

Western Hotels, Inc.
Front!

AUG.-SEPT.
1956
VOL. 10, NO. 10



GUEST CONTACT IMPORTANT

customer is ALL-SEASON KING EXECUTIVE EDITORIAL REMINDS

The following editorial by executive vice president Edward E. Carlson is reprinted from the Executive Office Operations Bulletin:

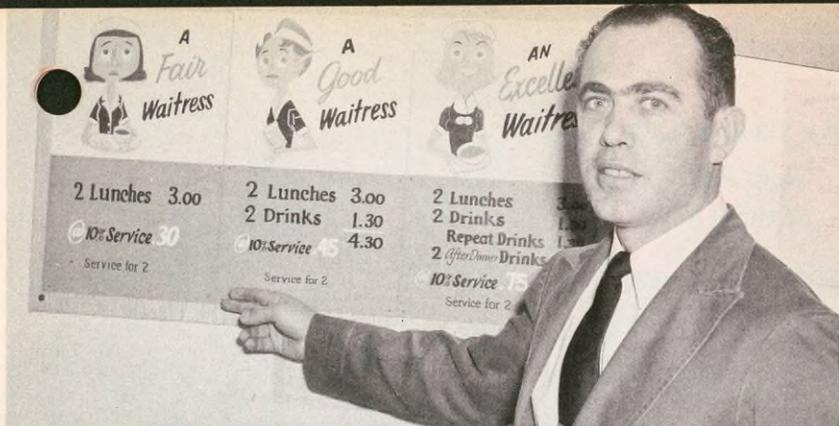
Many of the larger Hotels are fortunate to be approaching a busy season. We say "fortunate", because in some of the smaller properties business in July and August is almost as low as it is in December. With this "busy season" go definite responsibilities to those who favor us with their patronage.

All employees who have direct contact with our customers—from assistant manager to room clerks, cashiers, bellboys, waitresses, elevator operators, doormen, etc.—should be aware of this one fact: *Guests are doing us a favor to patronize our Hotels...we are NOT doing them a favor by giving them a room when we are crowded, or taking care of their food and beverage pleasures.* Too frequently during the busy periods the Hotels in the major cities earn, justly or otherwise, a reputation that a guest is "fortunate" to have a room. The friends we make during the busy season are the ones that can carry us through the slow months.

A little soul-searching in every Hotel on this point should be in order.



ELLIE BRUSKLAND, our cover girl this issue, represents one of the most important hotel-guest contacts—elevator operators—who, along with room clerks, bell men and waitresses, give customers their most personal contacts with Western service. Ellie has been with The Olympic Western Hotel for four years; was born on Queen Anne Hill, Seattle, graduated from Bellevue High School, 1940; is the mother of a 13-year-old daughter. Her smile makes friends for Western.



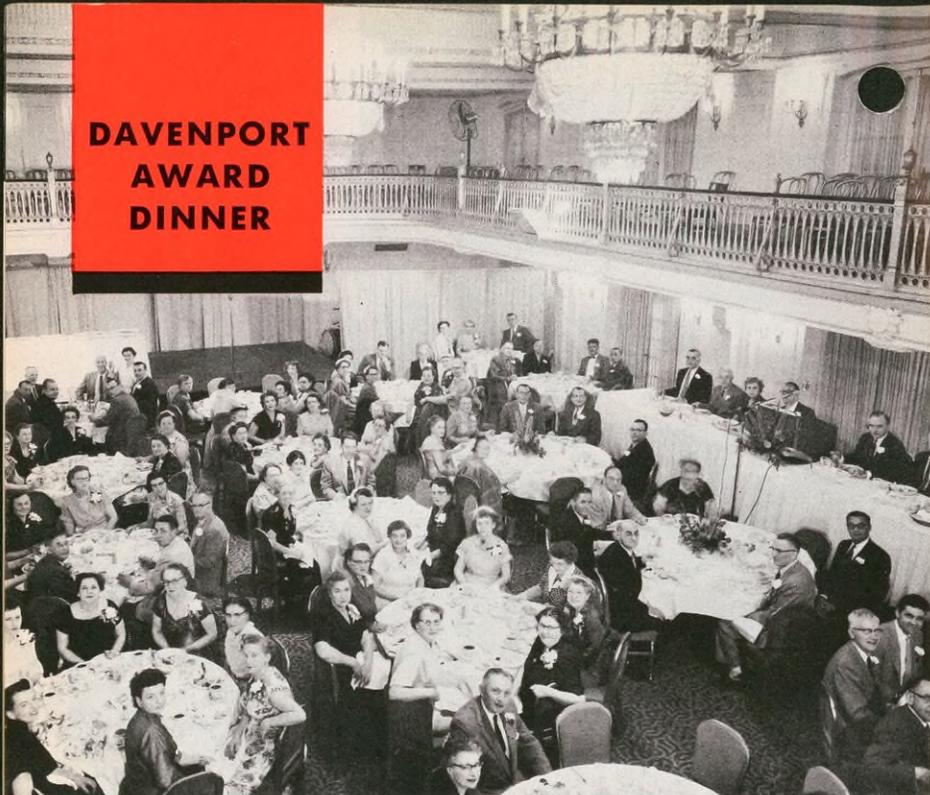
SMILE SUGGESTION PAYS OFF

SMILES CASH IN: Bert Waring, head bartender for the Benson, Western Hotel, Portland, received a cash award for suggesting the printing of three placards illustrating that service with a smile is of direct benefit to the smiler. The placards show a fair, non-smiling waitress, a good small-smiling waitress and an excellent full-smiling waitress, who made 10% tips of 30c, 45c and 75c, respectively, according to their smiling service. Photographic copies of these at each bus station remind each waitress, and the sale of drinks has increased during lunch hour since their printing.

