

Western Hotels, Inc. **Front!**

JANUARY 1947
Vol. 1 No. 1



- CORNELL SCHOLARSHIPS OFFERED
- SOCIAL LIFE CAN BE PROFITABLE
- MULTNOMAH OPENS ROSE BOWL
- YOUR IDEAS ARE WORTH MONEY

1,068,000 Guests in 1946

Though it did a booming business last year, Western Hotels Inc. is nevertheless, laying broad plans to provide better service and more courtesy than ever to hold its gains in the competitive period ahead.

WHEN 1946 checked out of Western Hotels on December 31, there were sighs of relief along with the parting farewells. It had been a good year but a hectic one. None of the 17 hotels could complain of a lack of business. The accounting office estimated the combined total of guests for the year to be well over 1,068,000. That is a lot of beds to make, a lot of luggage to pack around and plenty of ups and downs for the elevators.

But it wasn't signing in the guests that put lines in the desk clerks' foreheads. It was trying to diplomatically tell thousands of would-be customers that "we are all filled up." Many a clerk's personality may be permanently altered by the grind of giving sympathetic but firm refusals to these heart-rending entreaties.



major conventions; namely . . . the American Medical Association, the Shriners, and the American Legion.

The five Western Hotels in Seattle were hosts for four weeks to the International Maritime Convention attended by delegates from forty-six countries.

Crowds jammed Wenatchee during the Apple Blossom Festival in April

and packed the Cascadian Hotel which was headquarters for the affair.

The Leopold Hotel in Bellingham was headquarters for the Washington State American Legion Convention in June.

Over in Idaho the two Western Hotels in Boise valiantly accommodated a steady succession of groups meeting in the state capitol and were headquarters for many dignitaries.

In Portland the Multnomah and Benson hotels participated in a heavy load of conventions with the Multnomah serving as headquarters for such huge national meets as the Disabled American Veterans and the National Grange.

As an organization Western Hotels could point to some steady growth during the year. On July 1 the Owyhee in Boise became the 17th



Western Hotels food departments rang up just as staggering records. Waitresses served over 4,354,000 meals during the year. That's a lot of potatoes to peel and dishes to wash.

All this kept the cash registers jingling away at a merry pace, a type of music that managers love more than Lombardo or Beethoven. But 1946 was also a highly troublesome guest, and for all his spending he was costily along with it.

There were constant shortages, soaring costs, price ceilings, and a steady turnover of personnel that caused some to wonder if the year wasn't as much trouble as he was worth.

Western Hotels were into everything. In San Francisco the Sir Francis Drake, along with other hotels there, accommodated three

NUMBER SEVENTEEN in the Western Hotels family is the Owyhee Hotel in Boise, Idaho, Below, which became affiliated with the organization on July 1.





Restaurant employes of the Roosevelt hotel watch a showing of one of the new training films on food preparation. James M. Sargeant, purchasing agent for Western Hotels Inc., is running the camera.

hotel to become affiliated with the organization. In October Western Hotels also acquired complete ownership of the Roosevelt in Seattle by purchasing the interest which was formerly held by William Edris.

1917 Arrives

But 1946 has taken his luggage and departed. A new guest is waiting impatiently at the desk and there is every indication that he will demand even more service than his lusty predecessor. His coming was not unexpected. As early as last March managers and officers of Western Hotels held their annual meeting in Portland to lay plans for the forthcoming day when hotels must exert more effort to get and hold business than they have had to do during the war years.

At that meeting certain points of policy were determined and during the balance of the year many of these plans were gradually put into actual operation.

The end objective of all this planning is improved customer service. This includes everything from greater courtesy to better meals and re-decorated rooms.

Teletype Service

During the year teletype service was established between the hotels of Seattle, Portland and San Francisco in order to more efficiently handle the

reservation requests of guests traveling between those cities. It is expected that this service will be expanded considerably during the coming year.

Reservation Bureau

In Seattle and Portland a new experiment is being carried out which, if successful, may be of great assistance to all Western Hotels customers. A special telephone listing has been made in the phone books of those two cities entitled "Western Hotels Reservation Bureau." Travelers may call this one number to make reservations in any of the other Western Hotels. It is thus possible for a traveler to make reservations for his entire trip through several cities by calling only one number.

Training Films

During November Western Hotels received several sets of training films developed by the American Hotel Association. They have been shown in several of the Seattle hotels and will be released for showings in other hotels throughout the organization. The films represent an attempt to bring modern techniques into employe training. Inasmuch as the progress and prosperity of employes, as well as the hotels, will tend to depend more and more upon skill and training, many concerted efforts are to be made along these lines.

The new films deal with three different topics: 1. Preparing the

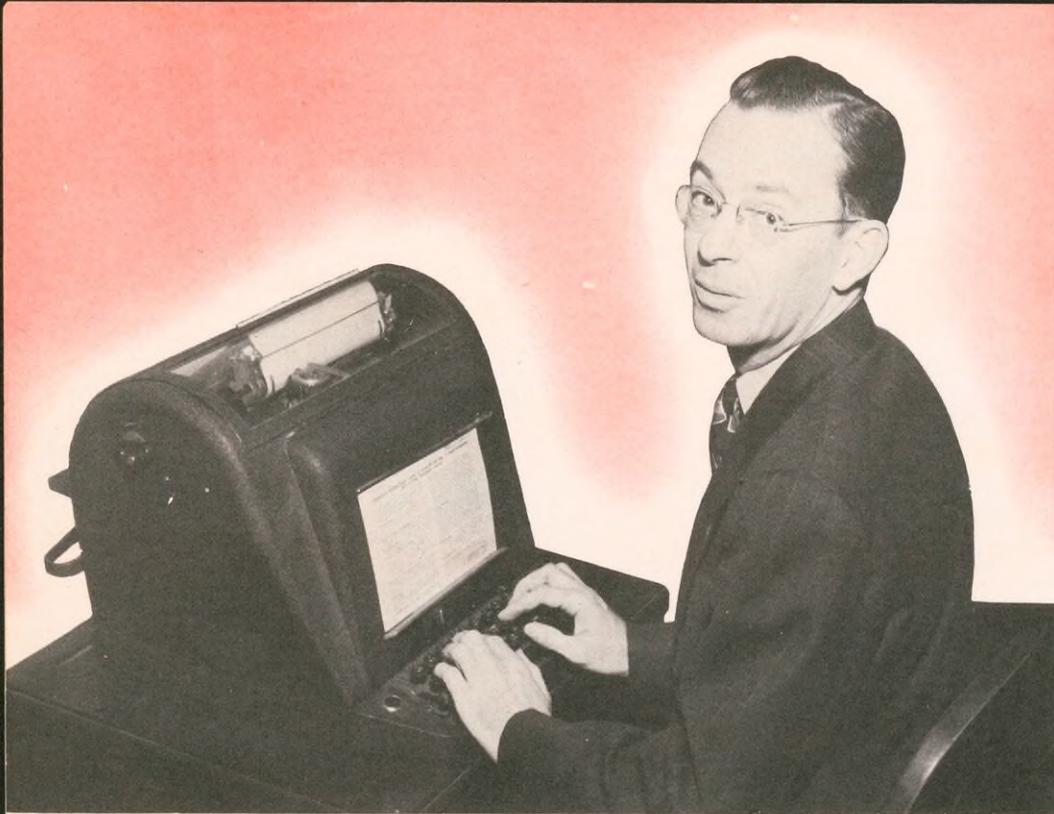
Guest Room; 2. Rooming the Guest; 3. Food Service. Additional films will be made available by the American Hotel Association from time to time.

Employe Magazine

Recognizing the value of a free flow of information and ideas among all employes of Western Hotels, the management set aside an appropriation for an employe magazine of which this is the first issue. The purpose of *Front* is to gather together in one package all news and other items which are of interest to employes of all ranks. It will attempt to keep every worker informed as to the progress of Western Hotels as an organization. It will report on such things as the addition of new hotels, expansion and remodeling programs of various hotels and new programs to be instituted throughout the organization.

It will also report the progress of individuals in the organization, promotions, transfers, interesting experiences, etc. It is hoped that through this medium employes will come to know each other better and thus work in greater harmony.

One of the greatest values of *Front* will be in making detailed reports of various new ideas or innovations that are tried out in the individual hotels. A great source of strength lies in this pooling of information because experiments tried out in one



Cecil Tanner, of the Sir Francis Drake, operates one of the teletype machines installed during the year connecting San Francisco, Portland and Seattle. Tanner went to work in the Drake's Auditing office in November, 1945 following three year's service in the army. He handles control and details between the front office and accounting department. He previously worked as room clerk and assistant manager in south Texas hotels. Unmarried, he spends his spare time making ceramics.

hotel may suggest ideas to workers in other hotels and increase efficiency and service all around.

The success of Front depends entirely upon its use. Workers are urged to adopt it as a medium of expression of either protests or suggestions. This is the first issue and it is quite possible that many subjects have not been given the emphasis that they should have or that important items have been overlooked. A self-addressed postcard is being enclosed in this issue for your use. Fill it out and mail it in. Your opinions are desired.

Thatcher Made Manager

The year saw many promotions, transfers and additions in the managerial bracket of Western Hotels. Last July Ray Thatcher was boosted up from assistant manager to manager of the 300-room New Washington hotel in Seattle. In his new job Thatcher is supervising the activities of 209 employees in operation of one of the city's most famous hotels, where he has worked himself for 17 years.

Thatcher spent four years at the Pilot Butte Inn, Bend, Ore., working his way through high school. He served as a silver boy, pantry boy, bus boy and finally as head of the dining room and maitre de. He even managed to squeeze in a little time on the desk

and as a bell boy. At school he was an all-star basketball player.

From Bend he went to the Astoria Hotel and from there to Portland where he worked in the Imperial and Roosevelt as desk clerk and bellman. After a year in Portland he went to the Davenport Hotel in Spokane where he worked on the fountain and was later made superintendent of

service. He started at the New Washington as night bellman and then became night auditor. After five years on the desk he was promoted to assistant manager, the job he held until assuming his present position.

Though Thatcher enjoys hotel work he is still able to squeeze in a good many outside activities. He is active in several civic clubs and is on the Alaskan committee of the Seattle Chamber of Commerce. Up until two years ago he played considerable golf, but that was before he discovered the joys of farm life. At that time he bought a 2 1/2-acre farm at Richmond beach where he now lives with his wife and two daughters. They have a milk cow, a little heifer and a bull calf. At home Thatcher swaps his double-breasted suit for a pair of overalls and a three-legged stool and milks his cow. They also have four sheep as well as a good number of turkeys and ducks.

"It's the life," says Thatcher. "There's no time for golf anymore."

Abel to Roosevelt

On December 1st Willard Abel, former managing director of the Cascadian Hotel in Wenatchee and Marcus Whitman in Walla Walla was moved over to the Roosevelt Hotel in Seattle as manager.

