

Western Hotels, Inc.
Front!

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**S. W. THURSTON, Right, and THOMAS A. GILDERSLEEVE
SWING FIRST BLOWS IN OLYMPIC PROJECT** —story, Page 4

PROUD PAST FINE FUTURE

A REPORT on 25 years of dynamic progress and a glimpse into a bright future highlighted the managers and executives' meeting January 3-7 at the Davenport Hotel in Spokane, marking Western Hotels' 25th anniversary.

In the keynote address, Edward E. Carlson, executive vice president, pointed with pride to the fact that the Western family now includes 5,185 employees.

Western Hotels maintain 7,000 guest rooms and more than 100,000 persons now hold Western Hotels credit cards, he announced.

Much Accomplished in 1955

Carlson enumerated major events of the past year . . . leasing of the Olympic Hotel in Seattle with plans for extensive improvements (see story, Pg. 5) . . . acquisition, expansion and remodeling of the Rainbow Hotel in Great Falls . . . purchase of the Finlen Hotel in Butte . . . the new drive-in garage and shops built in the Cosmopolitan Hotel in Denver . . . sale of the Mayflower and New Washington Hotels in Seattle . . . the Matador Room and Lobby remodeling in

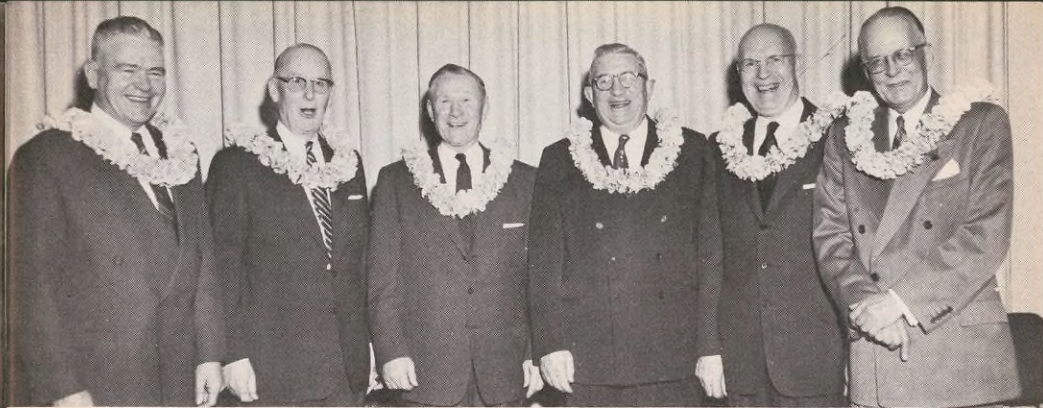


Speaker—Eddie Carlson. Seated left, Charles Hunlock.

the Davenport . . . The Georgia Hotel's outstanding Coffee Garden in Vancouver, B. C. . . the new coffee shop and Casino Room at the Leopold Hotel in Bellingham . . . the renewed Sabre Room at the Winthrop Hotel in Tacoma . . .

The London Grill at the Benson Hotel, fast becoming Portland's smartest spot . . . front office and other ground floor remodeling at the Benson . . . the new Golden Hind in the Sir Francis Drake in San Francisco . . . the Lampost at the Boise Hotel . . . and opening of 36 new rooms at the Oasis in Palm Springs.

Besides the projects at the Olympic and Rainbow, Carlson told about plans for remodeling of the Mayfair Hotel in Los Angeles, including construction of a swimming pool, and studies un-



FOUNDERS HONORED: Wearing flower leis and broad smiles, six of the founders of Western Hotels took a bow together at the opening dinner of the managers and executives' meeting in the Davenport Hotel. From left—Frank Weston, vice president; Troy E. Himmelman, vice president; S. W. Thurston, president; Frank Dupar, secretary-treasurer; John Pierce, president of the Leopold Hotel; and Charles W. Hunlock, vice president.

der consideration for a motel and swimming pool adjacent to the Owyhee Hotel in Boise.

Carlson also told about the new specialty room which will replace the Orchid Room in the St. Francis Hotel in San Francisco and remodeling of the St. Francis' lobby and men's bar.

Integrity and Fair Play Paid Off

Carlson paid tribute to the men who organized Western Hotels in 1930 — S. W. Thurston, H. E. Maltby, Peter Schmidt, Frank Dupar, and Troy Himmelman—and to Charles W. Hunlock, Frank Weston and John Pierce, who have been with the group since its inception.

"It is inconceivable that these men visualized what would come from their efforts," Carlson said. "Today Western Hotels is recognized as one of the leading hotel

groups in the country and, certainly, the dominant company in the western half of the United States."

Carlson credited a large measure of Western Hotels' growth through the tough depression years to the initiative, business sagacity and vision of the founders, but said that integrity and fair play had been the most important ingredients in Western's success formula.

Representatives from all 23 Western hotels attended. At one of the outstanding affairs, Western Hotels played host to 300 of Spokane's business and civic leaders at an informal dinner in the Davenport.

The "common sense" contest — your chance to say how it should be done. (See Page 6).



LAST SHOW: Before an audience of Western officials, newsmen and demolition workers, tenor Howard Harding and pianist Tubby Clark gave an impromptu final performance before sledge hammers and crowbars began razing Seattle's historic Metropolitan Theater to make way for a smart new entrance to the Olympic Hotel.

THE END OF THE MET

THE final act at the old Metropolitan Theater in Seattle brought down the house.

And as Reporter Robert Heilman observed in *The Seattle Times*, that was the whole idea.

With S. W. Thurston, president of Western Hotels, swinging a sledgehammer, and Thomas A. Gildersleve, general manager of the Olympic Hotel, wielding a crowbar, the death knell sounded on January 30 for the historic theater.

The "Met," center of Seattle's theatrical life for 43 years, is being razed for part of Western's expansion and improvement of the Olympic Hotel.