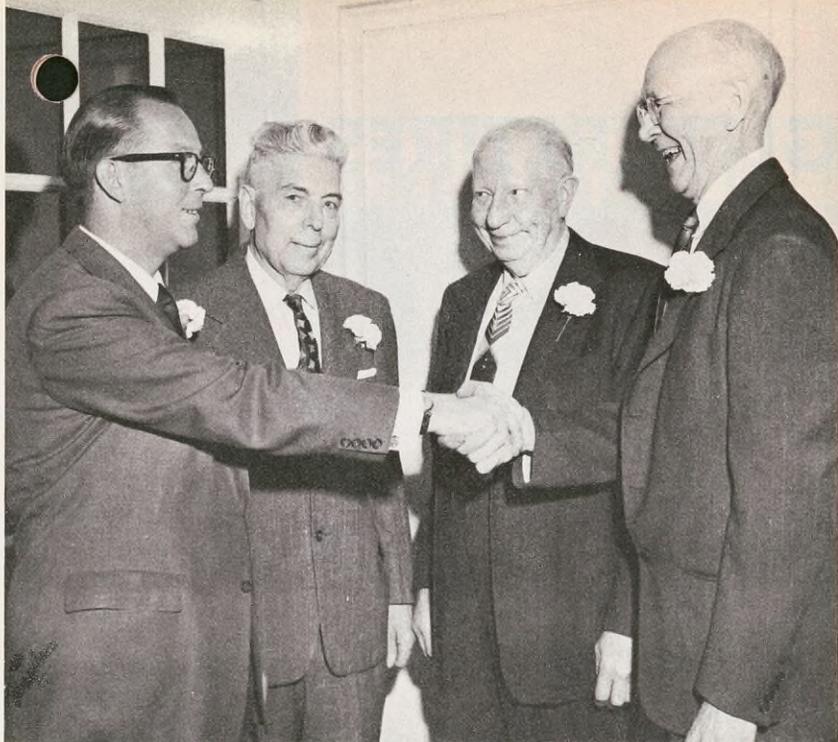


CHAMPAGNE PARTY: Sam Standard, manager of the Benson, threw a champagne party for the hard working crew of the London Bar who increased their food sales 70% and liquor sales 10% over last year. Front row, from left—Bert Waring, Betty Webb, Helen Harding, Jane Pretzer and Dale Maul. Back row from left—Carl Porco, Eddie Johnson, Stan Ralle and John Shea.

DAVENPORT AWARD DINNER



OVER 1600 years of service were represented at the First Annual Award Dinner by 150 Employees of the Davenport Western Hotel in Spokane, June 11. Gordon Bass, Western vice president, presented 5 awards to employees for over 40 years of service at the dinner hosted by Western Hotels, Inc. Cocktails and a buffet supper in the Marie Antoinette Ballroom preceded the awards, when special buttons for 40 years of service and over were presented. A stage show followed, featuring the recording stars, The Four Knights. It was one of the largest of all banquets held to honor Western employees.

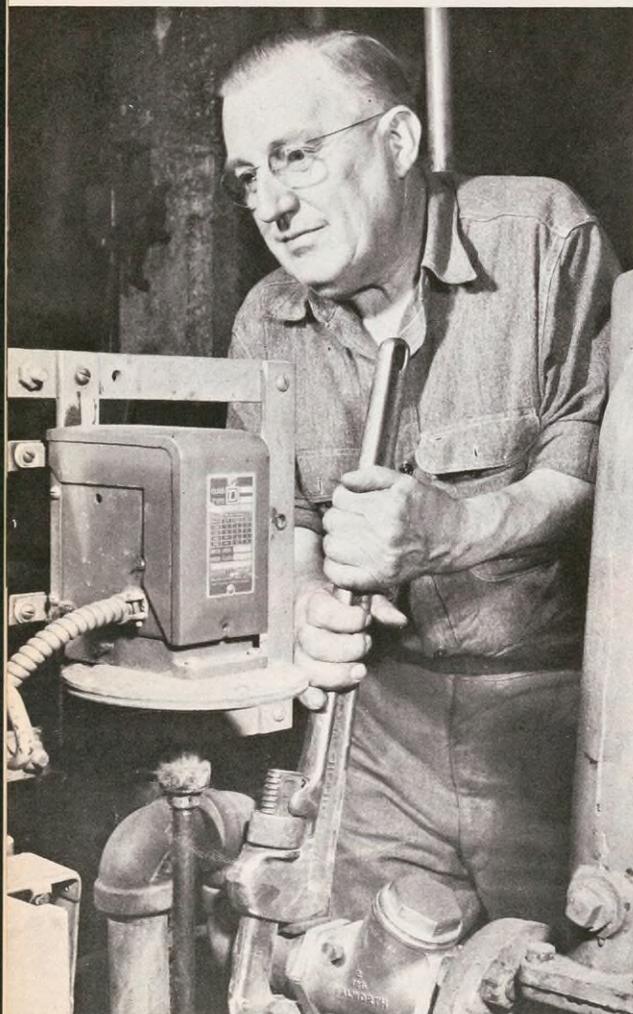


HONORS OLD HANDS

THREE MEN received diamond pins for over 40 years of Service at The Davenport Western Hotel, presented by Gordon Bass, far left. They are, from left to right, John Ungari, W. R. Jake Morton, and James Durbin, oldest Davenport employee. John Ungari started the famous polishing process still used by The Davenport to clean silver coins. At the time he had hoped to

sterilize the money so it could sanitarly be tested by customers' teeth. Jake Morton, now a freight elevator operator, began working with the hotel soon after it opened. James Durbin, who was in charge of installing the original furniture in the building, has worked on the porters desk for more than 42 years.

