hotel in Spokane. So much enthusiasm and interest was displayed in the golf meet, it will become an annual affair. Cy Braden, personnel director of Western Hotels, Inc. and Carl Hudgens, manager of the Roosevelt Hotel, were co-chairmen of the tournament.



**SECOND DIVISION WINNER** of the All Western Hotels Golf Tournament was John Cavanaugh, at left, who is shown accepting trophy being presented by C. R. Lindquist, manager of the Multnomah Hotel in Portland. At right is Marvin Smith of the Davenport Hotel in Spokane, third division winner, who is being handed his trophy by Gordon Bass, Davenport manager.

### **SANTA TEAMS UP HOTELS**

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A new idea in hotel Christmas festivities was inaugurated this year when staffs of the Hotel Boise and Hotel Owyhee held reciprocal parties. The Boise staff was host to its Owyhee neighbors December 20 in the Crystal Ballroom, a date which also marked the hotel's 24th anniversary. The second party took place in the Owyhee December 22. In this way, all employees got a chance to attend a party, as department heads arranged shifts so that each employe would be off duty on one of the two dates. Bill Rhodenbaugh's orchestra provided music for dancing and numerous games kept the parties going at a lively clip. Chairmen for the parties were Bill Stoker and Gina Tucker for the Boise. "Nick" Nikitas and Paul Barrett for the Owyhee. Hal Maxwell of the Boise and Helen Poulson of the Owyhee were in charge of entertainment.

Santa Clause also had another novel suggestion to offer the two Boise hotel staffs. Instead of taking up a collection this year to buy each of the hotel managers a Christmas gift, the collection was used to provide a merry Christmas for some needy families.

### **SHARP-EYED CLERK**

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Paul Machin, clerk at the St. Francis Hotel in San Francisco, ruined a slick prowler's ruse just before Christmas. A lady left her key on the counter and walked out. A neatly-dressed man standing nearby dropped a magazine casually over the key and picked up both. Then he went to the house phone and called to make sure the room was empty. But when he got upstairs and opened the door, he became a guest of the city instead. Machin and Bob Enright, an assistant manager, had tailed him quietly all the way.

### **NEW AUDITOR AT OWYHEE**

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Mrs. Merna Hale recently was advanced to auditor of the Hotel Owyhee in Boise after serving two and a half years as switchboard operator and later as cashier.



SHOWN AT FIRST FASHION SHOW IN THE OUTRIGGER are, seated left to right: Miss Pamela Best, fashion coordinator of Best's Apparel; Mrs. Lynn P. Himmelman, whose husband is vice president of Western Hotels, Inc.; Mrs. S. W. Thurston, wife of the president of Western Hotels, Inc.; Mrs. Victor J. Bergeron and Mr. Bergeron (Trader Vic), who designed the Outrigger.

## Style Shows Pack Outrigger

THERE'S no show like a fashion show to attract women, and when you hold it in a setting as exotic as The Outrigger in Seattle's Benjamin Franklin Hotel you're sure to have the whole town buzzing.

Late in September The Outrigger teamed up with Best's, Seattle's swanky women's apparel store, to present six style shows called "Fashions a la Carte." No sooner had the store announced the series in a newspaper advertisement than requests for reservations started coming. Then they poured in. Reservations had to be closed four days prior to the first showing. By the time the second Monday rolled around, The Outrigger had every available seat promised for two weeks in advance and Manager George Olsen was taking reservations for shows three and four weeks away.

Women lunching in The Outrigger's highly atmospheric, dimly lighted rooms sensed the glamour, as models paraded through the elegant restaurant in stunning advanced-style ensembles—and they loved it. The final show took place in December. Each was a complete sell-out. Plans are already being formulated for a spring series.

# Work Starts on the Matador

A MOMENTOUS step in the Davenport Hotel's \$500,000 remodeling program took place December 13 in Spokane when the Crystal Room and Garden Room were closed and complete renovation of this area got under way.

