

FRONT!



Front goes to the Hawaiian Village . . . page 12

Contents

Bannock	
Benjamin Franklin	9, 18
Benson	6
Boise	
Cascadian	10, 11
Cosmopolitan	3, 4
Davenport	27, 28, 29
Finlen	22, 23
Georgia	24
Hawaiian Village	12, 13, 14, 15, 16, 21
Leopold	
Marcus Whitman	29
Maurice	4
Mayfair	8
Multnomah	7, 29
Northern	
Oasis	25, 26
Olympic	17, 20, 21, 22
Owyhee	
Owyhee Motor Inn	
Rainbow	26
Roosevelt	9
St. Francis	5, 6
Sir Francis Drake	9
Winthrop	17
Western Hotels	30, 31



Traditional Flag Lowering

Sunset ceremonies in the Hawaiian Village Hotel gardens, with light from flaming torches. (See page 16).

FRONT!

FRONT is published every other month in Seattle, Wash., by Western Hotels, Inc. Executive Offices, Olympic Western Hotel, Seattle.

FRONT CORRESPONDENTS

If list is out of date or otherwise incorrect please notify FRONT.

Bannock, *Loab Morrison*
 Benjamin Franklin, *Betty Bowen*
 Benson, *Sam Standard*
 Boise, *Gail Atkins*
 Cascadian, *George Weyrauch*
 Cosmopolitan, *Gene Thompson*
 Davenport, *Al E. Schilling*
 Finlen, *Ray Dodge*
 Georgia, *Richard Sherwood*
 Hawaiian Village, *Robert Herrick*
 Leopold, *Mary McLeod*
 Marcus Whitman, *Harry Steel*
 Maurice, *Alex F. Hoffer*
 Mayfair, *Robert Lubach*
 Multnomah, *Hal Carey*
 Northern, *Ray Bering*
 Oasis, *Beth Scott*
 Olympic, *Ken Wurch*
 Owyhee, *R. J. Bauer, G. Martinson*
 Rainbow, *Esther DeVault*
 Roosevelt, *Pat Griffith*
 St. Francis, *Elizabeth Bell*
 Sir Francis Drake, *Lorraine Koenig*
 Winthrop, *Patrica Miller*

PRIDE OF THE COSMOPOLITAN



Pride of Denver's Cosmopolitan is Imperial Room waiter *Harvey Thompson*. Chosen "student of the month" by the American Hotel Institute, *Harvey* is a real favorite with his guests (shown here is a typical returning of his pleasant smile). He was honored by the AHI for outstanding performance on the job and in Institute courses.

As with most successful Institute students, *Harvey* commented, "I have received a great deal of encouragement from *Tom Lee*, my manager, and the executive assistant manager, *Karl Eitel*. I believe that anyone in the hotel field can benefit from these courses."

Mr. Lee says of *Harvey*, "We have a great deal of admiration and respect for this young man. *Harvey* has a pleas-

ing personality, ambition, integrity, and the unique ability of getting along with both guests and fellow employees. This combination of traits is needed by every advancing service employee."

Harvey is a native of St. Louis, Mo. He was awarded the "meritorious service" ribbon while serving with the 17th Infantry Regiment in Korea.

While working fulltime at the Cosmopolitan in Denver, he has completed three Institute courses covering "Food and Beverage Operation," "Hotel Accounting and Statistics," and "Citizenship."

Harvey is married and has a two-year-old daughter and a five-year-old son. They're *Harvey's* pride!

COSMOPOLITAN CAPERS...

"May I park my car in the lobby, overnight?" This is an often-asked question at Denver's Cosmopolitan these days . . . and it's all prompted by the shining 1958 model automobile displayed in the lobby!

Currently on display is the Oldsmobile convertible, awarded to Miss America, Denver's Marilyn Ven Derber. Other models which have been shown are the Chevrolet, Chrysler and Edsel autos. In future weeks, the lobby will have the Ford, Rambler, Pontiac and Mercedes-Benz.

Denver does have a parking problem, but these exhibits are part of an "Industry of the Week" salute by the Cosmopolitan. The overall program promotes different businesses and industries of the Denver area.

* * *

The Cosmopolitan's front office staff hosted 50 students from the University of Denver School of Hotel and Restaurant Management, recently.