GLEN RETIRES



John Glenn, chief engineer at the Winthrop Western Hotel, retired June 28 after 31 years of service, which began in April, 1925, when he helped to move in the furniture. At a surprise party John received an electric saw as a farewell gift to use at the Glenn's beach home in Allyn, where they will live. Scotty Myles and John Mangini, Winthrop manager and assistant manager, praised his services as he reminisced over cake of bygone lumbermen conventions that kept him hopping, and look forward to plenty of time for hunting and fishing.

DANES ARE THICKER



Victor Borge, left, and George Olsen, right, jabbered in Danish and clowned in straw sombreros during one of the comic pianist's visits to The Outrigger, Benjamin Franklin Western Hotel. Above they flank Betty Mathison, who tends The Outrigger gift shop. Borge praised the cuisine, purchased several lamps from off the walls and insisted on introducing Olsen from his revolving stage during his concert in the Seattle Ice Arena before 7,000 people.

MOTOR LOBBY Cosmopolitan MOTOR LOBBY



COSMO ADDITION OPENS

The three level steel and concrete structural addition to the Cosmopolitan Western Hotel in Denver now is in use and ready to house 150 cars. While the first level is used by the hotel, the second and third, will be devoted to garage space. Guests have only to drive through the Broadway entrance on the third level and leave their cars, then walk a few steps to a lobby entrance. Below is Cosmopolitan general manager Tom Lee cutting the ribbon across the entrance at the official opening. The garage is built on the site of the old Broadway Theatre, and its foundations are sturdy enough to support the addition of many more floors.



BARUCH PRESENTS HORATIO ALGER AWARD TO CARTER

LES W. CARTER, left, president of the American Hotel Association, a vice president of Western Hotels, Inc., and general manager of the Northern Western Hotel, Billings, Mont., received the Horatio Alger Award from Bernard Baruch. A dinner given at the Northern by the Chamber of Commerce was attended by 250 friends, and keynoted by old friend Gov. Milward Simpson, of Wyoming, who stated that, "Les has made the most remarkable progress of any man I know." S. W. Thurston and Edward E. Carlson were among well-wishers, as was Montana Gov. J. Hugo Aronson. Before coming to

the old Northern Hotel in 1937, Carter was associated with hotels in Wyoming, California and Nebraska. He opened the new Northern Hotel July 7, 1942, and helped to form the University of Denver Hotel School. A scrapbook of telegrams from persons unable to attend the dinner was presented to Carter, including one signed simply "Ike." S. W. Thurston said, "Les is one of the best thought of men who ever held the office of president of the AHA." At the finish of his remarks, he was presented with a brass key to the city of Billings.



WINTHROP CATERS ROTARY LUNCHEON

WINTHROP WESTERN HOTEL personnel from the manager on down helped to serve 250 Tacoma Rotarians on their Visitation Day at Nalley's Food Plant in Nalley's Valley, June 7. Catering manager Bill Quinn saw that food was transported the three miles from the Winthrop after two truckloads of equipment was set up and ready. The food arrived swiftly in the third truck to be served hot as though it had been served from a kitchen three steps away. Most Rotarians know Winthrop management and got a kick out of being served by its members in chef hats. It was one of the largest outside luncheons served by the Winthrop, successful because of the cooperation of all departments involved, Quinn stated.



General view of the luncheon.



Hungry Rotarians took food from this service line of Winthrop employees, including from left, Bill Quinn, Otto Denkinger, Scotty Myles, Lyle Boyle and John Mangini.

GERMAN CHEF WALTZ FAN



GOOD NATURED Otto Denkinger, new chef at the Winthrop Western Hotel in Tacoma loves Strauss waltzes, dancing to them with authentic style and singing old songs with friends. He was born in Herrlingen, Germany, on the Danube River about 43 years ago, and began his career in food after a three year apprenticeship in German hotels and as chef for General Rommel. Coming to the United States, 1950, he worked at the Russell Rambson Hotel, Waterlou, Milwaukee, Westmore Country Club, Schroeder Hotel, North Hill Golf Club, Milwaukee, two years as sous chef, Washington Athletic Club, Seattle, then the Winthrop. He and his wife and two children hope to be naturalized citizens by Christmas.

OLYMPIC PURCHASING AGENT



LEIGH MACARTHUR has been appointed purchasing agent for the Olympic Western Hotel, Seattle. He joined the staff November, 1949, as head barman and advanced to beverage control manager. Before the 2nd World War, when served with the 7th Infantry in the Pacific, he worked in smaller California and Montana hotels, after graduating from the University of Washington.