90-Day Job

The job will take about 90 days. When Olympic's modernization is completed, a fine, new entrance and an exhibition hall will occupy the site.

No doubt for years to come, many persons who remember the Met in its heyday will have

a touch of nostalgia when they enter the Olympic.

For there the great theatrical stars and concert artists trouped the boards—Otis Skinner, David Warfield, Al Jolson, Ethel Barrymore, Mary Garden, Maude Adams, Harry Lauder and the rest—and one of the finest incidents in American theatrical history occurred.

Katharine Cornell's Night

It was Christmas Eve, 1933 and the theater was packed for Katharine Cornell's appearance in "The Barretts of Wimpole Street."

The train carrying the actors and scenery was delayed by floods. The audience waited several hours while the stage was set before its eyes. The performance didn't begin until midnight, but no one asked for a refund, and no one left.

Miss Cornell's performance, they say, was one of the most inspired of her brilliant career.

THE END OF THE MET *(Cont.)*

Just before Thurston and Gildersleve donned tin hats and went to work, Howard Harding lifted his rich tenor to the accompaniment of Tubby Clark, beating out tunes on a portable piano, shoved to the center of the stage.

There were no footlights. The boxes, the balcony, the gallery were empty. All the seats long since had been ripped out. There

wasn't even a curtain to ring down on the Met's final drama.

Harding sang "Oklahoma!" He sang rich, Irish melodies and ran through a few operatic arias. Then he swung into his final number:

"I Love You Truly."

The Met's last show was over. Thurston and Gildersleve smashed against the base of the proscenium arch and then stepped back to let a demolition crew take over.

REGENTS APPROVE OLYMPIC PLANS

WESTERN'S program of modernization and improvement of the Olympic Hotel was approved in principle by the University of Washington Board of Regents, January 21.

Nine days later, demolition of the Metropolitan Theatre—first step in the project—got under way.

Exhibition Hall

The project will include construction of a new drive-in entrance on University Street with an exhibition hall overhead, capable of accommodating 1,000 persons.

The Olympic Grill will be renovated and another of Western's outstanding specialty restaurants will be opened. Existing

service and kitchen facilities will be expanded.

University officials praised Western for the manner in which the negotiations have been carried out.

S. W. Thurston, president of Western, expressed pleasure with the arrangement.

"Our series of meetings with the regents, the president's office and other university representatives have been very friendly with the feeling on everyone's part that our objectives were mutual," Thurston said.

"All we had to do was find a way of reaching those objectives which would be fair to the university and to Western Hotels. We believe this agreement certainly is fair to all concerned."

TRADITION VS. COMMON SENSE CONTEST SET

HAVE you ever thought, "If I were manager I'd . . .?"

Who among us hasn't hit upon ways to make the job easier or more efficient? Here's your chance to cash in on your ideas.

Commencing March 15, 1956, Western Hotels is sponsoring a Tradition vs. Common Sense Contest, open to all employees, except managers.

Entrees will be awarded prizes as follows:

1. \$50 for every proposal that is found to be practical and put in operation in an individual hotel.
2. \$100 for any proposal that is practical for use in all Western Hotels.
3. \$500 for the best overall suggestion that can be applied to other hotels or the entire Western group.

Business never can stand still. It must go ahead or fall behind.

Frequently, in attempting to go ahead, we hesitate to make suggestions because a certain system always has prevailed. It's tradition, we say.

Perhaps as time moves on there is a more logical way which represents the common sense approach.

For example, if a guest in a city wanted to make a reservation in a hotel in another city, he wrote, wired or telephoned. The hotel acknowledged the same

way. The hotel made the guest come to it.

Western Hotels felt that the Sales Office should go to the guest and by development of the Hotelete-type system, a reservation in any of the 23 hotels in 17 cities in the West is as close as the telephone.

That was a triumph of common sense over tradition.

All major hotels by tradition maintained formal dining rooms and coffee shops, but studies showed that specialty restaurants, few of which were located in hotels, had the lion's share of the business.

Western, by building the Out-rigger, Matador, Cavalier, and the London Grill, has captured the dinner business and improved overall earnings. Again, tradition went by the boards for a practical improvement.

In "S" hotels, most salesmen wanted receipts for expense accounts. Individual slips tradition-



There is no lack of talent amongst the staff of Hotel Georgia. HELMUT HOEBIG, who has been Assistant Pastry Chef here for the past two years, played violin in popular opera and symphony orchestras in his native Germany. On arrival in Canada, he worked at Hotel La Salle in Montreal, during which time he won two silver cups in international hotel culinary competitions. In Vancouver, he has resumed his association with music, and is now Conductor for the newly formed Opera Society of British Columbia. First concert of this group was given in November last, with a cast of 80, comprising members of the chorus and ballet, and 22 musicians, all from the Vancouver Symphony.

ally were prepared taking time of guests and employes.

Common sense entered the picture when carbonized registration cards were instituted to serve as registration card, rack card and receipt.

The purpose of the contest is to review objectively every phase of the hotel business and determine if there are better ways to perform any function—either internally or in service to guests.

The yardstick will be whether the job or service is performed in a "traditional" manner when "common sense" could apply.

The idea counts more than

manner in which it is expressed. It is suggested that entries follow this outline:

1. State the problem.
2. Briefly state the traditional method of performing the service.
3. State the procedure to be followed in the "common sense" approach.
4. Sign your full name and the name of the hotel where employed.
5. Mail to Operations Committee, Western Hotels, Inc., Olympic Hotel, Seattle, Washington.

The contest ends April 15, 1956.

Don't forget—it's your ideas that count.

SALES DEPT. AHOY!

**Avast Ye Landlubbers
Stow That Sales Pitch**

BERNICE McGarry, catering secretary at the Benjamin Franklin, learned to her great surprise in a memorandum from the Western Hotels sales office that the Investors Diversified Services had scheduled a three-hour boat trip August 10 in the hotel's large banquet room.

Investors Diversified Services is holding a conference in the Benjamin Franklin August 9, 10 and 11.