"Since Western Hotels acquired the Davenport in August, 1953, we have given a great deal of thought to improving and redecorating this part of the building," said Gordon Bass, general manager. "With the permission of Mrs. Louis Davenport, widow of the hotel's founder, our decorators, Arthur Morgan, Inc. of Seattle, have created for the two rooms a design of Spanish mode following the inspiration that Mr. Davenport expressed in other parts of the hotel."

The excitement, color, and gaiety of the Spanish fiesta and bullfight arena will be reflected in The Matador. The dining room will be built around a hexagonal charcoal broiler in brilliant porcelainized metal. Here guests seated on tufted black banquettes at walnut tables around the room will watch a costumed chef preparing their dinner selections to order. The long-famous wine cellar of The Davenport will be brought into its own in a colorful display of its many brands and vintages from which the diner may make his personal selection. The cocktail area is to be screened from the dining room by brilliant colored panels decorated with authentic posters and regalia imported from Madrid specifically for The Matador.

All through the dining room and lounge the carpeting will be black and will give the appearance of being scattered with confetti. Cafe curtains in iridescent colors will stretch from wall to wall on great brass rods and form one entire wall for the two rooms. Under a dark ceiling, huge pink chandeliers reflecting the fine old craftsmanship of Spanish wrought iron will spin their webs and twinkle gaily.

Quarter-sawn oak planking applied horizontally on the entry wall and back bar should remind the guest of the many gay Spanish arenas. At the entrance, huge authentic posters plastered on the oak wall will advertise the warm welcome of The Matador. Throughout, fine old woods, leather, silver, wrought iron, and authentic bullfighting accessories will be used to bring to The Matador the excitement and charm of a truly fine restaurant.

"The theme selected was chosen to establish, in The Matador, an intimate, relaxing tempo conducive to leisurely dining in the old world, continental fashion," explains Bass.



**WHO'S ALL WET?** Western Hotels' print shop, in the Benjamin Franklin Hotel basement, which recently weathered the dust storms of remodeling got a strong antidote last month when one of the hot water pipes feeding the Outrigger restaurant directly overhead sprung a leak and sent showers of spray over the printery. When Front's photographer arrived at the scene of the great deluge he found the staff members, above, in their bare feet, and equipped with water wings and carrying on as before with an umbrella over the trusty press. From left are Lillian Ackley, Jack Mathus, Jimmy Allen and Jerry Samson.

### **MANAGES SEATTLE COFFEE HOUSE**

On recommendation of the Western Hotels, Inc. food committee, Miss Adele Black has been advanced from hostess to manager of the Benjamin Franklin Coffee House in Seattle.

### **SEATTLE CLERKS SHIFT AROUND**

When Ron Kirtland transferred from the Benjamin Franklin in Seattle to room clerk of the Hotel Benson in Portland, the move brought him nearer his fiancée. Richard Miller, clerk of the Benjamin Franklin, has traded jobs with Dick Morton, clerk of the Mayflower. Jack Bellman of Seattle has been employed as room clerk at the Benjamin Franklin. It marks the start of his hotel career.



**FRESH SPICE FOR BANNOCK MEALS.** Pepper Mill Caddies have been introduced at the Hotel Bannock in Pocatello, Idaho, and are really "spicing up" meals in the dining room and coffee shop. Guests are given a choice of having their pepper freshly ground or of using the regular pepper shakers. Waitress Cathy Gordon shows off the popular new Pepper Mill Caddies to Gael Hunt, desk clerk, and Norma Steed, waitress, as Chef Pete Moran nods his approval.

**TREE CUTTING BEE.** Members of the Cascadian Hotel staff are shown in the hills outside of Wenatchee on their annual Christmas tree chopping expedition. They brought enough trees for all public rooms in the hotel, plus a beautiful giant Spruce for the lobby. Pictured from left are Bob Fairchild, bellman; Lewis Roberts, room clerk; Jim Spence, head bellman; Rose Barnaby, elevator operator; Louise Mead, waitress; Mrs. Raymond Dodge, wife of assistant manager; George Weyrauch, engineer; and Thelma Netz, coffee shop cashier.