MATADOR STAFF MEMBERS



SPANISH LOOKING Donna Young, Matador Hostess, Davenport Western Hotel, worked as a fashion model and coordinator formerly, and is a lifetime resident of Spokane. She is married and has one child.

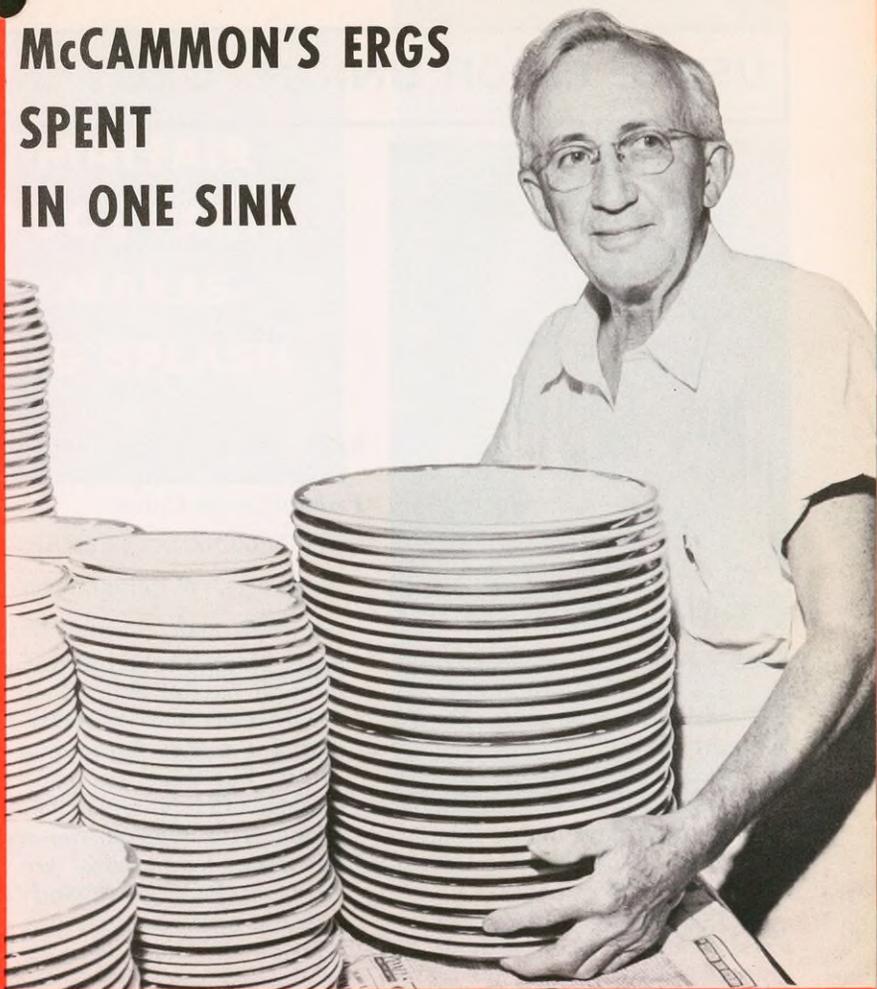


DICK NOWELL, Matador assistant manager, was born in the English cheese center, Cheshire. He owned and operated the Commodore Restaurant Club in the Royal Burrough Kingston upon Thames before coming to the United States 9 months ago to visit Spokane relatives. He will remain and import his fiancée.



RODERIGO LLORENS, of the Matador Room, is a guitar-playing Peruvian who learned the instrument here. He has moved from the Benson Hotel, having been assistant manager of the London Grill. His wife, May, was cashier and hostess at the Benson. He was busboy there while attending Portland University. Present London Grill manager is his brother Oswaldo (see page 25).

McCAMMON'S ERGS SPENT IN ONE SINK



Approximate figures credit Frank McCammon with having washed 73,961,600 pieces of china, silver and glassware during his 22 years as dishwasher at the Benjamin Franklin Western Hotel, Seattle. Knowing that a clean plate is the foundation of any good meal, Frank has taken dependable pride in his post, which he began August 1, 1934. Frank was born in eastern Canada, coming to Seattle in 1916. He has a wife, 4 children and 11 grandchildren. He never washes dishes at home.

USE OF CREDIT UNIONS GROWING



by DONALD K. DODGE,
*Treasurer of Westy
Federal Credit Union*

At the moment employees credit unions within Western Hotels are divided by areas or states. Westy Federal Credit Union serves Washington State and is growing fast as more and more employees realize that it pays higher interest on savings, while charging less on loans than do most banks.

In 1955 Westy paid 3 1/7% interest, while in 1956 we hope to up it to 3 1/4%.

Over 500 members now belong to Westy, and more are joining every week. Loans are made at the rate of about 25 a month, totalling between \$5,000 and \$6,000. Loans average about \$300 or \$400, but can go up to 3 year

loans which can be paid off easily through payroll deductions.

Christmas and vacations figure high for money borrowing from Westy, but there are many more reasons, often emergency ones for taking advantage of the service. Spending temptations are lessened; savings grow and debts dwindle with prudent use of it. Your Credit Union is more beneficial and cheaper than aspirin in getting rid of financial headaches.

Don Dodge is hoping to make a survey of the Credit Unions now servicing all Western employees, and would appreciate information from each one. Front will be happy to forward yours.