With true Western aplomb, Bernice wrote to the sales office:

"Although we are, of course, delighted to confirm the space, and invariably make every effort to carry out the sales office promises, we must apologize for the incidental questions it unfortunately brings to mind. Will you, at your most early convenience, apprise us of the following:

"A. If the proposed water tour is to follow the conventional pattern of most cruises (i.e., take place on water) should the water provided by ourselves be:

"1. Fresh or salt? And if salt, will native fish be required to lend a ring of authenticity?

"2. If fish desired, should they travel up-stream, or down?

"3. Will spawning facilities be a factor in our planning?

"4. And, if so, has your office checked with the Fish Labor Department?

"B. In further reference to the scheduled cruise, has thought been given to the vessel . . . ? Will the craft be of the clipper or diesel variety, passenger or sport, an old model or one necessitating christening champagne? If this is the case, domestic or import? Vintage or spanking new?

"In the midst of your busy schedule, perhaps you also could find time to check with our prospective guests as to whether or not the ship will be delivered unassembled or perhaps you would prefer we complete arrangements to submerge Fifth Avenue.

"We have certain contacts in the Chamber of Commerce who might cooperate in the matter of a small flood similar to those lately held in California, thus enabling the organization to view the entire city from the deck.

"At any rate, these trivialities may be dealt with in good time. Thank you for once again including us in your planning . . ."



MAYFAIR SWIMMING POOL: Carl Hudgens, manager of Hotel Mayfair in Los Angeles, had help from a Hollywood lovely, Jeannette Andrew, in breaking ground for the Mayfair's new swimming pool. On hand for the ceremonies were, from left—Jack Brown, assistant manager, Lois Shattuck, reservations, Hudgens, Mark Lindsey, auditor, Miss Andrew, J. Dallenbach, assistant manager, Dorothy Olin, coffee shop and dining room manager, and Wyatt Shallcross, Jr., sales manager. Below—An architect's drawing shows how the Mayfair's new pool and cabana will look when completed May 1.



HERE'S HOW: Mrs. Eula Gibbs, executive housekeeper at Hotel St. Francis, discussed her duties with Thomas Dupar during the City College of San Francisco's annual "Operation St. Francis." Tom, a City College student, is the son of Frank Dupar, secretary-treasurer of Western Hotels and president of the St. Francis.



STUDENT'S DAY AT ST. FRANCIS

HOTEL St. Francis of San Francisco opened its books, bread baskets, and broom closets on January 13 to 46 City College of San Francisco students.

The students participated in the fifth annual "Operation Hotel St. Francis" as part of the school's hotel and restaurant management course.

They were assigned to help at all the hotel's administrative posts as guests of Dan E. London, managing director, so that they could observe how a large hotel operates on a daily basis.

Among the students was Thomas Dupar, son of Frank Dupar, secretary-treasurer of Western Hotels and president of the St. Francis Hotel Co.

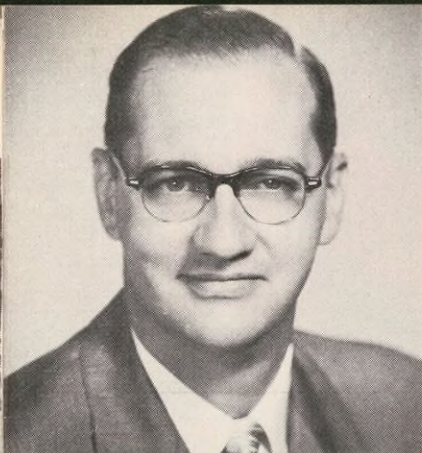
Tom got ideas on large-scale housekeeping from Mrs. Eula Gibbs, executive housekeeper.

Some students "worked" in the tiled, steaming kitchens with Chef Paul Debes and his assistants. Others received tips on serving large groups from William Peters, banquet captain.

Students also peered over the shoulders of Alan F. Moffitt, credit manager, Auditor O. W. Grasberger, and Charles Greenland, front office manager.

Phases of hotel publicity procedures were outlined by Betty Bell, head of the public relations department.

The college's two-year hotel and restaurant management course was begun ten years ago and is the only one of its kind in the West.



PURCHASING AGENT

Bill Keithan has been named purchasing agent for Western Service and Supply Co. Keithan was assistant manager in charge of food and beverage at the Multnomah Hotel in Portland for three-and-a-half years. Born in Sunberg, Pa., Keithan followed his father in the restaurant business. He attended North Dakota State College, studying home economics in a class of 163 girls and 3 boys. After service with the Army in Europe, Keithan was graduated in 1950 from the Cornell Hotel Administration School. Keithan's first position with Western was as assistant manager of Von's Cafe in Seattle. When the restaurant was sold, Keithan became assistant manager at the Mayflower Hotel in Seattle until his transfer to the Multnomah.



ASST. CATERING MGR.

Frank Belleci, former banquet manager at the Sir Francis Drake Hotel in San Francisco, has become assistant catering manager at the Cosmopolitan Hotel in Denver. Belleci brings with him a varied experience of eight years at the Sir Francis Drake where he worked as bus boy, night steward, relief buyer, checker, night auditor, clerk and cashier. Belleci also attended the San Francisco City College Hotel School.



ASSISTANT MANAGER

Bob Wilhelm, formerly chief desk clerk at Hotel Benson in Portland, has been promoted to assistant manager of the Mayfair in Los Angeles. Wilhelm, an ex-Marine, was recalled to duty with the 1st Marine Division in Korea in 1950 when he was cashier at the Benjamin Franklin Hotel in Seattle. Upon his return from the service in 1951, Wilhelm was chief clerk at the New Washington Hotel in Seattle and assistant manager at the Marcus Whitman Hotel in Walla Walla before joining the Benson. Wilhelm was born in Seattle. He is a graduate of Roosevelt High School in Seattle and Washington State College.