The field trip is part of the University's program of illustrating classroom lectures with observations of actual hotel operations.

Frank Meyer, Ed Hutchins and Cecil Bethea, hotel desk clerks, informed the visiting students of specific job procedures.



The Books are closed for Convention

From a business and 'play' standpoint, the convention of the National Hotel Accountants held at the Maurice in San Francisco this past September, was a huge success. The hotel auditors were hosts, and Western Hotels was well represented. Relaxing after a pleasant dinner are (l. to r.) Mrs. Bert Eldred and *Mr. Eldred*, Canterbury Hotel, San Francisco (retired); Mrs. Palmer Tollefson and *Mr. Tollefson*, treasurer of Sir Francis Drake and past-president of Hotel Accountants Association; Mrs. Mark Lindsey and *Mr. Lindsey*, Mayfair Hotel, Los Angeles; *Mr. Roger Thomas*, Maurice Hotel and chairman of Registration Committee and Mrs. Thomas. A successful convention!



INTERESTING GUEST at St. Francis, recently, was Vice-President Richard Nixon. He made his headquarters at the hotel, during a visit to address the International Industrial Development Conference. Photographed with him, during his stay, were (l. to r.) David Plant, assistant general manager of the St. Francis, Mr. Nixon, and John Stevens, assistant manager of the hotel.



"AN EXTRA BLANKET?" "A change of pillows?" No matter what request comes to the linen room of San Francisco's St. Francis, a warm and pleasant voice makes every guest feel sure his request will be taken care of promptly. *Nora Cummins* has been with the hotel since June, 1927, more than 30 years. Her motto is "a kind word and a telephone smile." *Nora*, in charge of the linen room, is shown handing out paychecks to the maids.



Life really begins at "over 40" . . .

and a "certificate of honor" proves it! (l) "Roy" Royal Conger Trunnel, 70-year old houseman at the St. Francis and (r) Robert W. Snider, personnel manager-payroll analyst are justly proud of a recent award from B'Nai B'Rith. It reads:

"In recognition of the practical aid rendered to the community of San Francisco by utilizing the reservoir of ability, wisdom and experience of the "over 40s," this certificate is proudly presented to the ST. FRANCIS HOTEL, with the heartfelt congratulations of the officers and members of San Francisco Lodge No. 21, B'Nai B'Rith.

Signed: Daniel T. Goldberg, President
David Dworkin, Secretary."

Trunnel has been with the St. Francis since 1931; *Snider* since 1956. Oddly enough, they both started the same day: June 28.



At sword's point!

Guy Hestle, assistant manager of the London Grill at the Benson, serves an author more than 'food for thought.' Allan Saunders, author of the Mary Worth comic strip appears fascinated by the Shish Kebab he's about to be served . . . hot, flaming and delicious!



Spreading Christmas Cheer at the Multnomah

Carrying a big bag of toys and candy canes, Santa Claus (desk clerk Bob Kennedy) made lots of friends for the Multnomah Hotel during the days before Christmas. For eight hours a day Bob held sway in the lobby or could be found wandering through the banquet rooms spreading good cheer. Pictured above is Santa Bob talking with pretty Patty Mandic as Henry Guittard (bellman) and the son of Don Mickey (banquet Dept.) look on with approval.

Bowls 'em over with more than food

Chef E. W. Feltault, of the Los Angeles Mayfair, proudly displays his Summer League bowling trophy. He won first place, as a member of the Pacific Electric Metropolitan Coach Lines Team. Chef Feltault says, "there are good banquet business prospects in bowling lanes." (Want to join a league or sponsor a team, anyone?)



Mixing with Royalty

Staffers from the Sir Francis Drake in San Francisco get together for a "tete-a-tete" with royalty. The royalty, in this case, is "Royal Larry 127," Grand Champion Steer of the 1957 Grand National Livestock Exposition Horse Show and Rodeo. (L. to R.) Daryl W. Chrisman, food and beverage manager; Hans Grundman, executive chef of the hotel, and herdsman Billy McDonald of the Double M. Hereford Ranch, Adams, Ore. Looks like they're contemplating those fine steaks and prime ribs that make dinner at the Sir Francis Drake a gourmet's paradise!



"Tough Fight" won by Mayfair!