MAYFAIR POOL PARTY MAKES BIG SPLASH

THE RESORT ATMOSPHERE of the new Mayfair Western Hotel Pool and Cabana, which offers the opportunity for a cooling dip and cocktails and snacks or luncheon in the heart of downtown Los Angeles, won instant and extravagant praise at its opening.

Guests from travel bureaus, the press and hotel personnel were treated to a first eye view of the oasis a block off Wilshire Boulevard, plus cocktails, impressive hors d'oeuvres, a swimwear fashion show and a swimming and diving exhibition.



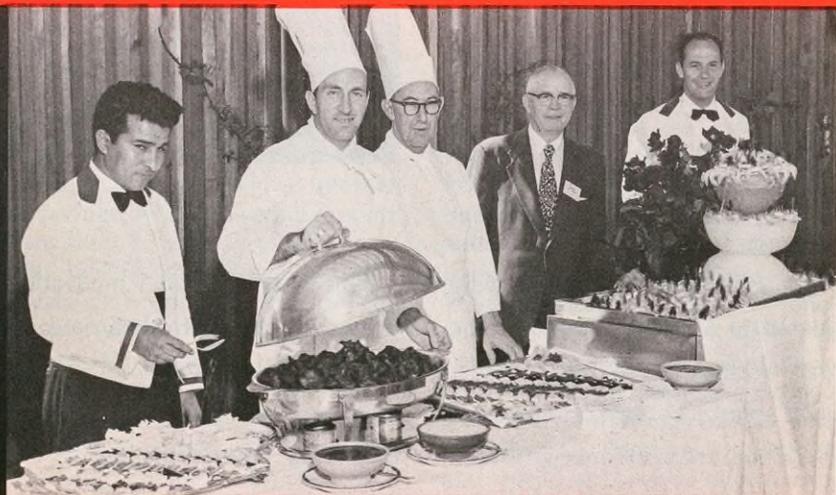
Carl W. Hudgens, Mayfair manager, and Dewey W. Metzdorf, Western vice president, bask in the happy role of hosts to a successful opening.

This Western Hotel innovation brings the chance for luxurious relaxation to busy guests, tired from meetings and appointments, to their very door. A handsome entrance has been built from the Mayfair lobby.

MAYFAIR POOL and



These are the cocktail girls who served the Mayfair Pool Party guests. From left are Carole Dusek, Miss Cocktail, Harriett Hagain, Miss Bourbon, and Norma Morgan, Miss Scotch. In the background is Rudy Curti, bartender.



Fancy and elaborate were the hors d'oeuvres served at the Pool Party. Above is the crew who manned the table. From left are Paul Echiberra, waiter, Fred Adler, chef, Cecil Kerens, cook, Paddy McEwan, maitre, and Ray Grana, waiter.

nd CABANA OPENS

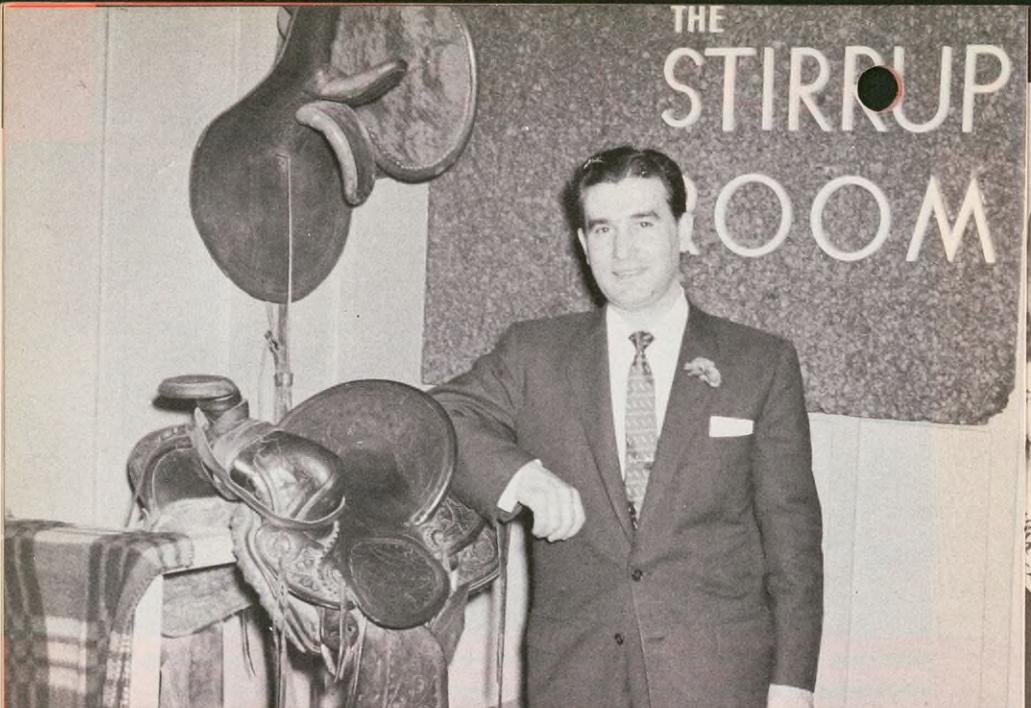


Food, drink and fashions were enjoyed by guests, many of whom preferred a standing room only vantage. Above is a poolside scene with model.

Insert—Entrance leading from the Mayfair lobby to pool.



These are the Hollywood beauties who modeled the bathing suits for the poolside fashion show. Many of the suits worn were mentally selected by women guests to wear themselves for swimming and sunning a la Mayfair.