# Test Your "Western" I. Q.

(Score 10 points for each correct answer. 160 is perfect, 140 or better is excellent, 120 is good, 100 is fair and any scores less than that indicates you should read Front! more thoroughly.)

1. Which of these hotels became affiliated with Western Hotels, Inc. early in 1954? (a) Mayfair, (b) St. Francis (c) New Washington.
2. How many hotels are there in the Western Hotels organization at present? (a) 27, (b) 29, (c) 23.
3. Which of these hotels redecored more than 200 rooms and refurbished all of its banquet rooms in 1954? (a) Roosevelt, (b) Davenport, (c) Cosmopolitan.
4. During 1954 the following hotels got new managers. Their names are mixed up in column at right. Pair the right manager with his correct new hotel and score one point for each correct answer:  
A. New Washington (a) Robert Dupar  
B. Cascadian (b) William Boyd Jr.  
C. Mayflower (c) Sam Standard  
D. Benson (d) Walter S. Wright  
E. Bannock (e) Al Hawney  
F. Newhouse (f) George Marble
5. Where is the new Gun Room located? (a) Cosmopolitan, (b) Boise, (c) Owyhee.
6. Which of these hotels recently opened the Cavalier Lounge and Grill? (a) Sir Francis Drake, (b) Multnomah, (c) Georgia.
7. The new London Bar is in which of these hotels? (a) Benson, (b) New Washington, (c) Winthrop.
8. New director of food and beverages for Western Hotels, Inc. is (a) W. C. Fields, (b) Emil Zoubovitch, (c) William Shields.
9. The Western Hotel Food Research Kitchen is located in (a) Sir Francis Drake, (b) St. Francis, (c) Mayfair.
10. Each coffee cup that is broken, chipped or cracked costs on the average (a) 10 cents, (b) 23 cents, (c) 52 cents.
11. The Stirrup Room was selected for the second consecutive year by Holiday Magazine as one of the 75 most distinctive dining establishments on the North American continent. Where is it located? (a) Multnomah, (b) Benson, (c) Cosmopolitan.
12. Hoteletype reservations for rooms and car rentals may now be made to all Western Hotels. In how many cities are these hotels located? (a) 16, (b) 18, (c) 12.
13. According to a recent survey, what irritates a hotel guest most (a) Poor furnishings, (b) Poor food, (c) Poor handling of reservations.
14. Employees of Western Hotels annually are awarded Gold Service pins. How many years does it take to qualify for one of these awards? (a) 15, (b) 5, (c) 10.
15. Which of these teams won the famous challenge golf match held September 19 in Tacoma, Wash.? (a) Winthrop, (b) Roosevelt, (c) Multnomah.
16. The average Western Hotel guest give most importance to which of these reasons in selecting his hotel? (a) Recommendation by friends, (b) Previous experience, (c) Location.

## ANSWERS TO QUESTIONS

- (1) b, (2) c, (3) b, (4) A-f, B-a, C-e, D-c, E-d, F-b, (5) a, (6) c, (7) a, (8) c, (9) a, (10) c, (11) a, (12) a, (13) c, (14) b, (15) c, (16) b.



**SEVEREST CRITICS.** With audience of "professionals" intently watching every move, Chef Emil Zoubovitch and Ed Forster, catering manager, showed "how it's done" at the Cosmopolitan Hotel when they made a pre-Thanksgiving appearance as featured guests on a Denver television program. Seeing the TV food demonstration, from left to right: Elizabeth Pelletier, Gun Room waitress; Nettie Glore, catering secretary; Lola Ayres, head hostess; George Jung, pastry chef; Gretchen Graham and Esther Groughan, Gun Room waitresses; Harold Evans, kitchen steward, and Crayton Sanders, cook.

#### 14 "GRADUATE" AT GEORGIA

Fourteen employees of the Hotel Georgia in Vancouver, B. C. were awarded coveted pins signifying five or more years of loyal service at an evening reception held November 30. The annual service awards party was attended by 61 employees, with E. W. Hudson, general manager, presiding.