CARTER BECOMES A.H.A. PRESIDENT

**Calls for Tax Removal;
National Travel Bureau**

LESTER W. Carter, a Western vice president and general manager of the Northern Hotel in Billings, ascended to the presidency of the American Hotel Association with a plea for establishment of a national travel bureau and removal of federal taxes on travel.

Carter became head of the national hotel organization December 3 at the A.H.A. convention in Los Angeles.

In his inaugural speech before 1,200 delegates, Carter asserted that millions of American dollars have been sent abroad to make hotels and tourist attractions in Europe more appealing to American tourists.

Some of this money has come back to the United States in form of color advertising making a bid for the travel business of America, Carter said.

Pointing out that almost every foreign country has a national tourist bureau, Carter said:

"It is high time America sold Americans on American travel."

Carter called for business organizations to take the offensive in Washington, D. C. to achieve the two goals.

The new A.H.A. president started in the hotel business as a bellboy after school and during summer vacations in Thermopolis, Wyo.

Carter attended the University of Wyoming and later studied medicine at the University of Nebraska. After his second year in medical school, Carter volunteered for service in the Army in the First World War.

After the armistice, he went to Needles, Calif., to study food control with the Harvey Company. From Needles, he returned to Wyoming to become general manager of the Henning Hotel in Casper.



CARTER CONGRATULATED: Lester W. Carter received a hearty handshake from D. W. Metzdorf, vice president, Western Hotels and general manager of the Oasis, Palm Springs, and other Western executives in Palm Springs after his election to the presidency of the American Hotels Association. From left—Frank Dupar, secretary-treasurer; Metzdorf; Carter and Charles W. Hunlock, vice president.

Later he became general manager of the Plains Hotel in Cheyenne. After five years, Carter formed the Plains Hotel Co., which purchased the hotel and later built the Frontier Hotel in Cheyenne.

Selling his interest in the Plains, Carter moved to Billings and bought the Grand Hotel—now the General Custer.

Carter leased the Northern Hotel following its rebuilding in 1942 and purchased the Rainbow Hotel in Great Falls. Both hotels are now in the Western family.

Besides being active in the A.H.A., and state and regional hotel groups, Carter is a Shriner and is president of the Billings Mustangs of the Pioneer League.



AT THE OWYHEE

OWYHEE'S TREE HANGS HIGH

IT would have been hard to find a more unusual or more magnificent Christmas tree than one that hung from the 30-foot-high dome of the Hotel Owyhee in Boise.

Every Yule Season the staff of the Owyhee goes through what has become a traditional ritual in hanging the tree over the center of the lobby.

First comes locating a suitable tree—it has to be a bushy, well-proportioned specimen. Manager Harry B. Steel is as critical as a woman selecting a new spring hat.

After the tree is brought to the hotel, Bob Mackey, painter, sprays it with a solution of boric acid, borax powder and water in accordance with city ordinances that it be fireproofed.

Then comes the decorating. Many members of the staff participate, but Mrs. Elizabeth Collins, the housekeeper, takes charge.

In the next-to-last operation, Maurie Galipeaux, engineer, hoists the tree into the dome. Then everyone steps back to admire their work.

A fine job it was, too.



Don Foss, new Banquet Manager of Hotel Multnomah in Portland.

Foss Moves To Multnomah

Don Foss has been named banquet manager at the Multnomah Hotel in Portland, succeeding Anna Baker, who is retiring after 30 years service with the Multnomah.

Foss was catering manager at the El Rancho in Sacramento. Prior to that position, he was assistant manager and maitre d'hotel at the Rainier Club in Seattle.

Foss hails from Fountain, Minn., and is a graduate of the San Francisco City College hotel and restaurant management course.



THE NEW LAMPOST AT THE HOTEL BOISE

(left) The new bar area of the Lampost in Boise.

(right) Dining room area of the Lampost. *Background, left,* is the "Magic Oven" and charcoal grill.





BENJAMIN FRANKLIN'S BIRTHDAY:

The staff of the Benjamin Franklin Hotel went all-out to celebrate the 250th anniversary of Benjamin Franklin in January and as an added touch, observed Western Hotels' 25th birthday. Cake and sukquattahash (early American for succotash) were on the house in the coffee shop. Birthday cake and coffee was served to all visitors in the lobby. Members of the hotel dressed in colonial style, including Maurice Sheehy, doorman, who loudly rang a town crier's bell despite jibes from taxi drivers. From left— Joe B. Callahan, assistant manager; Mardell Monteau, coffee shop hostess; Al E. Schilling, manager; Sheehy; Floyd Romero, assistant manager in charge of foods and beverages; and Elsie De Mattio, head banquet waitress.

The Lampost was opened to the public on December 30 and is already a favorite of Boise residents and hotel guests. Bar area seats 50, dining room 100.



COSMOPOLITAN HONORS 84 EMPLOYEES

EIGHTY-FOUR employees of the Cosmopolitan Hotel in Denver were honored at a service awards dinner Dec. 5 in the Silver Glade Room.

Charles Miller, 80, a member of the housekeeping staff for 32 years, received the top award.

Frank Wallace and Kimon Kefalas joined the ranks of the 25-year veterans and John J. Pels was awarded a 20-year pin.

Entertainment was provided by members of the Cosmopolitan staff. Featured were the Dodd sisters, a piano and organ duo, Robert Meehan, accordionist, Lester Weelans, pianist, and the Cosmopolitan choir directed by Jesse Morland.

Edward E. Carlson, executive vice president, Western Hotels, presented the awards. Other recipients were:

15 Year Awards — Esther Croughan, Robert Gallagher, Alvin B. Mooney, George Rothweiler and Thomas Anastos.

10 Year Awards — Charles Joiner, John Graf, Louis Efusio, James Kent, William Cramm, Catherine Feeley, William Higdon, Ambrose Vetter, Llewlyn Williams, Andrew Paciora, Lula Bronson, Marie Malone, Nellie



TOP MAN: Charles Miller, oldest employe in age and point of service at the Cosmopolitan Hotel in Denver, stood erect as he received a diamond pin in recognition of his 32 years' work from Edward E. Carlson, executive vice president, Western Hotels.