It took a few years of effort, but *Bob Lubach* reports that direct airport limousine service via Air Transport should be in effect by the first of the year! This will give travelers limousine service between the Los Angeles International Airport and the Hotel Mayfair. Nice going . . . and by now, we're sure this new service is working beautifully!

A shut-out for Roosevelt

(*Seattle, Wash. Nov. 3, 1957.*) Today started out to be a balmy Sunday and it got "balmier" as the day progressed. This reporter just witnessed a football game that would be hard to match.

The cause for all this action must have started when hotel employees were sitting around shooting the breeze about previous athletic accomplishments and records. The outcome was inevitable: Roosevelt Rough Riders against the Benjamin Franklin Outriggers to meet at Lower Woodland Park for a football duel. Referee: *Ed Sullivan*, Olympic Hotel. Teams: Each squad to have six men. Rules: "Flag" football. (I.E., no tackling; cloth hangs from belt of player and when snatched, player is considered 'down').

Benjamin Franklin Outriggers squad included: *Don Cruickshank* (ex-Rambler), *Doug Roughton* (ex-Air

Holiday Wishes!

We hope that Western Hotel employees, everywhere, had a Joyous Noel. We know that you made Christmas "away from home" at a Western Hotel, a warm, friendly one for your visitors.

Now, with a New Year of 1958 underway, we extend a hand in good friendship to you and yours, for a wonderful year ahead.

Force team quarterback), *David Clift* (ex-Univ. of Denver end), *Ron Kirtland* (ex-Univ. of Wash. fullback) and *Warren Anderson*.

Roosevelt Rough Riders squad, though not made up of "ex" players, had *Charles Indermeuble* to lead them in battle! And *Chuck* had the strong of backing hefty engineers from the hotel. This brawn carried the Rough Riders roughshod over the Outriggers . . . straight to a victory of 14-0!

This momentous football battle was watched by employees of both hotels, spectators who stopped and stared, and 514 seagulls.

Limping, but happy, the squads reported back to work Monday, and we can hear them trying to outdo each other, with tales of prowess on the football field. Everyone enjoyed the game . . . perhaps more will be scheduled, if anyone can walk.



**FOOD AND MUSIC
IN THE NEWS
AT THE CASCADIAN**

“FOR GUESTS ONLY”
Compliments of the Cascadian

A little touch of friendliness that can be recommended to all Western Hotels: in the lobby of the Cascadian is a silex of coffee. It's there for early-rising guests with a schedule that puts them "on the road" before the coffee shop is open for business. And, with winter taking a grip on the countryside around Wenatchee, and the temperature hovering around the low 30's, the appreciation of guests is boundless. We feel sure many friendships are made with other travelers . . . all because of that early cup of coffee "*courtesy of Wenatchee's Cascadian!*"

Actually, how many friends have *you* made over a cup of good hot coffee? The Cascadian reports they have received endless "thank-you's" from guests for this service.

While waiting for the cafe to open, guests have become acquainted with other travelers . . . travelers they would not have seen, met or talked with, in the normal rush of busy schedules . . . had it not been for this little courtesy on the part of the friendly Cascadian.

We like to hear about extra attentions and services offered guests by Western Hotels. It just strengthens our belief that Western Hotels are wonderful places to stay!



A salute to National Apple Week

What better place for a display than apple capitol in Wenatchee, and what better place than the Cascadian for a display, paying tribute to the growers, packers and shippers in the Wenatchee Valley area. *Jane Luker*, elevator operator, has her hands full (of apples), in front of the unique display of more than 80 apple box labels, showing the many varieties native to Wenatchee. The display was so popular, the Cascadian has been requested to create a similar one for the Seattle Chamber of Commerce.



Come back soon

We know this is the wish of the many friends made by famed pianist from Vienna, ILSE JANSSENS, during her 'run' at the delightful Apple Box at the Cascadian Hotel in Wenatchee. She completed the longest booking for an entertainer at the Apple Box, on the 30th of November, playing to a packed house wishing her 'auf Wiedersehen'.

Even though ILSE is a difficult talent for another entertainer to follow, we're sure the caliber of entertainment enjoyed by guests at the Apple Box will continue to be tops, in Wenatchee and the Northwest.

FRONT GOES TO THE HAWAIIAN VILLAGE HOTEL

"Quiet... construction zone!"