Graduating into the 15-year class were Bob Williams, assistant manager, and Frank P. Bowen of the engineering staff. Bowen rashly promised to mend any leaking taps that employees reported to him.

Among the recipients of 10-year pins were Ethel Lucey, popular Coffee Shop waitress, Ed Zannet, Rosina Hoffley and Joe Graydon.

Eight Georgia employees were presented with five-year pins, including Irene Papini, Marie Nordbo, F. Clark, C. Katzensteiner, Pat Kohling, Hazel McCreery, Grace Ferguson and Lee Hoy.

The catering staff provided a tempting variety of foods and beverages and professional entertainers pleased the crowd with several acts, after which everyone "kicked up their heels" on the dance floor.



**BOISE BLUE RIBBON BEEF.** Right now this big, beautiful hunk of beef should be providing mouth-watering T-bones and succulent beef au jus for patrons of the Hotel Boise's and Hotel Owyhee's coffee shops and dining rooms in Boise, Idaho. A. J. Kelly, left, Owyhee manager, and George Horning, Boise manager, holding halter, were highest bidders for this grand champion steer. It was purchased November 22 at the Capitol Stock Show, sponsored by the Boise Chamber of Commerce in conjunction with the Hereford and Black Angus Cattle Breeders. After six weeks of aging, cuts from the grand champion as well as other show beef will be featured on menus of the two Western Hotels in Boise.

### **BROWN MOVES TO MAYFAIR**

Jack Brown, former assistant manager of the Benjamin Franklin Hotel in Seattle, transferred to the Mayfair Hotel in Los Angeles October 1 as assistant manager. Brown started as a mail clerk at the Benjamin Franklin and three years later went to the Mayflower Hotel as Carousel manager. He was recalled to the Benjamin Franklin for six months as assistant manager before moving to Southern California.

### **OWYHEE FOOD EXPERTS ON TV**

Two of Owyhee's food specialists, Chef Harry Haas and Captain of Waiters Andy Horton, displayed specialties featured in the Boise hotel's coffee shop and dining room in an appearance December 10 on "Women's World," KBOI television show.

### **SON FOR LIQUOR CONTROLLER**

Bill Strand, liquor controller of the Hotel Mayflower in Seattle, and his wife, the former Lorraine Kline, who was a waitress in the Carousel before her marriage, are the proud parents of a son.



**DAVENPORT'S UNITED CRUSADE PENNANT** is being awarded by Gordon Bass, manager of the Davenport Hotel, to Burt Jones, bell captain, who produced 100 % participation in the campaign for the service department and the highest per capita amount for the entire hotel. Jones has been nominated for the title of Bellman of The Year.

#### **FOUR NEW MULTNOMAH EMPLOYEES**

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Four employes were added to the Multnomah Hotel staff recently. They are Kay Parock, Coffee Shop waitress; Wallace E. Proux, storeroom; Tommy Rouse, bellman working the all night shift, and Agatha Rowley, telephone office.

#### **BROKEN BONES DEPARTMENT**

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Bones mended, two employes of the Multnomah Hotel in Portland are back on the job. Marybelle Leathers, who was home with a broken rib, has returned to the Coffee Shop and Esther Jones is back to her duties as mail clerk after suffering a broken ankle.

#### **PROUD MULTNOMAH GRANDMOTHERS**

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Evelyn Newlyn of the Multnomah Hotel accounting office became a great grandmother of a boy, Michael John, December 6. Winnie Spaulding of the Multnomah Coffee Shop has a new grandson, Thomas Allen, born December 1.