Abel's hotel experience dates back to 1929 when he was employed by the Maltby Thurston hotels at the Lewis & Clark Hotel, Centralia, Washington while attending Centralia Junior College. In 1930 he left to become assistant manager of the Marcus Whitman in Walla Walla.

After two years he became manager of the Donnelley Hotel in Yakima

WESTERN HOTELS, INC.

ROOM RESERVATION TO: _____ Date _____ 19____ A.M. P.M.

A Reservation has been made for _____

Company _____ Address _____

Prefers Twins Parlor Suite
 Double Connecting Rooms
 Single

Will Arrive: Date _____ Hour _____ A.M. P.M.

RESERVATIONS EXPIRE AT 6:00 P.M. UNLESS LATER ARRIVAL IS SPECIFIED

Expected Departure: Date _____ Hour _____ A.M. P.M.

Note _____

_____ Credit Card No. _____

From HOTEL _____ per _____

To Guest:
IMPORTANT . . . This is a confirmed reservation. If you must cancel, advise the Hotel direct at earliest possible time so that space will be released.

WHITE—To Be Given to Guest. PINK—Mail to Hotel Where Reservation Is Made. CANARY—Retain in book.

Special room reservation form now used by the Georgia, Benjamin Franklin and Multnomah hotels on an experimental basis to simplify the customer's task of making reservations in the cities in which these hotels are located.



RAY THATCHER



WILLARD ABEL



C. R. BROWER

and in 1933 went from there to manager of the Cascadian in Wenatchee. Abel went into the army in 1941 where he became a field commissary officer and director of supply at Fort Lewis, Washington and Camp Kohler, California. During his last 18 months in the service he operated the Biltmore Hotel in Santa Barbara, California. He was discharged in December, 1945.

Along with Abel's move Harold Gronseth, formerly assistant manager of the Cascadian Hotel became manager. Gronseth, who was associated with Abel there before the war is back from service in the navy.

To complete this move C. R. Brower was made Gronseth's assistant. Brower started his career in Wenatchee when he was 18 years old. He was first a bellman and then night clerk at the Columbia Hotel which was owned by Hy Miller and operated by the Thurston-Maltby company. From there he moved to Cutbank, Montana and was a room clerk at the Hy Miller Hotel for several years.

After three years in the army, where he went to Europe with the 70th infantry division, Brower and his wife returned to Wenatchee to make their home and he joined the Cascadian staff. As assistant manager his principal activity will be in the operation of the hotel's important food department. He and his staff will attempt to uphold the hotel's reputation of the "best food in the apple capital of the world."

J. H. Schuyler succeeded Ernie Williamson as assistant manager of the Sir Francis Drake when Williamson became manager of the Sainte Claire in San Jose.

George Horning, formerly manager of the Camlin in Seattle became manager of the Marcus Whitman on August 1.

Lynn Himmelman, formerly assistant manager of the St. Francis Hotel in San Francisco, came back from the navy to become manager of the Benjamin Franklin in Seattle. Troy E. Himmelman, Lynn's father, was named managing director of the Benjamin Franklin and vice-president of Western Hotels.

William M. Shields, formerly sales manager of the Statler Hotel, Cleveland, Ohio, returned from the navy to become assistant manager of the Boston Statler and came to Western

Hotels as resident manager of the Mayflower last March.

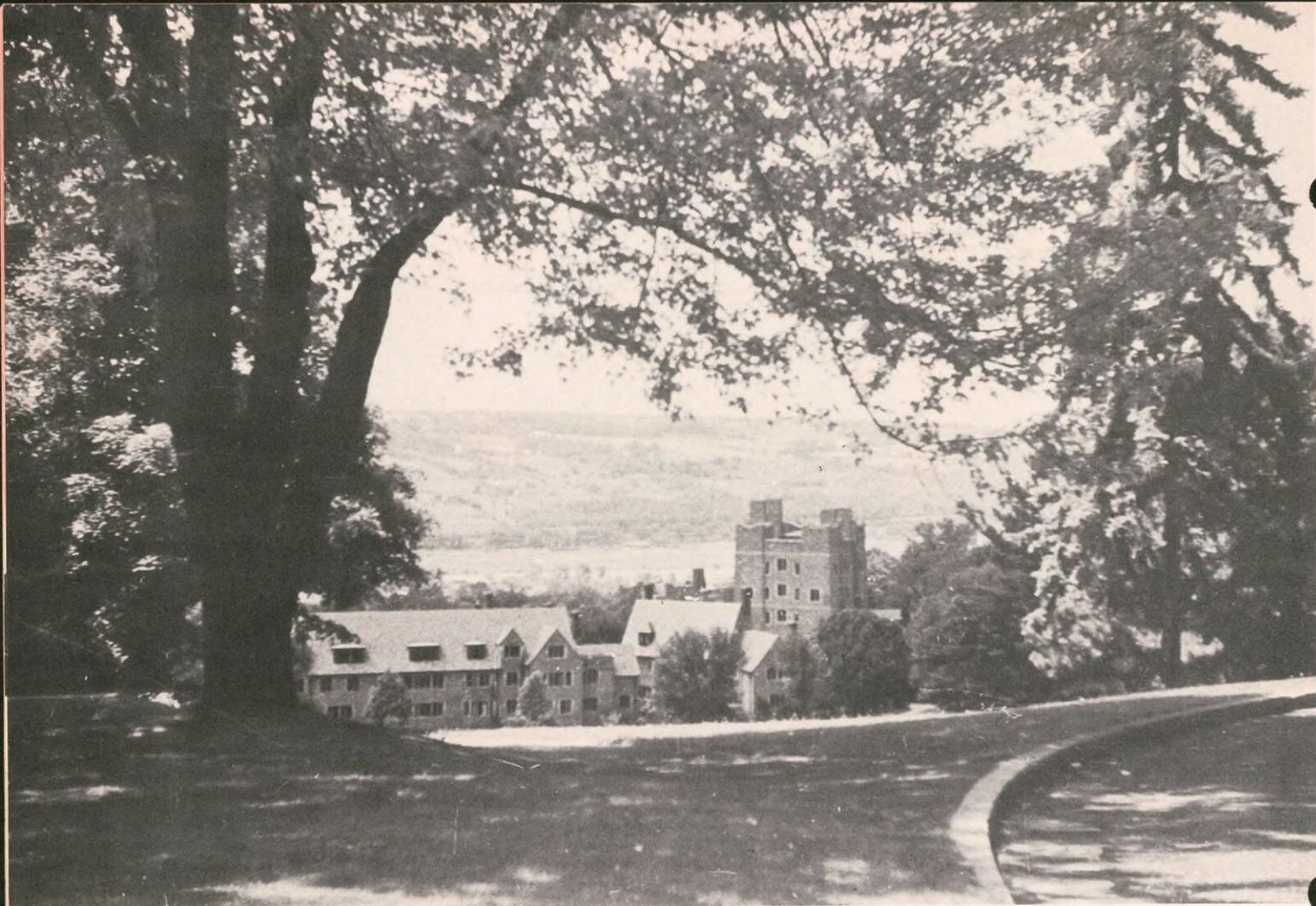
William Boyd Jr., formerly of the Benson Hotel, Portland, came back from the army to become assistant manager of the Benson.

Bruce Pierce, who graduated from Cornell in 1941 came back out of the army to work in the accounting department of Western Hotels. He is now supervisor of the food department of the Leopold Hotel, Bellingham.

Edward E. Carlson, formerly manager of the Rainier club, Seattle, returned from the navy to become assistant to the president of Western Hotels.



"This is what I mean by getting the sheets tight."



Cornell University campus at Ithaca, New York

Cornell Scholarships Offered

Two Western Hotels employees to be selected to attend summer courses at the Cornell University School of Hotel Administration

CORNELL University is to the hotel business as John Hopkins is to medicine and Harvard is to law. Many Cornell graduates hold down some of the most important hotel jobs in the country.

This month Western Hotels president, S. W. Thurston, announced that scholarships to the Cornell University Summer School of Hotel Administration would be awarded to two employees this year.

"We are aware of the need for highly trained people in our organization during the competitive period that lies ahead," stated Thurston. "Hotel operation is becoming a highly skilled business. One need only to attend the Cornell School for a few

days to realize the importance the hotels of today are placing on trained men and women. For this reason we want to offer every encouragement to the ambitious members of our organization to learn more about the business. In this way they will benefit our whole organization as well as themselves."

The lucky employees will be sent to Cornell this summer for a period of time to be announced later. All their tuition and travelling expenses will be paid by Western Hotels and they will draw their regular salaries while attending school. One scholarship will be in the general field of hotel operation and the other will be specifically in the food department.

Selections will be made on the following basis:

Each manager will be asked to nominate two employees from the staff who are interested in participating. Each of these individuals will then prepare one paper on a subject to be determined by the officers of Western Hotels and another paper on how, in their opinions, certain departments may be improved. Officers of the company will then judge these papers and interview the top contestants to determine which two are best qualified to make use of the scholarships.

Cornell has offered these summer courses for many years to give those actively engaged in hotel work the benefits of the practical training enjoyed by its four-year students. A variety of courses are offered, including Hotel Operation, Personnel Man-

Western Hotels' Cornell Men



BOB BERNNARD



WILLIAM SHIELDS



LYNN HIMMELMAN

agement, Quantity Food Preparation, Stewarding, Menu Planning, Elementary Accounting, Hotel Accounting, Interpretation of Hotel Statements, Advanced Hotel Accounting, Food Control, Plumbing and Water Systems, Building Maintenance, Food Service Planning, Hotel Housekeeping and Sales Promotion.

In order to accomplish as much as possible, the work is pushed forward intensively. Practically the entire time of the student is spent in the classroom, laboratory or study. Some time is open for recreation, however. For those hours the campus offers every attraction. Ithaca is ideally situated in the beautiful Finger Lakes region of New York. All out-of-door sports such as baseball, hiking, riding, bathing, golf and tennis can conveniently be enjoyed.

Nevertheless, according to Cornell authorities, the classwork itself is taken seriously. Attendance records are taken regularly. Any who fail to attend classes promptly and regularly are dropped without return of tuition and their employers are so notified.

An important feature of the summer work is the opportunity to meet others interested in institutional work, to establish contacts, and to exchange experiences.

Four present members of the Western Hotels organization give ample testimony as to the value of Cornell training. They are Lynn Himmelman, manager of Benjamin Franklin Hotel; William Shields, manager of the Mayflower; Bruce Pierce, supervisor of the Food department at the Leopold Hotel and Bob Bernnard who is now on the desk at the New Washington.

Bernnard, who was most recently in attendance, took a six-week course which included Sales Promotion, Hotel Stewarding, Housekeeping, Food and Beverage Control, Hotel Operation and Menu Planning.

"The greatest advantage in attending the school," says Bernnard, "is the association one gets from the hundreds of hotel people from all the eastern cities. The hotel students are usually housed under one roof and their bull sessions about hotel business are probably more enlightening than the courses."