Life of De FRANCE COLORFUL

HERCILIO De FRANCE, manager of the Stirrup Room at The Multnomah Western Hotel was born in Porto do Monis, Madeira Island, Portugal, December 10, 1919. When 11 years old he began a 3 year study for Catholic Priesthood at Nossa Senhora and St. Bernardino, after which he attended Liceu (Lyceum).

He came to New York City when 18 and worked as a dishwasher at the German America Rathkeller for \$7.50 a week, moving from there to the Paramount Hotel as bartender. In New York he was active in the Catholic Youth Or-

ganization as a member of its soccer team and boxed in the light-weight division of the Golden Gloves.

Hercilio came to the University of Oregon in 1943 as an instructor of Romance languages, and afterward enrolled in the University in political science and economics.

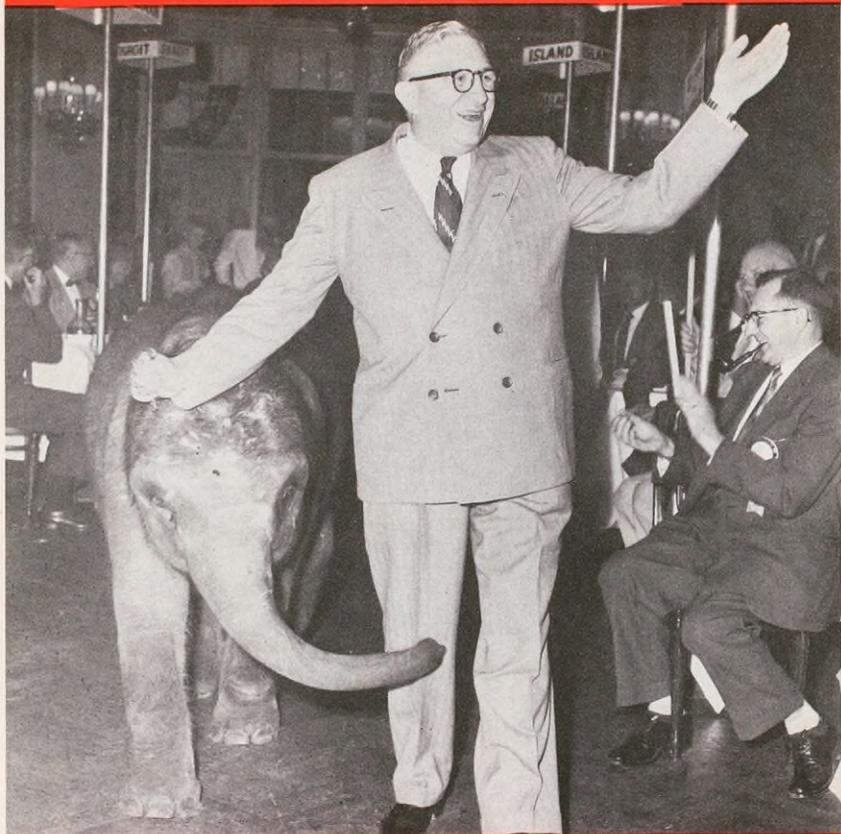
From 1945 to 1953 Hercilio worked at the Eugene Hotel. Then he moved to Portland and went to work for the Multnomah as bartender. Three months later he became head bartender, and in January, 1955, he was promoted to his present position.



MISS AIR POWER CONTEST BRIGHTENS ROOSEVELT HOTEL

Pulchritude jammed the lobby of the Roosevelt Western Hotel, Seattle, during the Miss Air Power contest, a fact duly noted by several of the staff. Kneeling on either side of Jan Hoenstaas, Miss Roosevelt Hotel, from left are Webb Afferbaugh, chief engineer, Jim Olsen, bartender, and Sam Ralston, senior room clerk.

THEY LIKE FRANK



Retiring as president of the Seattle Rotary Club, Frank A. Dupar, secretary-treasurer Western Hotels, figured as central character in a goodby luncheon staged as a fond and riotous mock national convention. Above he appears victorious with genuine, though small elephant from the Eisenkrat Party. Western is widely represented in Rotary Clubs, including such members as George Horning, Al E. Schilling, Edward E. Carlson, Thomas A. Gildersleve, Lynn P. Himmelman, John Pierce, George Knowles, Al Hawney, Harry Mulligan, Scotty Myles, Don Utley, Dewey Metzdorf, Sam Standard, W. E. Boyd, Dan London and Ed Sequeira.

18-YEAR OLD PRESCRIPTION FILLED BY DAVENPORT STAFF

WHEN FORMER heavyweight champion of the world, Gene Tunney, stopped at the Davenport Western Hotel 18 years ago, he had a sore throat, and Dr. Lower, of Spokane was called in. Dr. Lower prescribed a gargle, filled by the Davenport Pharmacy. Last June 6 the Davenport received a letter from Mr. Tunney with a label from the original prescription, requesting that it be refilled for him.

Eager to comply with the request, Ernie Hogenson, Davenport assistant manager, was confronted with a chain of obstacles. The Davenport Hotel Pharmacy has been closed for 10 years. The pharmacist who filled the prescription is dead. Nevertheless Ernie rose to the occasion and telephoned everyone in Spokane apt to remember anything about the particular event or to know the whereabouts of the prescription file. Finally the file was located at the Hart and Dilatush Professional Pharmacy in downtown Spokane. Their manager,

Vern Davidson, ferreted out the prescription and obtained a physician's prescription for it from Dr. Lower—virtually the identical one which he still prescribes today.