#### **MIGHTY MULTNOMAH NIMRODS**

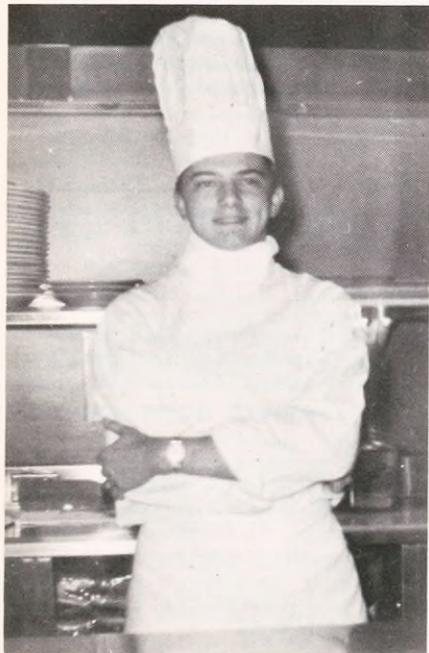
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After a four-day safari, Henry Guittard and Loren Borgerson of the Multnomah bellman staff, made a triumphant return with more than ton and a half of elk meat between them. Guittard's elk weighed 1470 pounds and Borgerson reports that his elk tipped the scales at 1360 pounds. Guittard carried a tooth from his elk on a key chain for several days, but inasmuch as the tooth alone weighed five pounds, it proved too much of a burden for little Henry. (At least that's the way it was told to us.)



### **NEW MAYFAIR CHEF**

The Mayfair Hotel in Los Angeles acquired some true continental flavor recently when Fred Adler, a native of Alten, Switzerland, came there as chef. Adler graduated from a cookery trade school in Zurich, and at the age of 23 became head chef of a large hotel in the French part of Switzerland. In 1946, shortly after the war ended, he migrated to Canada and worked in such fine hotels as the Chateau Frontenac, Royal York, Ritz Carleton and The Richelieu. He came to the United States in the winter of 1948 and served for two years as chef in a French restaurant near Boston. He worked for brief intervals in New York and Florida hotels and then became executive chef of the Dinkler-Plaza Hotel in Atlanta, Georgia, a position he held for two years before joining the Mayfair staff.



### **NEW OWYHEE GRILL COOK**

New Owyhee grill cook is Noel Luscombe, pictured here as he took over duties in the Carnival Room at Boise, Idaho. The room, complete with big top, live monkeys and tropical birds has been a popular dining spot since it was opened in November, 1953.



**DUPAR DUBBED "JET JOCKEY."** Selected as one of 50 representative business and professional men to attend the U.S. Defense Department's 19th Joint Civilian Orientation Conference, Frank A. Dupar, secretary-treasurer of Western Hotels, Inc. toured Army, Navy, Marine Corps and Air Force installations in October and saw how the tax dollar is used for national defense. He is pictured in floral sport shirt next to Captain A. J. Wilkerson, infantry school instructor at Fort Benning, Ga., who is explaining the operation of a recoilless rifle to Dupar and two fellow conferees. Invited to ride in a jet fighter plane, Dupar held the controls long enough to be given a certificate qualifying him as a "Jet Jockey." (U. S. Army Photograph)



**COFFEE SHOP WINS AWARD.** J. W. Jansen, associate editor of Institutions Magazine, is shown presenting award for prize winning Benjamin Franklin Hotel Coffee House to Lynn P. Himmelman, vice president, and S. W. Thurston, president, of Western Hotels, Inc. The certificate was awarded during the week of November 8 at the National Hotel Exposition in New York. The Seattle hotel's Coffee House, designed by Arthur Morgan, Inc., took honorable mention in the first annual awards program for institution interiors. More than 100 hotels, restaurants, clubs and hospitals entered the competition.



AL B. HAWNEY



HOWARD JOHNSON

## Hawney "Loaned Out"

**A**L B. HAWNEY, who was appointed manager of the Mayflower Hotel in Seattle early in 1954, has gone to Great Falls, Montana, on a "loaned executive" basis to supervise a large scale remodeling program at the Rainbow Hotel. Howard Johnson, assistant manager of the Mayflower, has become acting manager of the Seattle hotel.

Hawney has been closely identified with successful Western Hotels remodeling operations. He was with the Cascadian in Wenatchee when that hotel was in the midst of a redecoration program. He also served as executive assistant manager of the Winthrop in Tacoma and was on the staff of the Benjamin Franklin in Seattle.