BRUCE PIERCE

Bernnard lived in the same house with such people as the assistant manager of the Hilton Stevens Hotel, the manager of the George Washington and Pennsylvania hotels in West Palm Beach and the assistant manager of the Dayton Biltmore.

Classes average from 50 to 60 people and are open to everyone who can qualify regardless of sex or race.

Front!

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WESTERN HOTELS INC.

S. W. Thurston, President

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Queen candidate Zenida London surrounded by her court. From left, front row: Bert Ogilvie, public relations director; Palmer Tollefson, auditor; Forrest Rohan, assistant manager. Back row: J. H. Schuyler, assistant manager; Cliff Shea, assistant manager; Miss London; Ed Nieberg, chief steward and Purchasing agent and King Harrington, advertising manager.

A Credit to the 'Drake'

*Credit Manager Selected as Candidate
In Greeters' Queen Contest*

ACCORDING to normal expectations a credit manager is a cold-blooded character, about as welcome as an unpaid bill and as interesting as a Dun & Bradstreet report. Such is not the case in the Sir Francis Drake Hotel in San Francisco, however, where they find that personality, charm and "feminine intuition" does just as good a job of picking out good credit risks as cold figures and an icy glare.

Nearly 15 years ago Zenida London accepted what she thought would be "temporary employment" as an assistant to one of the executive managers of the hotel. She's been there ever since. It all happened because she became interested in the credit department and made several suggestions for change and improvement in the system then in use. The ideas were so good that the management finally placed her in full charge of the credit office.

Last month Miss London was selected as the Drake's candidate for "Queen of the Hotel Greeters" in connection with the Hotel Greeters Convention to be held at the Edgewater Beach Hotel January 28. She and other candidate queens will sell tickets on a 1946 convertible to be awarded during a dance at the Edgewater club.

Drake's Manager Holds Yule Party

George T. Thompson, general manager of the Air Francis Drake, gave his annual Christmas party for the children of the hotel employees on December 19. Santa Claus was "at home" in the Franciscan Room from 2 to 4 in the afternoon and gave a gift and a gingerbread man to each child. In addition, a floor show was presented which delighted the mothers as well as the youngsters.

Sir Francis Drake Scene of Many Christmas Parties

TO MAKE ITSELF better known and at the same time profit from immediate business, the Sir Francis Drake made quite a push for Christmas party groups. Here is a partial list of San Francisco Bay region organizations which held Christmas parties at the Drake, many of them for the first time, as reported by Mrs. Belle Kelley, assistant public relations manager:

All-Year Explorers club, a group of armchair explorers. They had from 200 to 250 members.

Yerba Buena Chapter, Native Daughters of the Golden West, Christmas luncheon for 100 members.

Bertola Society Christmas Jinks for 150.

Cap & Bells, women's civic group, Christmas party for 50.

Santa Clara College had 300 couples.

American President Lines held a Christmas buffet party for 375 employees with music by ships' bands.

Does a Good Nurse Make a Good Housekeeper?

Waldorff Housekeeper Finds Skills Applicable in Both Jobs; Orderliness, Neatness Important

SYLVIA PAGE had been a nurse for over 20 years. She had held a wide variety of highly responsible positions from private practice to superintendent of a hospital with a stretch of war duty thrown in for good measure. But she felt she needed a change.

"After 20 years, I think a change is good for anybody," she said. "Many people think a nurse's life is highly exciting. Actually it is very tense and dull." She began to look around for something in which she could make use of the extensive training and experience she had as a nurse. A few months ago she found what has since proved to be exactly the thing, a position as executive housekeeper at the Waldorf Hotel in Seattle.

Keeping house at the 250-room Waldorf has many similarities to work in hospitals according to Miss Page, "although I must admit I get a more healthy slant on my charge's personalities." Supervising the work of 16 maids and linen room workers and three janitors is a good deal like work as a hospital supervisor.

"Orderliness, cleanliness, sanitation and neatness—all the things that are important in the nursing profession are also prominent in the duties of a hotel housekeeper," she points out.

Miss Page received her nurse's training at the University of Minnesota. Her varied experience included periods of private duty and office work. For fifty years she was pediatric supervisor at Ripley Memorial Hospital in Minneapolis, Minnesota. She put in a year of general duty at Hibbing, Minnesota. For two years she was superintendent of nurses at The Cradle, one of the nation's most famous orphanages, located in Evanston, Illinois.

As an army nurse she served at Fort Snelling, Minnesota and Oxford, England. After her discharge in September 1943 she went to Wheaton, Minnesota where she became superintendent of the Wheaton Com-

munity Hospital in that city.

Miss Page's interest in the Northwest developed after a visit to a sister in Fairbanks, Alaska. She toured that vast area by air and then came to Seattle by boat. She had often heard of the city from her grandparents who lived there for several years and after a visit decided that it was the place for her.

"I certainly enjoy my work here at the Waldorf," she says, "and greatly appreciate this opportunity to work with the rest of the employees in the hotel."

Just as a double check to see if a nurse really makes a good housekeeper we questioned Tom Lee, manager of the Waldorf, "Excellent, he declared, "excellent."



Handling supplies and property is one of the big responsibilities of a hotel housekeeper. Here Sylvia Page, right, and Margaret Brevard, linen room maid, count out sheets and pillow cases at the Waldorf hotel. These duties are much the same as one finds in a hospital according to Miss Page.



Biggest casualties in the dining room are coffee cups, and they don't have to be completely smashed to be lost either. The chipped edge at the left and the broken handle at the right make either cup entirely useless so far as guests are concerned. Thousands of cups, at an average of 52 cents apiece, are lost every year by Western Hotels. They average 36 servings before injury which means that 1.5 cents out of the price of each cup of coffee must go to pay for the cup.

Coffee Cups Top Casualty List

Climbing Dish Breakage Rate Hoists Dining Room Costs

LIKE a despondent suicide trying to summon courage to leap from a rooftop, the coffee cup teetered precariously on the edge of the swaying tray — a sudden lurch, and it was all over — just another pile of broken china to be swept out of the way.

Sociologists and philosophers may ponder the ambitions and frustrations of the coffee cup and its strange love life with the saucer but to hotel dining room economists it is a first class cost headache. Of the 45 different types of china bought by Western Hotels none has as short a life as the cup, and each time one cracks up, it's another 52 cents added to the cost side of the ledger.

There is ample evidence that the coffee cup has only itself to blame. It leads an extraordinarily fast and sophisticated life, and with its protruding handle and bulbous shape it really isn't built for it. The sturdy oatmeal bowl rises early and gets in

its one sedate chore at breakfast and retires to quiet living on the shelf for the rest of the day, but not the coffee cup. It, too, rises early, but maintains a furious day-long pace and is frequently seen haunting smoke-filled corners during the revelry of the midnight hour. Why the poor saucer lets this faithless companion drag her around like this is difficult to understand. No other dish in the place comes in at night so smeared with lipstick as the cup. We think the saucer would do well to junk him for a good steady gravy boat. Perhaps that is why she is the second highest casualty on the list of chinaware, and that between the two of them they account for almost half of all the dish breakage in Western Hotels. According to some chefs the average cup is ready for the graveyard after 36 servings. Those that last longer are either exceptionally hardy or extraordinarily lucky.

All this would not be too alarming if it weren't for the fact that dish breakage has begun to soar to new and discouraging highs in recent years. Normal breakage is estimated at approximately 8 per cent. During the war years and continuing into the present time this has jumped to 18 per cent or more. In studying the records of one supplier to Western Hotels it was found that cup replacement purchases in 1946 had jumped to almost twice those of 1945, and these, though slightly less than 1944, were higher than 1942 and 1943 and way above 1941.

Though cups are the most lurid example of breakage, the same trend is evident in all types of chinaware. It is a mounting cost item of growing concern to dining room managers.

Why is dish breakage increasing?

Two reasons are most often given: First, a substantial increase in volume of business done by Western Hotels during the last five years greatly increased usage which, of course, increases chances for breakage. Rush business in which large numbers of people must be served at once, the

tables cleared, dishes carried out in a hurry, washed swiftly and pressed back into service immediately also increases breakage possibilities. Dishes must be used over and over again much more often in the same length of time.

Second, labor upsets caused by the war brought many new people into the hotel business who haven't yet had time to learn all the tricks and skills of prewar crockery-juggling experts.

Old-timers readily admit that dish-handling is a fine art. There is a proper way to stack a tray. There's a trick to carrying the tray that often baffles newcomers. In matters of scraping, washing and stacking there is an element of judging and timing that only comes with practice and a "feel" for the dishes to know just how much of a bump they can comfortably endure without chipping.

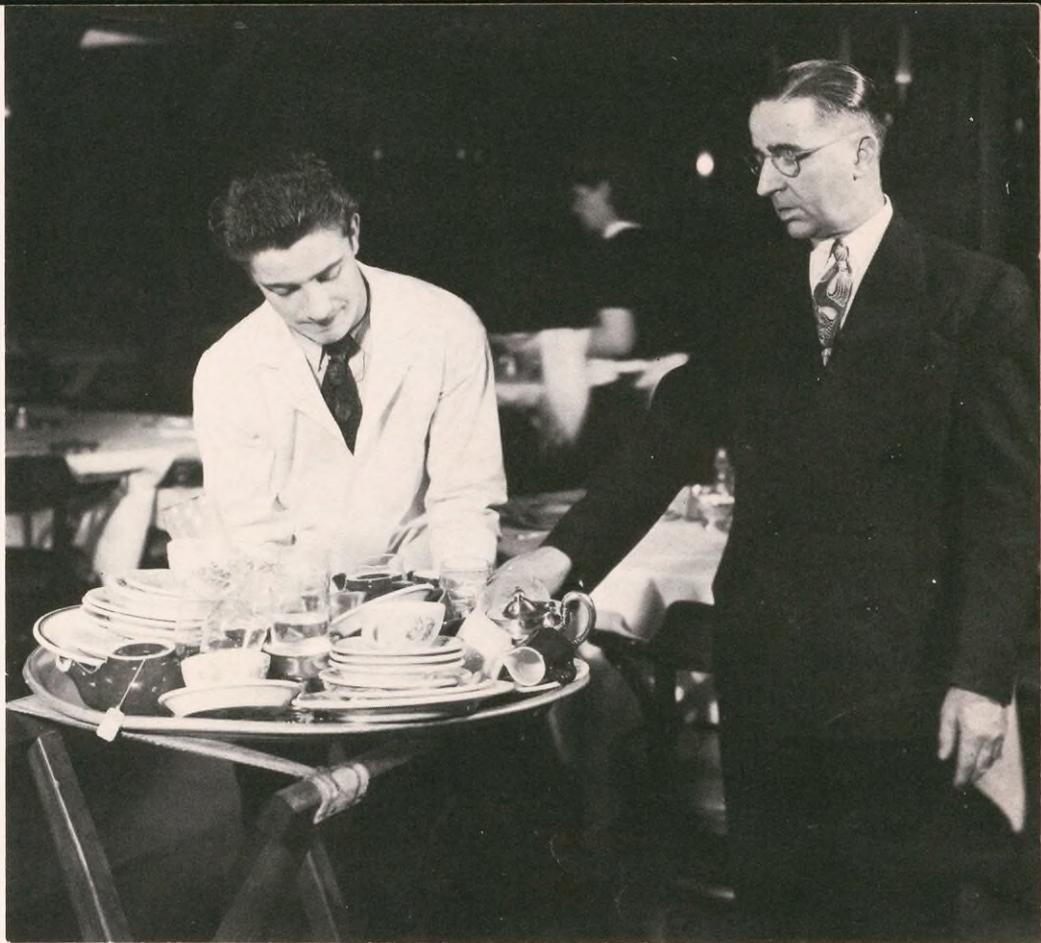
Dining room captains are convinced that a chinaware utopia would be here if trays could be stacked properly. Most common errors, they point out, are in setting large plates on top of small ones, setting dishes on top of silverware, and crowding in a few extra items to an already loaded tray by balancing them in any spot that will temporarily hold them. When a poorly stacked tray begins to disintegrate in mid-flight there is little anyone can do except leap for safety.