Parker, Charles Tasket and James Russell.

Juanity Moring, Helen Charon, Minoru Kishiyama, Helen Skulavik, Magdalena Pacheco, Emma Arnold, Herbert Fujii and Irene Peters.

Five Year Awards — Joseph Kuplack, Katherine Cook, Mary Ditmars, Stella Lewis, Eunice West, Charley Coates, George Jung, Shizu Sasada, Albert Alarid, Martha Meehan, Richard Kent, Frances Smith, Esther McIntosh, Ben Valdez and Kathleen Clyne.

Wladimir Zoubovitch, Norena Loring, Squire Bullock, Tony Cimino, Leandro Martinez, Irma DeDisse, William Sageser, Viona Pryor, James Chipps, Fred Aragon, Frank Ferris, Hazel Buford, Clarence Mittan, Louis Kentwortz and Melvin D. Ives.

Barbara Driscoll, Doris Hackett, Mary Holden, Flora Muldrow, Betty Ress, Naboru Sugimoto, DeLourdes Adams, Harry Chinn, Jacque Curtis, Nettie Glore, Margaret Cameron and Madeline Moder.

Ellen May Wegener, Louis J. Babulak, Ila Perkins, Kenneth Ashton, Teresa E. Kane, Raymond Ladwig, Dorothy Bliss, Ernest Cantrell, Walter Lillie and Arnita Hollars.

Western Hotels now have more than 6,000 guest rooms.

WE'VE "BEAN" THERE ALREADY

DOROTHY R. Powers, who writes a column "Our Town" for The Spokane Spokesman-Review thought a London news item didn't sound new.

Reuter's, British news service, announced that after a three-year test in England, a London firm was about to "invade the American market."

The product: Italian-made "expresso" coffee machines, which brew coffee by shooting steam through a fine powder.

Reuter's said the London firm believes their real market lies in the United States, and plan to introduce them early this year.

"Spokane has news for the news agency," Miss Powers wrote. "No introductions are necessary, thanks.

"For a full year now, Spokanites have been drinking "expresso" coffee, since the opening of the Davenport Hotel's Matador Room.

"In Our Town, the Britons are roughly 7,300 cups too late."

Enter Western Hotels' "common sense" contest!

GOURMETS TASTE DEFEAT: OUTRIGGER FOOD LAUDED

A GROUP of Seattle gourmets met their masters in Harry Chinn, maitre d'hotel, George M. Olsen, manager and Kwong Wong, chief of the Outrigger in the Hotel Benjamin Franklin.

The Outrigger served the group—16 young businessmen—a 16-course dinner, featuring rare dishes.

Each guest wrote what he thought the dishes contained. Later menus were provided. The dinner took four men 20 hours to prepare and cost just under \$500.

As a testimonial, the gourmets presented Chinn, Olsen and Wong with parchment scrolls "in grateful appreciation of the most memorable feast ever served to any of us."

Here's the menu:

COCKTAILS

Royal pino pepe Supreme. (Whole pineapple filled with pineapple juice blended with liqueurs and rum. Pineapple top replaced over individual straws for each man.)

FIRST COURSE

Siamese Gold Fish—live in crystal bowl. (These were caught

and roasted over hibachi at table.)

TIDBITS

Fritos "Agave" Gusanos. De Maguey. (Dried Mexican worms fried.)

Plague Resistance. (Grasshoppers whole on toast in Philadelphia cream cheese sauce.)

Mongolian Tidbits with Sliced Ginger Fruits. (Sliced 100-year-old eggs, turned to blackened, jelly-like substance, pickled melon rinds and carrot sticks.)

Danish Miniatures. (Finnan haddie fish balls.)

Birds of Paradise. (Stuffed upper joint of chicken wing, boned, with bean sprouts, ham, chopped water chestnuts.)

Transparent Breast of Cornish Hen. (Breasts folded in foil between layers of rice papers which disappeared when deep fried.)

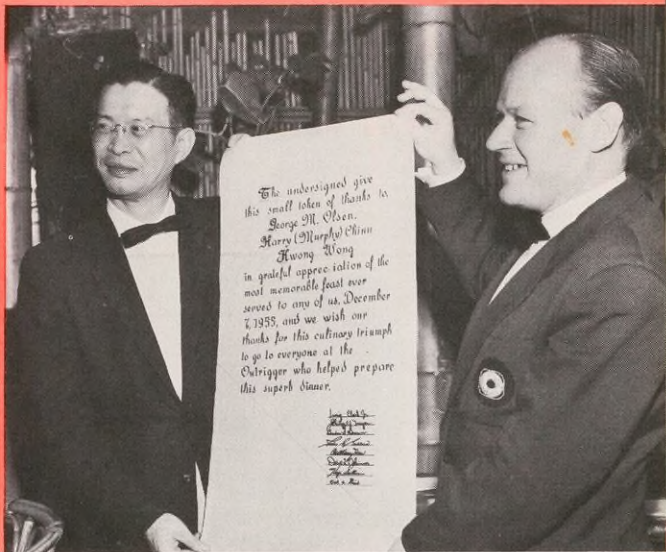
SALAD

Heavenly Salad. (Circular bowl with outer rim of yellow chrysanthemum petals, larger ring of limestone lettuce leaves, centered with small lavender orchids.)

FISH

Desert Supreme. (Rattlesnake meat in patty shell, sauce poulette.)

TESTIMONIAL: Harry Chinn, maitre d'hotel, left, and George M. Olsen, manager of the Outrigger in the Benjamin Franklin Hotel in Seattle, proudly exhibited a scroll given to them and Kwong Wong, chef, by a gourmets' group in grateful appreciation for an unforgettable feast.