Johnson formerly was assistant manager of the Hotel Georgia in Vancouver, B. C. and came to Seattle in September, 1951, as clerk of the New Washington. A short time later he was advanced to assistant manager of the Mayflower.

### HOW BIG IS A TIP BEFORE IT'S A MISTAKE?

What would you do if you were a bellman who received a \$20 tip when a dollar would have seemed more appropriate? This happened to Chuck Weaver at the Multnomah in Portland and he was sure it was just a mistake, so reported it to his bell captain. As it turned out, it was a mistake, and the unintentionally over-generous guest discovered it while awaiting a plane at the Portland airport. He phoned the hotel and was delighted to find that everyone was aware of his error and that the money would be returned to his home by mail. The guest was so impressed with the cooperative attitude and good service of the Multnomah that he wrote a long letter to Manager C. R. Lindquist complimenting him on his establishment and excellent public relations. On this subject the guest was an authority, being none other than Thomas P. Rhoades of Detroit, director of public relations of the Hudson Motor Car division of American Motors Corp.



## Bartender Never Forgets

**D**EL ADAIR, manager of the Roosevelt Hotel's famed Rough Rider Room in Seattle, never fails to "call his shots." He is one of those rare individuals who has the knack of remembering customers and their wishes from the very first time they appear. You will find 287 varieties of alcoholic beverages stretched out on the back bar, all because Adair never forgets what a customer orders. His personal courtesy has helped make the Rough Rider a feature attraction for tourists and a favorite cocktail corner for Seattleites.

The Rough Rider Room is outstanding among Seattle bars for its decor, which is entirely in the Western tradition. Chairs and benches have horsehide covers. A huge, plastic neon-lighted long-horn steer-head runs the length of the bar. When you enter, you find yourself transplanted for a moment into the Old West. Traffic-wise, the Rough Rider has a three-way advantage over most cocktail rooms. It can be entered from either the street, hotel lobby or hotel dining room.

Miss Phyllis Neff is the "cowgirl" waitress pictured above with Adair.

### NEW DAVENPORT CLERK

Ed Sullivan, no relative of the television star but handsome enough to be one in his own right, recently was transferred from the Rainbow Hotel in Great Falls, Mont. and is now a room clerk at the Davenport Hotel in Spokane.





## Hostess Scores Ace

Sykie Brown, hostess in the Royal Dining Room of the Hotel Newhouse in Salt Lake City, recently joined the select company of singular golfers when she scored a hole-in-one on the No. 3 hole at Forest Dale. She used a No. 3 wood on the 145-yard hole. The threesome touring the course with the latest member of the "ace" club were Louis Capilla, John White and Harold Koelling.



## THE LITTLE RED TOMATO

Once upon a time, there was a little red tomato . . . which got sliced into a salad by Edyth Beal . . . who is head pantry girl at the Hotel Newhouse, Salt Lake City. For two hours the little sliced tomato slept coolly on a bed of ice . . . on the buffet salad bar in the Royal Dining Room . . . and then he was speared by the fork of John Q. Public, a valued guest of Western Hotels. John was seated by Sykie Brown, hostess, at a nice table by a sunny east window . . . with a super view of Main Street and the pretty girls passing by.

While eating the little tomato, John spied a fabulous blonde tomato outside trotting by . . . smiling, he waved with enthusiasm, his fork still in his hand . . . and a bite of tomato fell to the fertile soil of the live-plant window-box by his table. Days passed . . . the little yellow tomato seeds took root. Watered with tender, loving care every day by Lee Vance, waitress, the tomato became a sturdy vine . . . then yellow flowers appeared . . . and for every flower that withered, a little green tomato formed. Already one little tomato is blushing redly . . . soon there will be more. What could be more tasty than a sun-ripened little red tomato . . . that you pick from the vine yourself . . . right at your dining table . . . in the Newhouse hothouse?



HAROLD MAXWELL



ALFRED W. STOKER

## Two Rise at Boise

TWO young men who started hotel careers as dish washer and bellman, respectively, recently were called upon to fill high level posts at the Hotel Boise.