The art of carrying a tray through a swinging door often gives beginners a bad time. Nervous newcomers sometimes hold the tray in both hands and give the door a Sally Rand hip action to get it open. Often this doesn't quite do the job and the door bounces back squarely into the loaded tray.

Left-handed bus boys have an advantage over right-handed ones in that they can carry trays in their left hands and cleanly straight-arm the swinging door with their right and move on in with the tray on the left away from the unpredictable door.

Whatever the reasons, oldtimer bus boys insist it's a job that takes skill and practice and they predict that breakage will probably continue to show a rise until more experts develop within the hotel staffs.

Beware those swinging doors! Jack Davis, bus boy at the Benson, demonstrates the wrong way to go through a swinging door. Though his tray is well-stacked, his use of hip action to open the door is not recommended. It is too easy for the door to bounce back and hit either the tray, which is in a bad spot, or his shoulder. Either way, it could end in broken dishes.

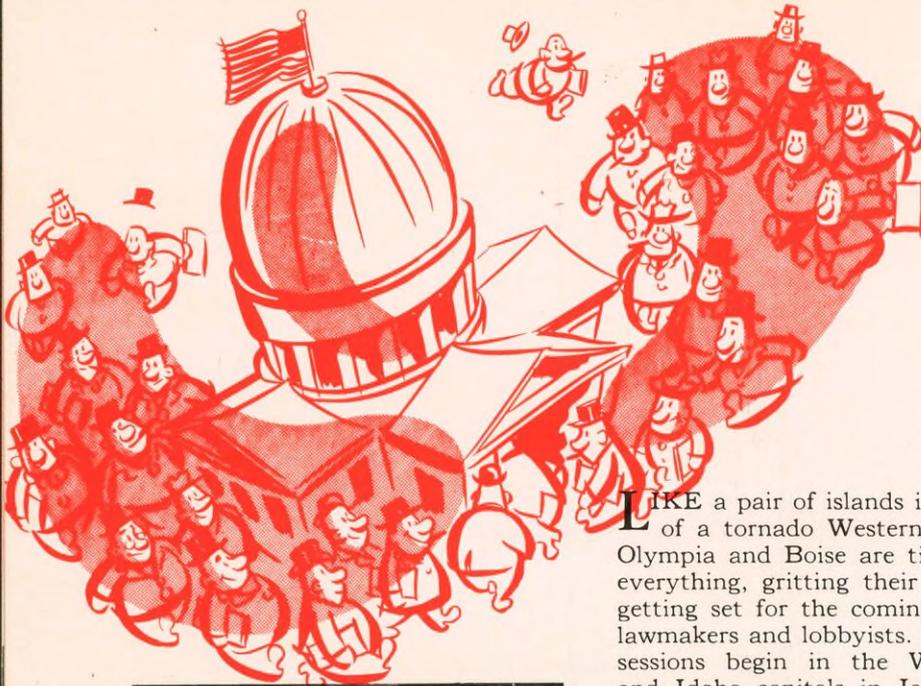


Hold it! Chris Peters, dining room captain at the Benson Hotel in Portland, stops bus boy Jack Lembeck before he heads to the kitchen with badly-loaded tray. Dishes are piled precariously at all angles and the little creamer at the right is almost a cinch for calamity. Peters has been head of the dining room for over five years.



Legislative Storm Brews

Olympian, Governor, Owyhee, Boise Hotels Prepare for Deluge of Lawmakers and Lobbyists



LIKE a pair of islands in the path of a tornado Western Hotels in Olympia and Boise are tying down everything, gritting their teeth and getting set for the coming storm of lawmakers and lobbyists. Legislative sessions begin in the Washington and Idaho capitals in January and the demand for rooms soars to its seasonal high. So great is this demand that some of the politicians actually make reservations as much as two years in advance.

Many of the reservations are automatic over a period of many years and a great cry goes up if the same rooms are not available each session.

"With the 1947 sessions convening next month the contest between the front office and the legislators is reaching its height," reports Molly Smith, correspondent for Front from Olympia, "Just who is winning is anyone's guess. The situation might well be a hotel man's dream but instead it becomes a near nightmare of trying to keep guests out of the hotel instead of endeavoring to entice them in."

Miss Smith is relief clerk for both the Olympian and Governor hotels during the sessions and sadly admits that, as usual, she will probably forget which hotel she is answering the phone for.

Ervin Cumming, resident manager of the Olympian and veteran of nine regular and four special sessions, has become an expert at handling the difficult situations that always arise. Over at the Governor Hotel Wally Bowen, resident manager, will attempt to meet the demand for "just one more room." The big problem is to arrive at a happy compromise between legislators and travelling men who are the year in and year out bread and butter of the hotel business.

The Olympian's housekeeper, Mrs. Ethel Sager, is a veteran of many sessions and for the last two months has been busy removing beds from rooms which will be used as offices

and exchanging double beds for twins. New carpets have been added in all halls and many of the rooms redecorated. Redecorating has also been going on over at the Governor and by January 1 Bowen estimates that 50 rooms in the new addition of the hotel will be repapered and painted. The outside of the Governor has also had a complete going over during the year such as the addition of new neon signs and two coats of paint on all the sashes. Even the kitchen came in for its share with the addition of a new Magic Chef gas range and a model 20E Champion dishwashing machine.

Over in Idaho the Boise and Owyhee hotels are going through the same preinvasion preparations. Legislators at the Hotel Boise will go through their ups and downs a lot faster this session because of the addition of two brand new, automatic Otis elevators.

In both cities many unusual steps must be taken. In some cases guests who have been in the hotels for months have been asked to find other quarters or be moved to less desirable rooms for "the duration." All this is complicated by the critical housing situation in both capitals. When it is all over, according to correspondent Smith, many a worker swears he'll never work in a capital city again. "But odds are," she says, "We would be bored with the ordinary kind of guest all the time."

Correspondents Named

To insure adequate coverage of hotel events during the sessions the Boise and Owyhee hotels have appointed correspondents for Front. They are Margaret Carson at the Boise and Eunice Anderson at the Owyhee.

Miss Anderson, appointed by manager C. Fred Mann, came to the Owyhee on December 21, 1944 from Weiser, Idaho. Since then she has advanced from elevator operator to



Eunice Anderson, correspondent at the Owyhee, instructs a new switchboard operator. Below, Margaret Carson is busy correspondent for the Boise hotel.





The staff at Hotel Boise is properly proud of two brand-new, fully automatic Otis elevators shown here behind, left to right: Willis Linden, Ray Stevenson, bell captain, and Robert Guthrie. The staff suffered considerably in extra leg-work during the summer season when the old elevators were being replaced, one at a time, but now the Boiseans are getting quite a "lift" from the new equipment.

switchboard operator, to assistant room clerk, to cigar counter clerk, to assistant to Elsa M. Thompson, auditor. Currently she continues as assistant to Miss Thompson and is assistant to the clerks or to most any department needing a willing and capable lift.

Following the well-known adage that to get anything done — go to the busiest person, Margaret Carson was appointed Boise Hotel correspondent. One never knows just where to find her. She pops up unexpectedly here, there and everywhere. Morning will find her at the desk. Noon time finds her at the cafe cash register and later in the day, Margaret is busily battling with an adding machine in the office. Her friendly smile and the charming attitude makes her a great favorite with everyone on the staff. If there is any department in the hotel in which Margaret cannot efficiently serve, it's because the department was started just ten minutes ago. She started working at the Boise on December 18, 1930, two days before the hotel was officially opened to the public. She will be the official Dorothy Kilgallen of the Boise Hotel.

However, hotel work does not have all of Margaret's heart. Her hobby is the care of a seven-year-old daughter, adopted at two years of age.

Parties Popular at Hotel Boise

THE Housekeeping department of the Hotel Boise has birthday parties almost every month. The personnel have had many birthdays for most of them are grandparents, one a great grandmother, but it is very unusual to have a bride in their midst. So when Pearl Hamm, who presides over half of the fourth floor, took a week off recently to become Mrs. Henry Johnson, her fellow workers immediately got busy and planned a surprise for the day of her return, November 16th.

A special luncheon was arranged in the linen room with shower gifts and the table was centered with a beautiful wedding cake topped with a miniature bride and groom. The cake was baked and decorated by Paul who presides over the hotel bakery and contributed by the hotel. The bride was showered with good wishes as well as with many useful gifts and the members of the department had a very pleasant social hour.

The Boise Housekeeping department is party minded, so when the night maid, Josie Little, won a turkey on a punch board which had been circulated by the page boy, a dinner

was immediately planned for Saturday, November 30th. Viola Luce, who has charge of the linen room, brought her electric roaster and roasted the stuffed turkey to a turn. The chef baked additional dressing in the kitchen and loaned silverware and dishes. The engineer donated choice Idaho potatoes which were cooked on a hot plate in the linen room. The maids brought salads, peas, and all the usual Thanksgiving trimmings. At five o'clock 21 sat down to a well laden table placed the length of the linen room. This was voted the most successful party that the department has arranged.