The undersigned give this small token of thanks to
 George M. Olsen,
 Harry (Murray) Chinn
 Kwong Wong
 in grateful appreciation of the most memorable feast ever served to any of us December 7, 1955, and we wish our thanks for this culinary triumph to go to everyone at the Outrigger who helped prepare this superb dinner.

Long list of names and signatures on the scroll.

SOUP

Tung Kwa Chung. (A chicken broth with sea cucumbers and squab chunks served in hollowed, up-ended winter melon.)

ENTREES

Rocky Mountain Oysters, Sautéed. (Sherry with brown sauce and mushrooms.)

Needles in Fish Maw. (Deep fried fish stomach, cut in slivers.)

White Dumplings with Duck Balls. (Fresh barbecued breast of duck with dumplings of water and rice dough kneaded at length, sauce supreme.)

Boneless Whole Stuffed Pheasant. (With head, steamed and stretched somewhat to disguise it; boned and served on large soup toureen over birds nests.)

DESSERT

Chilled Fresh Tropical Fruits. (Hawaiian pineapple, papaya, lychee, kumquats on ice.) Assorted cheeses.

BEVERAGE

Coffee Diablo. (Flaming coffee with rum and spices.)

Half way through dinner, a Chinese Itch was served each man in a ceramic pineapple—pineapple juice, light rum, passion fruit juice (Australian) and lime juice.

WINES

1950 Cruse Graves, a white bordeaux, served until entrees, after which a Beaujolaie Superior, a 1949 red burgundy appeared.



HELPING HAND: Warren Anderson, assistant manager of the Davenport Hotel in Spokane, toted Isabelle Roberts' suitcase, after meeting her train.

WESTERN HOSPITALITY OPENS CO-ED'S EYES TO NORTHWEST

WESTERN hospitality by a Western executive, Warren Anderson, assistant manager of the Davenport Hotel in Spokane, gave a 17-year-old Wisconsin co-ed a gracious introduction to the Pacific Northwest.

Dr. Henry Roberts, of Wauwatosa, Wis., had written the Davenport requesting that Traveler's Aid assist his daughter, Isabelle, when she arrived in Spo-

kane enroute to Whitman College in Walla Walla.

Instead, Anderson was assigned to meet Miss Roberts' train. A penthouse suite was provided for her and everything was on the house until she left the following morning for Whitman.

Miss Roberts is an accomplished figure skater and was scheduled to compete in the Northwest Figure Skating Championships in the Spokane Coliseum in February.

MULTNOMAH STAFF HELPS PATRON

THE staff at the Multnomah Hotel in Portland carried the motto of "Service to the Guest" to its ultimate conclusion on January 27 when they donated blood for a room guest.

Joe Farnham, of Seattle, a frequent and favorite patron of the Multnomah, was stricken with a hemorrhage. Farnham needed ten pints of blood and Claude

Curtell, assistant manager of the hotel, pledged that the plasma would be replaced.

Eleven members of the Multnomah staff, including Curtell, went to the Red Cross Blood Bank. Besides Curtell, the donors included Joe Mogush, Charles Weaver, Jud Doake, Dan Rogers, Bob Francis, Mrs. John Cavanaugh, Don Tate, Henry Guittard, Sammy Miller and Bob Kennedy.



FINLEN FRONT OFFICE: New members of the Western family are these members of the front office staff of the Finlen Hotel in Butte. From left—Agnes Boyle, Alva Morrison, Lorraine Wakley, Gayle Dunbar, Randall Hogart, Lucille McGonigal, Harry Kane, Marie Campbell and Dorothy McIntosh.



COSMOPOLITAN CHOIR: During the Christmas holidays, the Cosmopolitan Hotel choir sang for servicemen at Lowry Air Force Base hospital and Fitzsimmons Army Hospital in Denver, besides starring at the hotel's award banquet and Christmas party. First row, from left—Nina Clark, Roberta Reynolds, Kathy Peterson, Marina Carleton, Terry Green, Dorothy Bliss, Kay Railey and Juanity Marshall. Second row—John Martines, Joe Martinez, Bill Beechem, Jess Moreland, director, Harold Evans, Richard Van Sickle and Bobby Meehan. Other members not pictured are Jess Gray, Shirley Clayton, Veronica Lyons, Viona Pryor, Virgil Martinez, Eloy Costilo and Dorothea Dahlke.



COSMO BANQUETEERS: Eighty-four members of the Cosmopolitan Hotel staff in Denver received service awards at a banquet, December 5, in the Silver Glade Room. For story, see Pages 18-19.

COSMO CELEBRATES CHRISTMAS

More than 400 Cosmopolitan Hotel employes, their families and friends were lavish in their praise of the hotel's annual Christmas party.

Guests were treated to an excellent buffet dinner in the Silver Glade and an outstanding stage show, produced by Fred Norman.

All the entertainers were members of the Cosmopolitan family. Verne Namba, Outrigger bartender, opened the show with comical and expert feats of magic.

Snookie Kishiyama, daughter of Mike Kishiyama of the cater-

ing department, delighted the crowd with ballet and tap dances. She was followed by Ricky Meehan, 10, son of Ellen Meehan of the Gun Room, who played four piano solos.

Bobby Meehan, no relation to Ricky, but also a member of the Gun Room crew, demonstrated his skill with the accordion and Edna and Jackie Dodd, a popular and organ duo in the Imperial Room, played Christmas caroles.

As a finale, the Cosmopolitan Choir, under the direction of Jess Morland, gave a beautiful concert of caroles and religious numbers.



BONNET MAIDS: Waitresses in the Hotel Benjamin Franklin Coffee Shop took orders in gay bonnets, January 17, the 250th birthday of Benjamin Franklin. From left—Della Mortsen, Dorothy Elliott, Emma Brest, Emily Marchese, Mildred Henderson and Ruth Olson.



KEEPING BOOKS: Members of the auditing staff at the Finlen Hotel in Butte, and recent additions to the Western family, are, from left—Carol Young, Jeannette Brownell, Kay Stafford, Carlos Sullivan, Anita Gruell and Minnie Nelson.