Triumphant, Ernie returned to the Davenport where manager Gordon Bass forwarded the prescription to Mr. Tunney with his compliments. Just another example of the lengths to which the Davenport will go to please its customers.

QUEENS AND BROADCASTS KEEP GUN ROOM LIVELY

SHETLAND PONIES, rodeo queen contestants and a fringe-topped surrey have pointed up Butte Fiesta Days in the lobby of the Finlen Western Hotel and the Gun Room.

The ponies spent only one day in the lobby, but the Isser Model surrey, manufactured by the Studebaker Brothers, has been held over for a longer time. Hardly an hour goes by, according to James E. Durham, manager, that some old timer doesn't spy it and remember when he had a similar model.

The rodeo queen contestants recently were interviewed at the piano bar by an announcer from radio station KOPR, which featured the hotel and the Fiesta Days, plus thrilling the girls (see cut).

A 15 minute program is broadcast from the Gun Room each week by Crazy (Fingers) Willie, the World's Worst Piano Player, which has proved a solid business attraction.



one will queen Butte Fiesta



One of the five girls above was chosen to queen it over Butte Fiesta Days. Here they are standing before the old Studebaker surrey with the fringe on top, which stood in the center of the Finlen Western Hotel lobby. From left are Nan McCauley, of Boulder; Carline Ruth Graff, 19, of Rocker; Carolyn Lee Pierce, of Whitehall; Cynthia Kroeze, of Butte, and Penny Carson, of Helena.



The Cartoon of Roland Richter, by Alan Pratt, and the Story Are Reprinted Through the Courtesy of the Seattle Times.

When It's Hard to Be Blue

SOMEHOW a person impeccably dressed always manages to look a little more awkward than anyone else if he is on crutches, or bandaged, or both.

One of them is Roland Richter, executive assistant manager of the Olympic Western Hotel, a suave and well-dressed man who unfailingly has a flower in his buttonhole and whose every hair is in place.

Richter suffered a broken leg on his five-acre place near Bellevue when he fell off the roof of his barn, where he was doing a repair job.

LLORENS SCRUTINIZED



Oswaldo Llorens, young manager of the London Grill, in the Benson Western Hotel was featured with langorous gazes from sultry Rita Moreno, when she dropped in during a Portland visit. Miss Moreno was starred there in "The King and I."

NEWHOUSE GETS NEW AIR

NEW AIR conditioning equipment has just been installed in The Newhouse Western Hotel, Salt Lake City, (see right) while finishing touches are being made to the newly decorated Crystal, Florentine and Bonneville Rooms there. New uniform sport shirts have been adopted for hot summer months by front office employees. Below, from left are William McKinley, Jr., Grant Larson, Ed Cummings and Mel Chugg.



NEW SUMMER SHIRTS



RANPMIERS GUESTS OF THE MULTNOMAH

HANS RANPMIER, night bell captain at the Multnomah Western Hotel, Portland, and Mrs. Ranpmier, were invited by manager Bob Lindquist to be weekend guests there and have breakfast in bed. The Ranpmiers celebrated Hans beginning his 38th year with the hotel. He has served such celebrities as Rudolph Valentino, President Warren G. Harding and Queen Marie of Romania.

In passing along congratulations from himself and Frank Dupar, Gordon Bass, Troy and Lynn Himmelman, Charles Hunlock, Edward E. Carlson and Harold Maltby, S. W. Thurston wrote: "I am sure that all of the staff will enjoy extending to you the finest hospitality and courtesy, such as you have passed on to so many guests of the Multnomah over these past years."

ROOM SERVICE RABBITS



BENJAMIN FRANKLIN Western Hotel bellmen were a wary lot during the Pacific Coast Association of Magicians convention.

Wizards lopped heads, torsos and arms with their guillotine trick, while hotel employees averted eyes so as not to be called upon to clear up debris from possible permanent results. Going all out to give magic men special service, a pool of white rabbits was installed. A magician had but to ring and a fresh white rabbit was delivered by room service on tray for next hat trick. Here is Elmo Nelson delivering jaded rabbit. Calls kept bellmen so busy with bunnies they didn't know whether to hop or to hug.



HAWAIIAN VILLAGE

KEEP Hawaii really Hawaiian, is the spirit at the Hawaiian Village Hotel. At left is Mrs. Louise Campbell, dressed in the Hawaiian spirit. She is secretary at the newest of Western Hotels, which covers 18 acres of tropical landscaped garden. She acts as interviewer for job applicants and has charge of issuing credit cards. Her past hotel experience includes positions at the Waldorf Astoria and Astor Hotels in New York and the Edgewater and Biltmore Hotels in Honolulu. Louise has traveled around the world and lived in South America and Japan. In lower photo are Jeanne Fallon and Helen Cucci, reservations secretaries from the St. Francis, learning the hula from Jackie on their two week Hawaiian Village vacation.