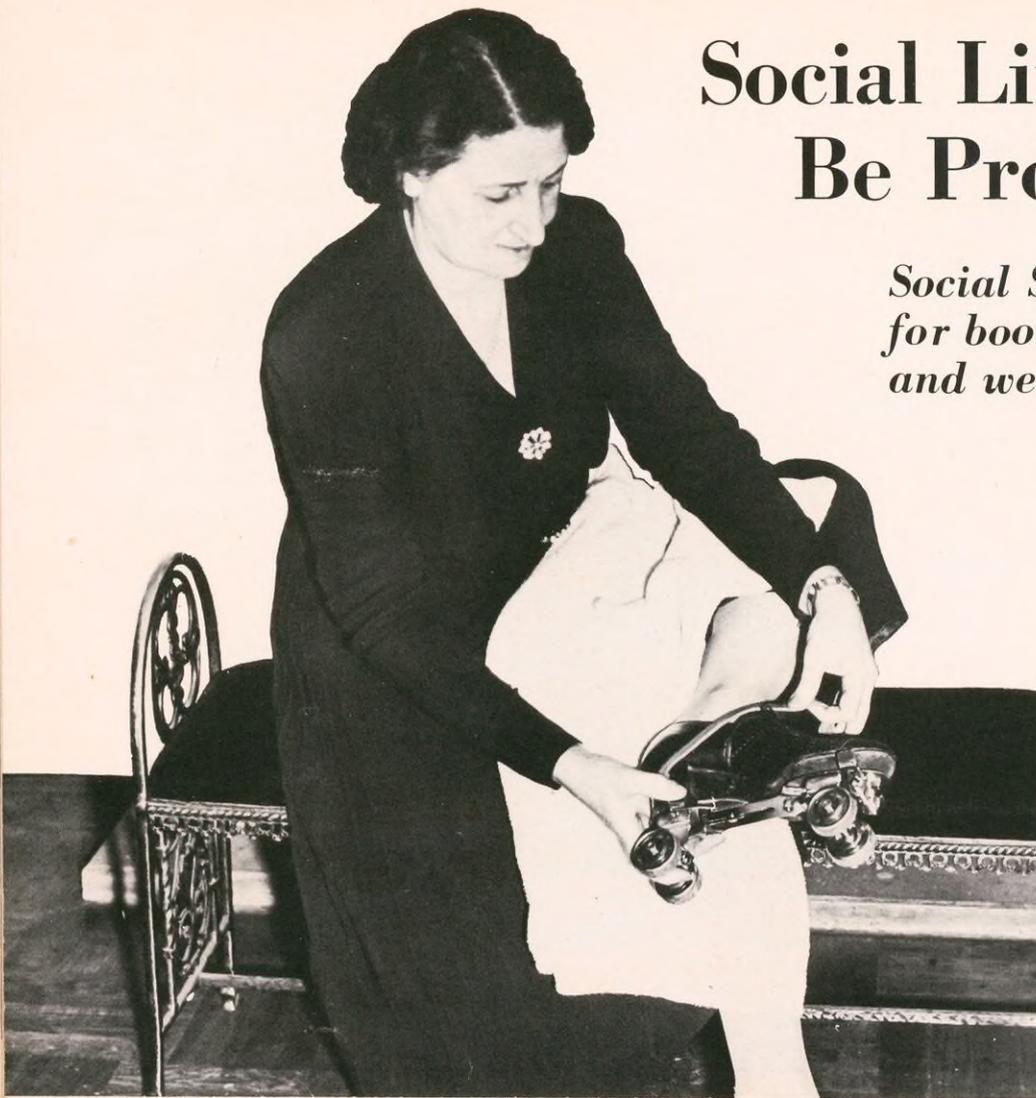
A Christmas party was also held. Names were drawn for gifts, there was a special Christmas tree, and a fund was started by auctioning off several articles of wearing apparel which were left in the hotel and not called for.

☆☆☆

Last November the Wanganella, first passenger ship from Australia since the war started, docked at Vancouver, B. C. It carried a capacity load of war brides many of whom stayed at the Georgia Hotel.

Social Life Can Be Profitable . . .

Social Secretary finds formula for booming banquet, party and wedding business



You have to "get around" to be a social secretary. Here Mrs. McEacheron tries on a pair of roller skates for size. "Just to speed up a little."

IT HAD BEEN another one of days in the Seattle newsrooms, there was a new strike, better than usual quota of fires and accidents, and another wife discovered a .45 was quicker than Reno.

The boys had to let off steam.

"Let's get a few quarts and throw a poker party," said the police reporter.

"We're all for it, but where will we have it?" came the question.

"Only one person to call," said the desk editor, "talk to Mac. Maybe she can fix it."

. . . And, as usual, Mac fixed it, a room and buffet supper. Needless to say, anytime Mac needs publicity in the local papers, she gets it.

Mac is none other than Mrs. D. E. McEacheron, social secretary for Western Hotels in Seattle, and the best "fixer" in the city. It's all because of her fatal fascination for the whirl and swirl of society. She can no more resist social life than a kid can

sleep in a circus. The best fact is, however, that she makes it pay off so well in the jingle of Western Hotel cash registers.

Mrs. McEacheron will "arrange" almost anything. She will provide everything for a wedding but the bride and groom. She will get the ring, license, preacher and hospital plan, if necessary. She arranges parties for civic groups, bridge clubs, and business firms. She's a top-notch press agent and at one time handled publicity for eight different organizations. She probably knows everybody of social importance in the city of Seattle and has many times been called upon to act as a confidant and advisor on individual social problems. Many a climber has been steered away from social crevasses by a timely tip from the Mayflower's social secretary.

Mrs. McEacheron's enthusiastic endeavors have not gone unnoticed. In addition to a multitude of men-

tions in the local press she has also rated feature articles about herself in the January 1945 issue of "The Woman," entitled "Big-Time Housekeeper," and in October 1943 issue of Table Topics entitled "Ringmaster of Four Hotels."

It all started back in 1926 when her husband, a prominent Seattle physician, died.

"Here I was," she relates, "with my children all grown up (she has two children and four grandchildren) and all by myself in this big seven-room house, doing nothing." In looking over her assets she discovered that she had two years of college at the University of Washington and a lot of friends in the Seattle social swirl—but nothing else in the way of working girl experience.

"I had an idea, though, that I might be able to help hotels in lining up parties and banquets," she tells, "and Mr. Harold Dupar and Mr. Thurston at the New Washington gave me a chance. I think I must have been fired at least three times that year." After a little steady plugging, however, her many contacts began to pay off.

"At that time," she says, "things were a little dead around the New Washington Hotel part of town. I wrote letters to get parties in those hotels and really had pretty good success." She is, by the way, a prolific letter writer. She sends letters to everyone she interviews asking them to come back and party again sometime. They usually do.

It is not unusual at all, she explains, to have someone call up and say, "This is your old boy friend. I'm having a party and turning everything over to you."

"My gosh," she says, "Anybody's liable to say they're my old boy friend!"

It wasn't long before Mrs. McEacheron was arranging weddings. She could supply all sizes to fit the pocketbook. She's had them in small

rooms or right in the lobby in front of the fireplace.

"We rent them the room," she explains, "then there's probably a dinner and maybe a few extra rooms for relatives or guests, but all the service comes free." The real boom in the wedding business came when cupid began shooting arrows all over the place during the war. "Why, I've arranged as many as a hundred weddings in a single month," she declares.

Her biggest source of pride is that, so far as she knows, none of her weddings have turned out badly.

"I tell 'em to begin with that if they don't plan to stay married, I don't want to bother with them."

She is almost invariably roped in on every drive that comes along. She handled bond sales during the war and every year all the Western Hotels in Seattle bounced over their quotas. She put out cans in the hotels for Red Cross contributions. These took in \$125.53 in 1940 and built up steadily to \$6,101.05 in contributions in 1944.

Room shortages and crowded conditions of recent years have not diminished her fervor to provide space for social and civic functions wherever possible. Because of her wide connections and influence she constantly beseiged with requests for special favors from lining up a hotel room to locating a vacant house.

A good writer, Mrs. McEacheron could easily have been a topnotch society editor. As it is, she contributes many items about the hotel to the Seattle Times "Stroller" column and the Post Intelligencer's "Round About."

She writes on all subjects having to do with hotels, travel and resorts. Last summer she did a feature on Glacier National Park and the September issue of Pacific Coast Record and Western Restaurant carried a full-length article by her on the Benson Hotel in Portland, entitled "In Step With the Times."

Though her hours are her own, Mrs. McEacheron frequently takes advantage of herself and it is not unusual to find her roaming around the hotel late in the evening with a pumpkin pie for the poker club or digging up the flowers for a late wedding. Her office is plastered with pictures of social lights of all degrees of brilliance and unwitting visitors are likely to trip over empty cases of ginger ale bottles.

"I guess I just like people," she says. "Anyway it's fun and it brings our hotels a lot of business."



Raye Cohen, center, president of the Seattle Hotel Greeters Association and secretary to Bill Shields, resident manager of the Mayflower, discusses publicity with Mrs. McEacheron, left, and Mrs. W. H. Turner, right, member of the group's board and regional chairman of the organization's national convention to be held in Seattle next summer. Below, Mrs. McEacheron and friends during a recent visit to Glacier National Park on one of her travel article writing trips.



Owyhee's Oldest Employee



JOHN WAKEMAN

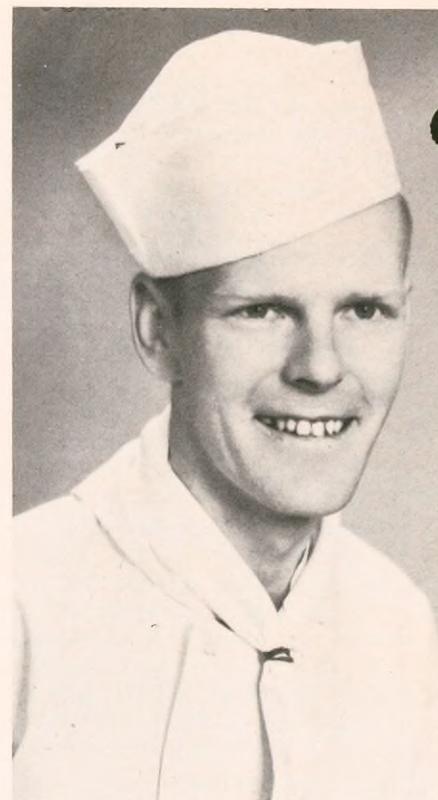
Engineer Unworried By Coal Shortage

THE OWYHEE HOTEL is justly proud of the many employees who have grown old in its service. The oldest remaining employee in point of service is John Wakeman, engineer, who has been on the job since the Owyhee opened on May 10th, 1910.

John has seen many changes made, but today, when the coal shortage is a peril, the change for which he is most thankful occurred in 1939 when one of the Owyhee's coal burning furnaces was converted to oil. John reckons there will need to be a double-barreled fuel shortage before he is in danger of being caught short.

Travel Bureau Starts

The Panda Travel Bureau opened December 2nd, at the Owyhee hotel with a desk in the lobby. Two Boise girls, Pan Larsen and Doris Stalker, are in charge. The bureau is world-wide and makes available all forms of transportation, hotel accommodations and features all expense tours. These services are free to the public.