THE CUSTOMER WHO NEVER CAME BACK

I'M a nice customer. You know me. I'm the one who never complains no matter what kind of service I get.

I'll go into a restaurant and I'll sit and sit while the waitress gossips with her boy friend, never bothering to see if my hamburger is ready. Sometimes a party who came in after I did gets my order. But I don't say a word in complaint when the girl tells me, "Oh, I'm sorry, I'll order another hamburger for you." I just wait.

It's the same when I go to a store to buy something. I don't throw my weight around. I try to be thoughtful of the other person. If I get a snooty salesgirl who gets nettled because I want to look at several things before I make up my mind, I'm polite as can be. I don't believe in rudeness.

The other day I bought a toaster which burned out two weeks after I had it. I certainly hated to take it back, but I thought maybe they would know where to send it and I could pay for having it repaired. But, I didn't get a chance to tell them

this. They were so busy telling me I had burned it out on purpose that I couldn't think of anything to do but leave. I smiled, and said, "Thank you and goodbye."

I never kick, I never nag, I never criticize and I wouldn't dream of making a scene as I've seen people doing in public places. I think that's uncalled for. No, I'm the nice customer and I'll tell you what else I am—**I'M THE CUSTOMER WHO NEVER COMES BACK! . . .**

I don't care what business you're in. Maybe you live in a different town. Maybe I've never heard of you. But if you're going broke, or your business is bad, maybe there are enough people like me who do know you. **I'M THE CUSTOMER WHO NEVER CAME BACK!**

NARDA News, published by
the National Appliance and
Radio-TV Dealers Assn.

Western Hotels operates 23
hotels in 17 cities.



SALAD KING: Rufino Narvasa, who has prepared over 1,000,000 salads in his Western Hotels career, constantly smiles as he works at the Hotel Multnomah salad bar. Each of Narvasa's salads is a "work of art."

MILLION SALAD MAN

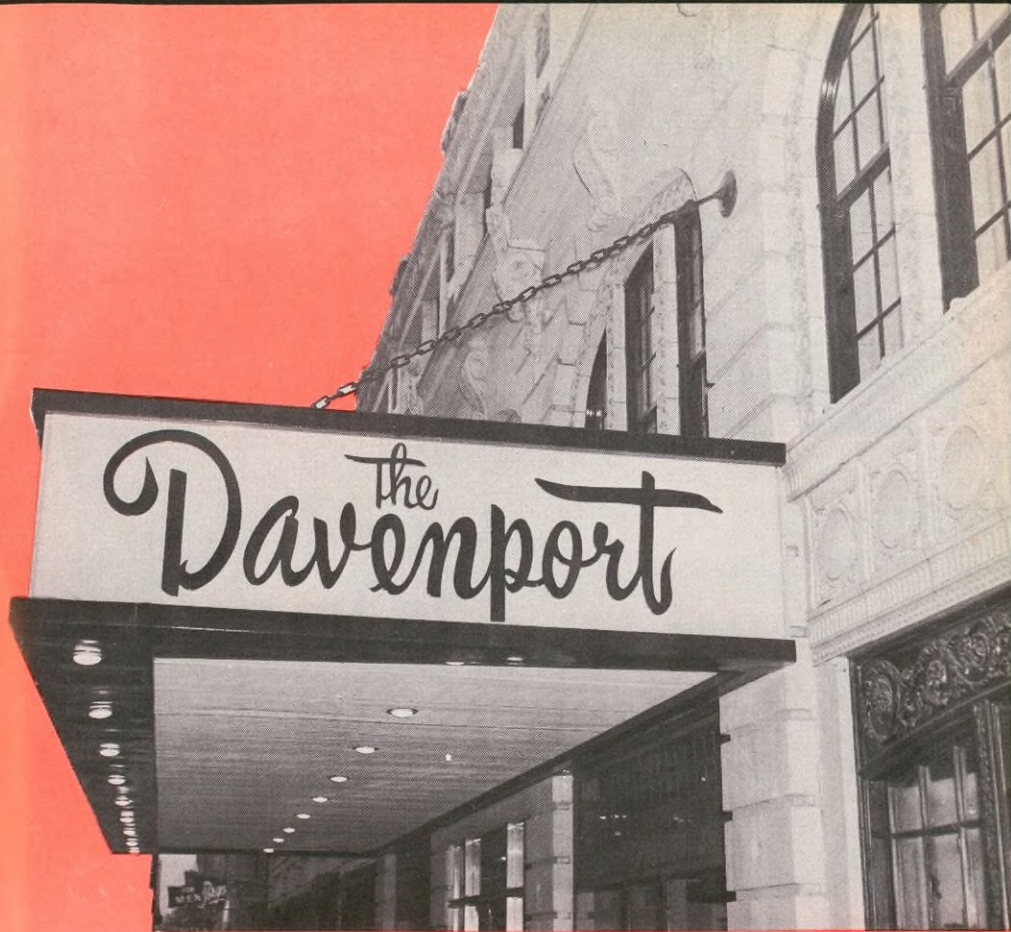
RUFINO Narvasa, salad chef at Hotel Multnomah in Portland, is starting on his second million salads for Western Hotels.

Narvasa has been with the Multnomah since 1946 and Walter Roth, head chef, considers him one of the finest salad chefs in the business.

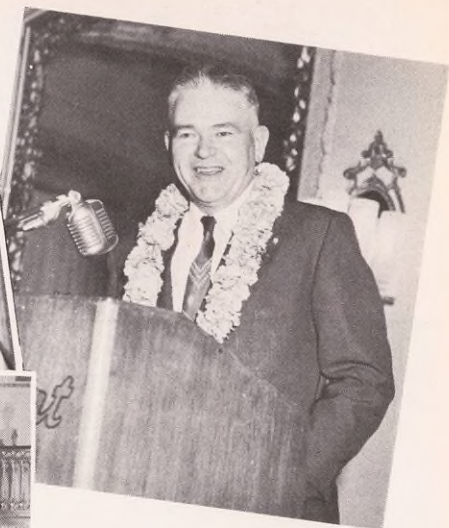
Narvasa, known as "Rufus," puts his heart into every salad.