Alfred W. Stoker, Jr., known to Idahoans as "Bill," is the Boise's new assistant manager. He started in hotel work as a dish washer in 1936, worked up as busman, bellman and clerk and then became assistant manager, a position he held until being called into the armed services in 1941. Prior to his discharge, Stoker managed the Miramar Hotel in Santa Barbara for the U. S. Army from December, 1945 to June, 1946. He returned to civilian life as head waiter at Zion National Park Lodge in 1946, became its manager the next summer, later managed the Challenger Inn in Sun Valley through the winter months. Stoker was out of the hotel business for two years, and then returned in February, 1952, as assistant manager of the Bannock Hotel in Pocatello. He was transferred to the Boise in November to replace Jay Taylor, who has moved to the Marcus Whitman Hotel.

Harold M. Maxwell, better known as "Hal," is the Boise's new clerk. He started as bellman in 1945 at the Saratoga Hotel in Caldwell, Idaho, and after seven years worked up to the position of manager. He resigned that job for a brief whirl in the frozen food field. Maxwell and wife, Helen, have a son aged four, named Ricky.



## Artistic Bellman

The Mayflower in Seattle has discovered that gay, informal touches throughout the hotel help to set guests at ease, and the employe largely responsible for setting this mood is Richard William Aitken, 26, who loves to draw cartoon sketches and is extremely good at it.

The men's room at the Mayflower is in a difficult-to-reach spot on the basement level, and guests wanting to get there in a hurry often had to get very detailed directions from the hotel clerks. To circumvent this time-wasting procedure, Aitken drew some clever sketches and used directional arrows to guide male guests to the right spot, as illustrated here. Among the bellman's works of art are a big happy clown welcoming guests to the Carousell room, Santa Claus sketches for the holiday season and several cleverly drawn lobby cards.



## Award Winner Upped

When the Operations Committee of Western Hotels, Inc. was considering appointment of a Hoteletype Reservations sales manager for the Southern California area, a natural choice for the job was James Erhart, last year's first prize winner in the Western Hotels' Suggestion Contest. Erhart, formerly chief clerk of the Sir Francis Drake in San Francisco, took over his new duties December 1.

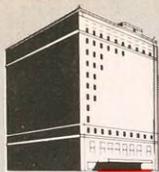
The new sales manager made a close study of Western's Hoteletype Reservations system before entering the 1953 contest, and came up with a plan for improving the technique of handling reservations and for setting up a central reservations office. Erhart received his early hotel training at City College in San Francisco and worked at the Whitcomb Hotel and the Owyhee in Boise before moving back to San Francisco.



**DAVENPORT GOES HAWAIIAN.** Seattle may have The Outrigger, but the Davenport Hotel in Spokane has Chef Dean Atkinson. During the recent Northwest Hardware and Implement dealers' convention, Chef Atkinson went all out to prepare a true Hawaiian luau. He is pictured here with a charming group of hula hula girls from the banquet division. Identified from left they are Vivian Pitts, Barbara Standiford, Bertha Wildhirt, Phyllis Erickson and Darlene Dunholt.



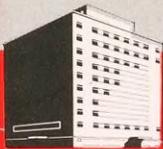
**100% GRANGE FAMILY.** Trudy Peters, telephone operator of the Hotel Leopold in Bellingham, Wash., is a member of Grange family that is rather unique, since each holds an office in Ten Mile Grange. From left to right: Barbara Peters, secretary of the Juvenile Grange; Mrs. (Trudy) Peters, lady assistant steward; Mr. Peters, assistant steward; Vonnie Peters, master of Juvenile Grange; and in front, Larry Peters, assistant steward.



**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



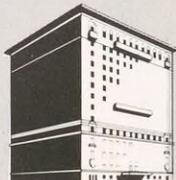
**HOTEL THE OASIS**  
Palm Springs, Calif.



**SIR FRANCIS DRAKE**  
San Francisco



**MAURICE**  
San Francisco



**MAYFAIR**  
Los Angeles



**Dine better, Sleep better at a Western Hotel**