STEVE HASSE

President's Chef Wins Praise

One of the most popular spots in the Skagit valley in Washington is the President hotel's coffee shop, favorite meeting place of lumbermen, fishermen, dairymen, farmers and seedmen of the area. There are 20 people employed in the Coffee Shop, just as many as in the rest of the 110-room hotel.

According to J. P. Tonkin, proprietor of the shop, one of the big reasons for the success of the enterprise is the culinary skill of its chef, Steve Hasse. His food preparations are gaining steady popularity throughout the valley. Hasse acquired his skill in various Western Hotels. For over six years he was with the Leopold Hotel in Bellingham. After three and a half years in the armed forces he returned to Western Hotels and took his present position with the President. According to Tonkin Hasse has done an especially good job of kitchen organization and guidance.

☆☆☆

The Australian National Airways started a two-week service between Vancouver and Australia last October. The crew of these ships makes the Georgia Hotel its headquarters.

WESTERN WILLIE



'A Feather in His Cap'



Multnomah Longfellow

Bulletin Board Poems Get Workers Acquainted

THE BIG REASON for the noticeable air of comradeship in the Multnomah hotel in Portland is Jack Murray, head bellman, cartoonist, and poet.

Each Sunday morning Murray bursts forth with two stanzas, a cartoon, and numberless quips, which he immediately transcribes on the employee bulletin board — and then tries to fight his way to the fringe of the throng. Actually the crowd which assembles when Murray posts his week's reflections assumes almost mob proportions, and it is standard procedure for any employee to refuse to start work until he has had a chance to digest the contents of the board.

"Each week," says Murray, "I pick some person in the hotel, and then I think." Murray's thinking is usually sentimental, and he writes of his friends in a manner suggestive of Tennyson approaching the problem of gentle love. His own evaluation of his rhymes can best be described as apologetic — he insists that the purpose of the bulletin board is to acquaint the people in the Multnomah with each other, and only incidentally to serve as a place for the exhibition of his poetry.

There is no attempt made to feature the "brass," although members of the management glow with just as apparent pride as do the lesser members of the staff when they are featured. Murray tries to select his "personalities" impartially, but he says that this business of choosing among his friends is the most difficult part of the job. "I can't use them all," he says, "although if I'm here long enough I may get around to most of them."

Murray, who has been in the hotel business for 20 years, realized during the war — the last one — that many hotel employees didn't know even the names of people working in the same department. He established his bulletin board idea for bellmen only in 1942. "Frankly," he says, "I didn't think the thing would go over, and it was a considerable surprise to realize how much comment the board received." It paid off so well that he incorporated the same theme in June, 1945, for all employees.

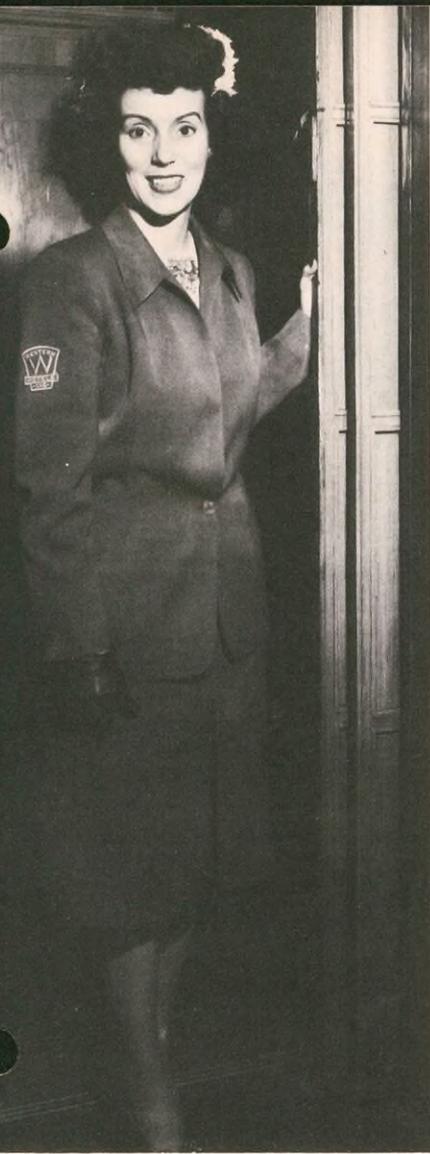
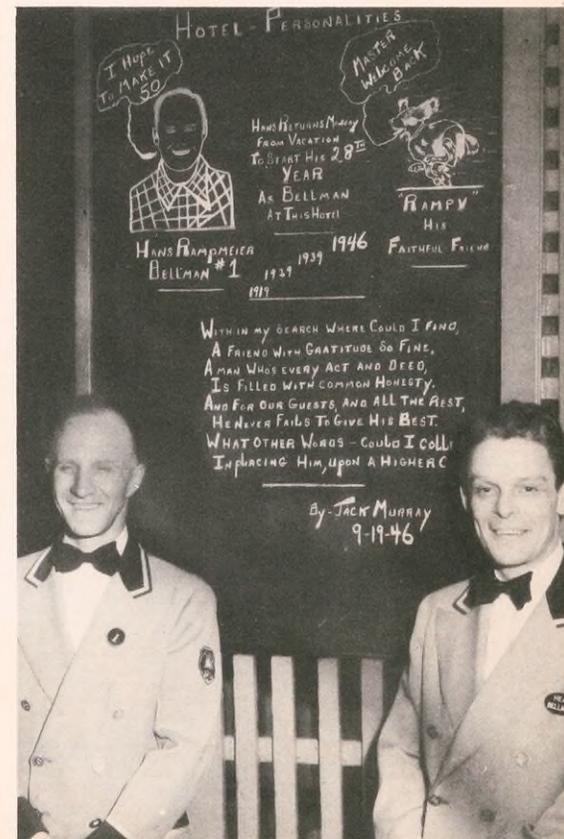
Murray's preoccupation with his poetry occasionally proves what

would be disconcerting to one not as ably adjusted — he once was composing a rhyme about his friend, Hans Rampmeier, when a local judge stopped at Murray's desk and asked, "Jack, who are you taking in the 4th race at the Portland Meadows?" "Rampmeier," said Murray. "What rhymes with 'best'?" "Crest," said the judge. For all Jack knows, the judge may actually have tried to put a fiver on Rampmeier to place.

Murray, who studied journalism two years at the University of Toledo, says that he can't give writing poems much time. "When you're head bellman you don't have much time," he admits sadly, "and I have to bang the stuff out. But my friends understand it, anyway."

The "Multnomah Longfellow," as one of his bellmen has labeled him, is 40 years old, is unmarried, lives alone and, by and large, likes it. His idea of the proper vacation is to spend two weeks in the Wallows, in Eastern Oregon, hunting pheasant and deer, and he has managed to spend his last two 14-day leaves doing that. He has worked in many of the larger hotels in the East and along the West Coast, and he says he wouldn't trade the Multnomah Hotel for any of them, from the Everleigh Club on down. "Give me Multnomah," he is fond of saying, "What rhymes with 'friendship'?"

Below, Jack Murray, right, the Multnomah's poetic head bellman, and Hans Rampmeier, one of his "personalities".



Model Elevator Girl

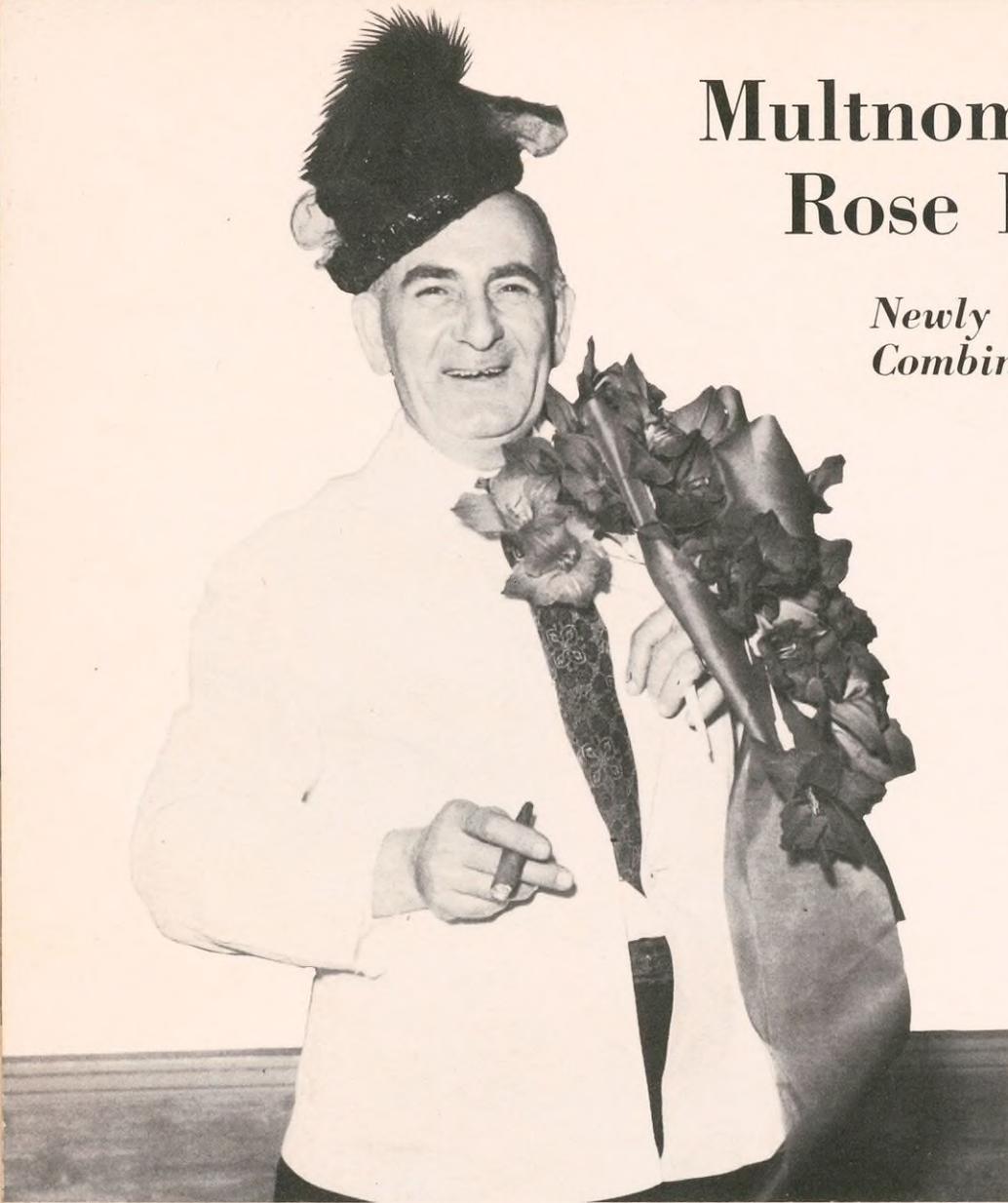
Mrs. Patty Lidstrom, elevator girl at the New Washington, models one of the 26 new uniforms now being worn by Western Hotel girls in Seattle. The uniform, called a "Boy Collar Classic," is draped to the single button at the waist. It is wool gabardine in a cocoa shade and features hand-picked stitching, patch pockets, and a fashionable kick pleat front. It was designed by Littler's Tweed Shop, one of Seattle's outstanding tailor shops for women. The summer uniform will be in an aqua light weight material.