"Anyone can do anything, if they put their hearts into it," he said. "A great violinist must put his heart into each note and every song is a masterpiece."

Narvasa has two sons and a daughter. His oldest son is an Army paratrooper.

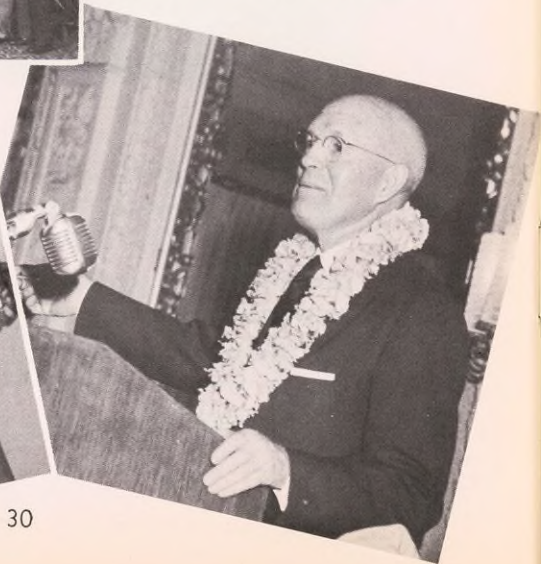


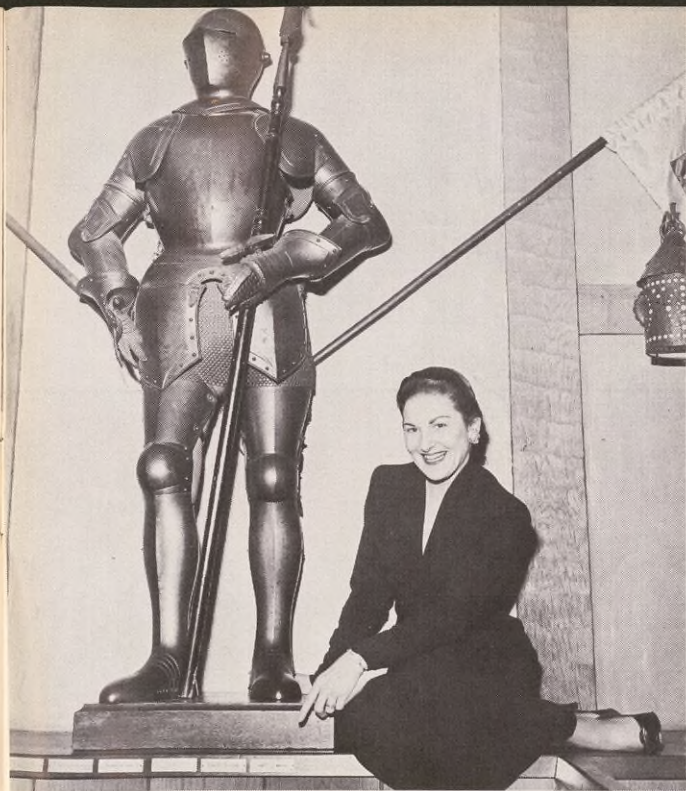
NEW MARQUEE: The Davenport Hotel's new marquees are attractive additions to the Spokane business district. The modern design and lighting features were planned and constructed by Williams Bros., of Spokane, around the original marquee frames. The lettering is the original Davenport script that was discovered on some old printed material in the hotel and is now the hotel's official signature.



LEADERS AT SPOKANE MEET

Upper left—Frank Dupar; Upper right—Frank Weston; Center—the whole group; Lower left—Charles W. Hunlock; Lower right—John Pierce.





FIRST RATE IDEA: Juanita de Chaverri, manager of Drake's Tavern in the Sir Francis Drake, points to name plates which have been placed near the favorite booth or table of loyal customers. Miss de Chaverri started the custom to give the colorful room a personal touch for many San Franciscans and out-of-town visitors who frequent there.

DRAKE'S TAVERN "NAMES" PATRONS

GOOD customers are really recognized in Drake's Tavern in Sir Francis Drake in San Francisco.

Engraved brass name plates are affixed near the favorite tables and booths of favored customers—a modern and quite appropriate touch taking its cue from the historic armorial trappings in the colorful room.

Juanita de Chaverri, manager of Drake's Tavern, originated the idea and it has been received enthusiastically. The idea was intended more for valued customers of the Sir Francis Drake and Western Hotels, Inc., than for celebrities.

There are about 100 name plates in the room and a maximum of ten are added each month. The plates are 1" x 3" and are made by Granat Brothers in San Francisco at a cost of slightly less than \$2 each.

This is a Western first in an ingenious and inexpensive way of personalizing a metropolitan hotel specialty room.

B. C.



OLYMPIC
Seattle



BENJAMIN FRANKLIN
Seattle



ROOSEVELT
Seattle



DAVENPORT
Spokane

WASH.

MONT.



MULTNOMAH
Portland



BENSON
Portland



ST. FRANCIS
San Francisco



SIR FRANCIS DRAKE
San Francisco



MAURICE
San Francisco

OREGON

IDAHO



MAYFAIR
Los Angeles



NEWHOUSE
Salt Lake City



COSMOPOLITAN
Denver



GEORGIA
Vancouver, B. C.



WINTHROP
Tacoma

UTAH



HOTEL THE OASIS
Palm Springs



CASCADIAN
Wenatchee



LEOPOLD
Bellingham



BOISE
Boise

COLO.

CALIF.



OWYHEE
Boise



BANNOCK
Pocatello



NORTHERN
Billings



RAINBOW
Great Falls



FINLEN
Butte

WESTERN HOTELS INC.