GAY, HOSPITABLE

ROBERT ROBINSON, right, left the Rainbow Western Hotel in Great Falls, Montana for Honolulu, arriving July 9 to become manager of the Hawaiian Village Beach Club, located on the grounds of the Hawaiian Village on Waikiki Beach. Bob is from Oregon City and is married to the former Joan M. Dysart of Seattle. The Beach Club has an exclusive membership of 300 Honolulu families, which causes New York's storied 400 to sound excessive. Below are Miss Hawaii, Jere Wright, left, and Miss California, Joan Beckett, who met at the Hawaiian Village during Miss Beckett's Hawaiian vacation.



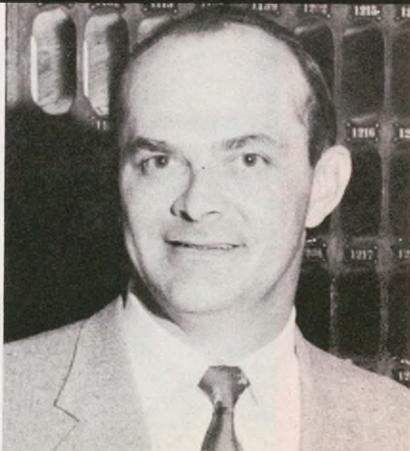
ENGAGED

MARLENE RAY FRANKFORTER recently became engaged to Merle V. Ryan, and plans to marry him in September. Marlene also has been engaged as hostess in the Coffee Room of the Benjamin Franklin Western Hotel, where before she served as reservations secretary. New reservations secretary is Shirley Simonson.



ROOM CLERK

RAY LANCASTER recently left Great Falls, Mont., to take the post of room clerk at the Davenport. He attended Montana State College and has worked at both the Florence Hotel in Missoula and the Ridpath Hotel in Spokane. The lakes in the Spokane area give him a chance to pursue his favorite sports of swimming and boating.



GOING WESTERN

WILLIAM DORMAN, assistant manager of the Hotel Maurice, San Francisco, is taking sick-leave in order to clear up larynx trouble, so that he can talk once more. The Maurice expects much to report after the Republican Convention. Now returned from sick leave is Herman Riviera, recovered from hospitalization and well enough to resume his job in the cocktail lounge at The Outrigger, at the Benjamin Franklin. Also returned to The Outrigger, to assist manager George M. Olsen is Dave Bud Overnell, father of a new son, Michael. Dolly Valentine, of the catering department at the Ban-



nock, was given a surprise record shower by hotel employees, inspired by her purchase of a new Hi-Fi set. Mrs. Grace Bloom arranged the no-hostess party in the Bannock dining room. Mrs. Bernice McGarry, who served as catering secretary at the Benjamin Franklin for 2 and a half years, has moved to the Olympie, where she is secretary to J. William Keithen, manager of Western Service and Supply. Gertrude Sullivan, Benjamin Franklin auditor worked July 4 in order to get pay checks ready for employees who'd shot the works over the Fourth. Don't forget all Western employees except managers, assistant managers, sales managers and hotel-type operators are eligible for the HAWAII CALLS contest. Harry Peterson has become purchasing agent for The Outrigger. At left is Mrs. Ila Mootz, who has been executive housekeeper at the Mayfair for 25 years. On the side, Mrs. Mootz is grandmother to the four fine youngsters pictured with her. Remember Front wants your news!

your  is your personal introduction to . . .



...elegant dining, warmth of tradition
—the **CAFÉ BARON***

Distinctive in its appointments, distinguished for its fine foods and service ("Baron of Beef" originated here), the *Café Baron* adds further pleasure to your visit to the *Multnomah*, another outstanding Western Hotel in Portland, Oregon.

Unusual foods, service and settings characterize many such "Specialty Rooms" of Western hotels . . . the *Golden Hind* of the *Sir Francis Drake* in San Francisco . . . the

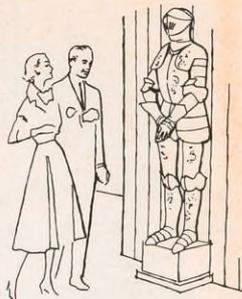
Silk & Saddle of the Rainbow in Great Falls, to name just two. Created by Western Hotels, they have become centers of community dining and entertaining for both residents and hotel guests.

Western hotels pride themselves, as well, on providing attractive accommodations and gracious service—in an atmosphere of real hospitality. Plan your next trip with Western Hotels in mind.

*MULTNOMAH

Western Hotel
Portland

WESTERN HOTELS
INCORPORATED



Typically Outstanding

WESTERN HOTELS

British Columbia
VANCOUVER: Georgia

Washington
SEATTLE: Benjamin Franklin,
Olympic, Roosevelt
SPOKANE: Davenport
TACOMA: Winthrop
BELLINGHAM: Leopold
WENATCHEE: Cascadian

Oregon
PORTLAND:
Benson, Multnomah

California
SAN FRANCISCO: St. Francis,
Sir Francis Drake, Maurice
LOS ANGELES: Mayfair
PALM SPRINGS: Oasis

Colorado
DENVER: Cosmopolitan

Utah
SALT LAKE CITY: Newhouse

Idaho
BOISE: Boise, Owyhee
POCATELLO: Bannock

Montana
BUTTE: Finlen
BILLINGS: Northern
GREAT FALLS: Rainbow

Hawaii
HONOLULU: Hawaiian Village

for:
HOTELTYPE RESERVATIONS
Without Charge
CREDIT CARDS
for Rooms, Restaurants
CALL ANY WESTERN HOTEL
OR YOUR TRAVEL AGENT

Inquire about Western
Hotels ideal convention
and banquet facilities