Mrs. Lidstrom, mother of an 11-year-old son, started going up with Western Hotels in 1941 and has been going up and down ever since. She likes the new uniforms because they hold their shape well and don't show soil marks.

"A smile and a pleasant tone of voice is the secret to driving an elevator," she says. She always says "thank you" when a customer gives her the floor number. Guests from Alaska are her favorites.

Multnomah Opens Rose Bowl . . .

*Newly redecorated supper club
Combines swank and dignity*



John Novas, manager of the Multnomah's Rose Bowl, rarely misses an opportunity to enjoy the lighter side of hotel work.

PORTLAND, a fireside-loving city which normally gives only passing attention to metropolitan-type "night life," now has a supper club that seems to fit the local psychology. It is the new Multnomah Hotel Rose Bowl, a combination of big-city swank and Portland dignity which won instant acclaim from the 450 special guests who visited it on opening night, November 1.

In the Rose Bowl Portlanders can enjoy a certain feeling of exclusiveness, a place to dine, dance and drink . . . at reasonable prices. It has a comfortable capacity of approximately 500 persons. A visitor to the "Bowl" is immediately impressed by the multitude of mirrors (no one has counted them all yet), salmon pink color scheme, and blue button-tufted walls. A large number of supporting pillars in the room have

always been a problem for decorators. This time they were taken care of by covering them with mirrors.

The room is open five nights a week, Tuesday through Saturday, from 7 p.m. to 1 a.m. A guest who goes before 9 p.m. need pay no cover charge and can dine in style, paying from \$3 upwards for his dinner. After 9 p.m. a per person cover charge is made of \$1 on weekdays and \$1.50 on Saturdays. The guest can spend the entire evening dancing to a 12-piece orchestra. Liquor, of course, cannot be sold by the drink in Oregon but the guest may bring his own bottle, check it at the bar and order any kind of mixed drink out of it as long as it, or he, lasts.

In its long career of serving Portlanders the room has been redecorated many times and changed its name

just as often. In 1912 it was originally opened as the Arcadian Garden. Later on it succumbed to a subconscious pioneer spirit and became the Indian Grille. In time, this too passed, and its exotic nature came to the fore with a new redecoration and christening as the Arabian Room. Prior to its last rebirth it had been known simply as the Multnomah Supper Club.

To complete the Rose Bowl's air of friendly sophistication the Multnomah found a logical manager in jovial, cigar-smoking Gregory "John" Novas, veteran hotel worker who as a waiter has served royalty such as King George of England, Queen Marie of Rumania; prominent military figures such as Marshalls Foch and Joffre; and Presidents Harding and Hoover. Novas came to the Multnomah 26 years ago and served as dining room captain and assistant head waiter and is probably the best known dining room man in the city.

An uncle, who was in politics in New York, lured young Novas to this country from his home in Greece when he was 17 years old.

"I had a hard time," he says, "I couldn't speak a word of English although I knew Latin, French and Greek."

His first job was as a bus boy in the Gregorian Hotel in New York. From there, he served tours of duty in a number of New York hotels including the Iriquois and Lafayette in Buffalo. In 1908 he headed west and arrived in Portland on Washington's birthday. There he worked as waiter and later head waiter at the old Commercial Club. He was also employed by the Arlington Club and the Oregon Hotel before going to the Multnomah in 1920.

In the Rose Bowl he supervises a staff of 10 waiters on week nights and 20 on Saturdays. Proudly he says, "Portland now has something it's never had before . . . a room where one can entertain his friends and family and be proud of it."

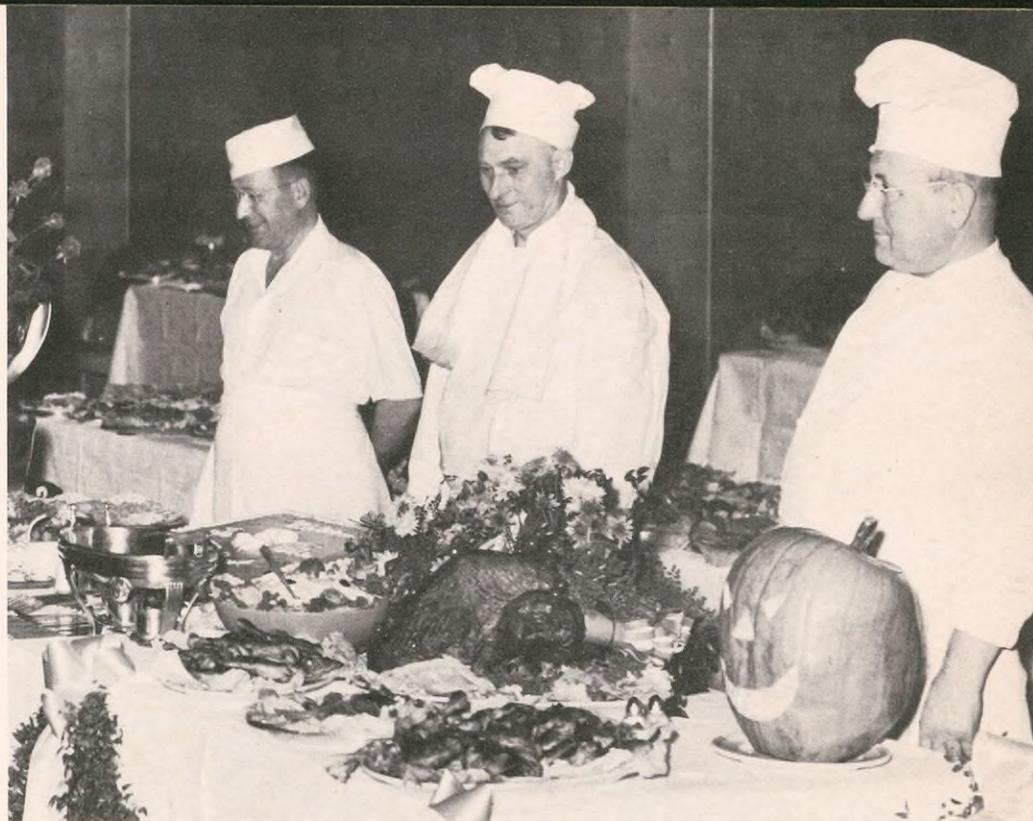
Fun-loving but hardworking Novas is highly regarded by his fellow-employees.

"I don't know what we'd do without him," remarked one. Two of his three children have followed him in adopting hotel work. His son who recently returned from overseas duty with the army, is a waiter at the Arlington Club in Portland and his daughter, Mrs. Helen Hatcher is a part-time waitress at the Multnomah. Another daughter is busy raising three children of her own.

Novas met his wife, who died in 1927, while working as a waiter in New York.

"She was a private maid and frequently ate in the dining room where I worked," he explains. "She was pretty and I was young and good-looking myself, so naturally we just became acquainted."

Though successful in hotel work Novas has a secret yen to be a carpenter and house painter. A year and a half ago, he built a complete five-room house by himself at Cannon Beach, Oregon. He drew his own plans, poured the cement and did all the carpentry work. When he finds time for a little relaxation, he occasionally plays a few rounds of golf.



Beaming at the Rose Bowl's culinary offerings are Frank Stefano, pantryman; Alex Seminole, assistant chef and Morris Bertoglio, chef.

Below, Jean Porter, vocalist, and George Bruns, band leader, provide entertainment for Rose Bowl guests.



Above, looking over the Rose Bowl are, from left: J. Richardson, manager of the Multnomah Athletic Club and his wife; William Boyd Jr., of the Benson hotel; Frank A. Dupar; Harry Heathman, owner and manager of the Heathman hotels in Portland; Mrs. Dean Ireland, wife of the Multnomah's manager; William J. Boyd, manager of the Benson; Gordon Bass, associate manager of the Multnomah, and Mrs. Bass. Below: S. W. Thurston, right, visits with Kenney Houser, of Houser Securities, which owns the Multnomah Hotel property.





Celebrating 20 years with the Georgia are, front row, from left: E. W. Hudson, manager; Bill Terry, elevator man; Ed Flatt, accountant; Bob Sinclair, steward; Bob Frew, chief engineer; Stan Neville, waiter; Harry Richardson, assistant head waiter; and Lee Wan Can, head houseman.

I'LL NEVER FORGET THE TIME . . .

EDITOR'S NOTE: Strange things happen to anyone in the hotel business. They've probably happened to you. Front will pay \$5 for each incident accepted for this feature. Send in yours. No illustrations are necessary, just write down what happened.



Submitted by
SAMMY MILLER
— Bellman —
MULTNOMAH HOTEL
Portland

"ONE EVENING THE BELL CAPTAIN CALLED ME AND TOLD ME THAT A LADY WANTED A BELLMAN --- --- AND SO HELP ME, WHEN I GOT TO HER ROOM SHE HANDED ME A BAR OF SOAP AND TOLD ME TO WASH HER BACK!"

Georgia Celebrates

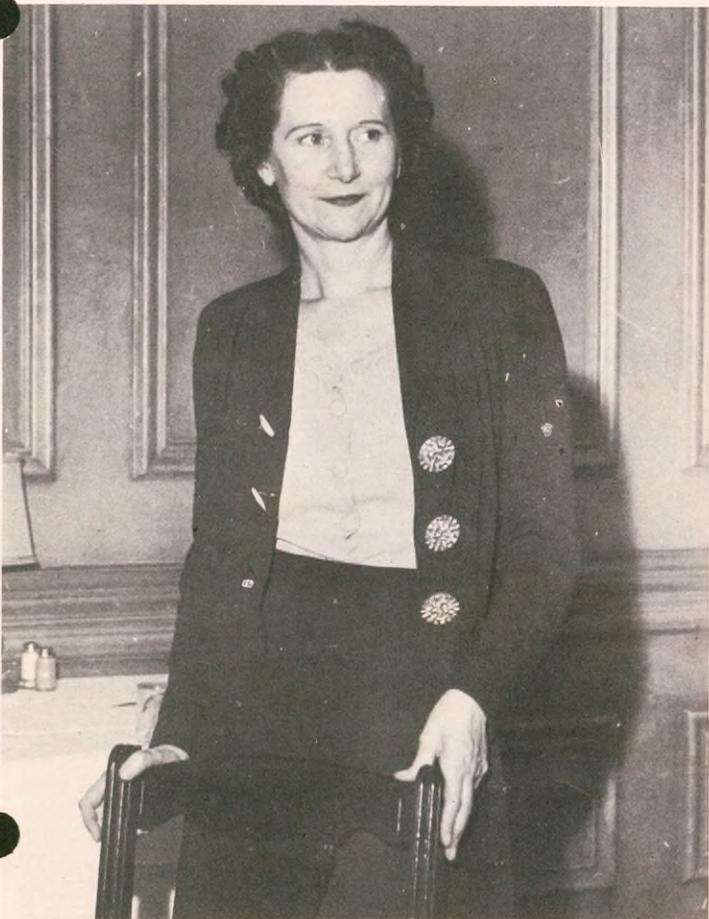
DURING 1946 the Georgia Hotel in Vancouver, B.C. celebrated its 20th birthday. To appropriately commemorate the occasion, eight men who have been with the hotel ever since it first opened, gathered together to down a few "short ones" and reminisce over the peculiar situations that arose from time to time in their two decades of serving guests from both sides of the border.

The most sobering thought at the unsober occasion was the realization that the next 20 years held even greater challenges and possibilities than the past. British Columbia is laying elaborate plans to fight for its share in the much-predicted postwar tourist boom, and it is being pointed out that this competition will be intense. Beautiful scenery alone can not be relied upon to attract tourists and get them to return. Comfortable accommodations, good food and friendly treatment are just as important.

However, according to Manager E. W. Hudson, that's just what the Georgia is becoming famous for.



Two people who share big responsibilities in the Georgia's drive for tourist trade are Pete Hassler, chef, above, and Ethel Kent, Coffee Shop hostess, below. Ethel started at the hotel six years ago and was promoted to hostess last October.



Your Ideas Are Worth Money!



WHETHER you work in the front of the house or in the back of the house, whether the top floor or the basement, there must occasionally come a time when you can say "My idea would be to do it this way . . ."

The trouble is, often as not, that is about as far as the idea ever got. Like the well-known rose in the desert, many a good idea has bloomed unseen and wasted its fragrance on the desert air.

To prevent the repetition of such a tragedy, Front is sponsoring a suggestion contest among all Western Hotels employees. A first prize of \$25 and four runner-up prizes of \$10 each will be awarded to the employees making the most valuable suggestion for improving the service or reducing operating costs of Western Hotels. The field is wide open. Your idea may be about any department or any job in the hotel. It may be anything from a gadget to a way of doing something. There are no limitations. You may submit as many ideas as you wish but only one can win a prize.

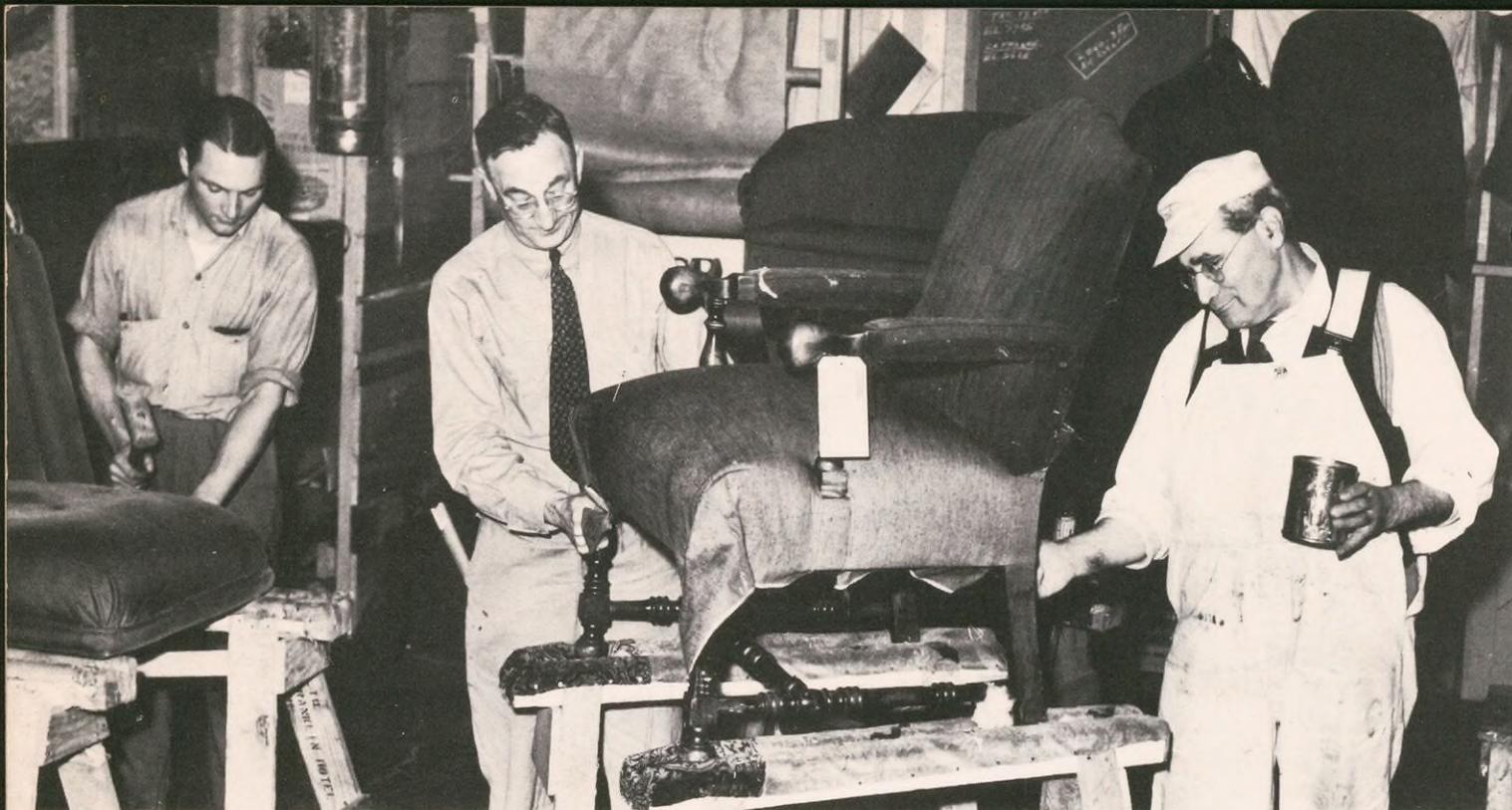
An impartial board of judges representing all hotel departments will select the winners. Literary skill is not important.

Any Western Hotels employee is eligible except managers and assistant managers.

Contest closes March 31, 1947. Winners will be announced in the subsequent issue of Front.

Just write down your idea and mail it to:

Suggestion Editor
 Front Magazine
 Western Hotels, Inc.
 New Washington Hotel
 Seattle, Washington



Ralph Tolonen, F. Harper and Jacob Iltowitz revitalize some "fired furniture".

Plaster Cracks Can Be Beautiful

Decoration Only a Matter of Seizing Opportunities Says Anne Rickard

DO YOU HAVE a big plaster crack on your living room wall? Maybe you're lucky, maybe this is your opportunity to bring modern decoration into your home. Just paint an ivy vine over the crack and your problem is solved. If it's big enough, go ahead and paint a cherry tree.

That's the way they do it in the new Western Hotels Maintenance shop in Seattle where every battered chair is looked upon as an artistic opportunity. The department does everything from building upholstered dressing tables out of packing cases and disguising water pipes as Doric columns to installing flesh-colored mirrors that gives the guest's spirit a lift on the morning after.

Located in the basement of the Benjamin Franklin Hotel, it is carrying on all the repair work and re-decorating for Western hotels in that area. Though only recently organized, it has a shop, paint shop, refinishing and re-upholstering shops, carpets and draperies shops and is already bulging at the seams. The staff includes eight painters, two

furniture refinishers, three upholsterers, two drapery makers, a carpenter and a carpet man.

The department is headed by Superintendent George Marble, assisted



GEORGE MARBLE

by Mrs. Anne Rickard, supervising decorator. Marble's appointment was made only last month, soon after he was discharged from the army. He graduated from the University of Washington in 1934 and prior to his entrance in the army did work in advertising and journalism. He was in the army four years, his last tour of duty being manager of the Oakland Army Base Officers' Club. He is bringing a business-like approach to the continually growing number of administrative problems in the expanding department.

Miss Rickard came to Western hotels as a decorator in 1930. Despite sixteen years in the Northwest, she has managed somehow to retain all her movieland artistic freedom and flaunting of tradition. She started with Benjamin Franklin's dining room and coffee shop and has been going under full steam ever since. Her latest job was redoing the lobby of the Cascadian Hotel in Wenatchee.

"Every hotel has an air about it," she maintains. "At the Benjamin Franklin, for instance, it's hospitality. At the New Washington, you could call it tradition. There, people expect what they've seen before. The Mayflower is just friendly, with Pilgrims landing all over the place."

One of her favorite projects is pumping new life into "tired furniture." Here she has the capable assistance of Josef Betzler, a skilled upholsterer who came to Western Hotels five months ago from New York city. Betzler had his own shop on Fifth avenue for fifteen years and, among other things, redecorated such hotels as the Lombardi and the Fifth Avenue.

"I once decorated an apartment for Edna Ferber," said Betzler, shaking his head, "that was plenty headache." He also designed and built three country homes for the New York World's Fair. He works with Miss Rickard in building furniture and making draperies.

Other workers in the department range from Ralph Tolonen, who is learning to be an upholsterer under the G.I. apprenticeship training bill, to Jacob M. Iltowitz, 69-year-old finisher, who has been face-lifting hotel furniture for over fifty years.

The Maintenance department plays a highly important part in hotel operation because many times it can bring old furniture up to date and make "that old monstrosity" earn its way for several more years. This is no small item in a period of high replacement prices such as the present. It is expected that in time the department may outgrow its present quarters and as it takes on more and more work, may eventually require a building all of its own. Right now, plans are being made for the addition of plumbing and electrical departments.



Josef Betzler discusses new draperies with Anne Rickard.



BEFORE—Here is a room in the Benjamin Franklin hotel before remodeling was begun. Notice the roll-away bed in the closet and the kitchenette as well as the uncovered steam radiator.



AFTER—This is the same corner of the same room. The wall was taken out. The kitchenette was eliminated, the roll-away supplanted by a Hollywood bed and everything else modernized.

Western Hotels

VANCOUVER, B.C.
Georgia

BELLINGHAM, WASH.
Leopold

MT. VERNON, WASH.
President

WENATCHEE, WASH.
Cascadian

SEATTLE, WASH.
New Washington
Benjamin Franklin
Mayflower
Roosevelt
Waldorf

WALLA WALLA, WASH.
Marcus Whitman

OLYMPIA, WASH.
Olympian
Governor

BOISE, IDAHO
Boise
Owyhee

PORTLAND, ORE.
Multnomah
Benson

SAN FRANCISCO, CALIF.
Sir Francis Drake

32 1/2% PG
DUO.