Silently, but magnificently, a new structure has risen from the surf and sand at Waikiki... another giant step in the dreams of two men: *Henry J. Kaiser* and *Fritz B. Burns*.

Not more than two years ago, an 18-acre expanse of Waikiki Beach was just that, an "expanse of nothing." Like magic, a 14-story tower became the Hawaiian Village Western Hotel. Now, the advent of a "sister" tower; a new 13-story structure adding 156 more rooms and increasing the total capacity to more than 700 rooms.

Credit for the Hawaiian Village belongs to the vision and persistence of *Henry J. Kaiser* and *Fritz B. Burns*. These two men have created a wonderland for vacationers. They have changed a "wasteland" to the largest, most glamorous and the best-equipped resort-hotel in all Hawaii.

Every room in the new 13-story "twin tower" has a view; either a sweeping ocean view toward Diamond Head or Ale Wai Yacht Harbor or over the panoramic expanse of lush gardens and swimming pools of the Hawaiian Village Hotel.

Nothing was overlooked... air-conditioning, new offices, restaurants

and shops. A Japanese Tea House and a Chinese Garden join the popular Tapa Room (starring Alfred Apaka, foremost entertainer of Hawaii and Decca recording star); the Tiare-Tahiti, an exotic night club; and the splendid Ale Ale Kai Room.

Managed by Western Hotels, Inc., since May of 1956, visitors can be sure of the best at the Hawaiian Village Hotel, center for surfboarding, water skiing, skin-diving or speedboating. If they prefer, swimming can be enjoyed in one of the five swimming pools located on the hotel grounds. And the Hawaiian Village boasts its own private lagoon to add that "touch of romance." The Hawaiian Village Hotel offers every visitor the widest range of accommodations, recreation and entertainment... where informality is the keynote, and fun in the sun is the order of the day.

Much of the popularity of any good hotel is due to food... and at the Hawaiian Village Hotel, the catering department boasts a virtuosity in food preparation that should qualify it to "reach 'round the world," so far as variety is concerned.

Headed by *Bill Quinn*, the Village's executive assistant manager, and as-

sisted by *Hans Hungerbubler*, assistant catering manager, the catering department performs feats with food, in any given day, to make your head spin!

3,500 meals a day is ordinary. 1,000 steak dinners have been served at one time in the circular aluminum Dome at one end of the Hawaiian Village property. At the other end, in the rectangular Long House, a floor-level "Luau" for a gang of 750 merry-making "malahinis" (vacationers), is taking place.

Here's a typical Luau menu: Kalua pig (cooked in a primitive underground oven), filet steak, haupia (coconut pudding), lomilomi salmon, limu (edible seaweed), poi, sweet potato and other Luau foods.

Whether it's a reception, a cocktail party, banquet or buffet dinner, the mountains of food stem from one or another of three hotel kitchens, presided over by a food-concocting wizard from Switzerland, *Chef Alfred Adler*.

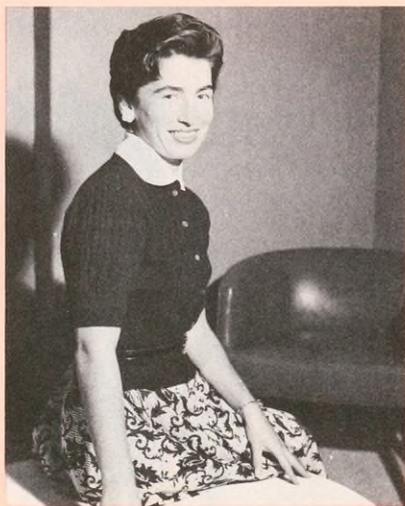
Among the impressive array of dining rooms at the Hawaiian Village are: the Ale Ale Kai Room, managed by *Bob Murdock* and his assistant, *Bruce Westfall*. Another is the Sunset Room. The Tapa Room is managed by Londoner *Rex Brown*, assisted by *John Wright*. Dinner in the Tiare-Tahiti Room is delightful and the manager is *Bill Akamabo*.

A total of eight bars and extensive banquet facilities are under the jurisdiction of *Milo David* and his broad-shouldered assistant, *Jim Heliker*.

Bill Quinn, catering manager, adds to his list the restaurants and facilities of the recently completed 13-story building. And translated into *Chef Alfred Adler's* language, this can only mean Birds Nest Soup, Sharks Fin Soup, Pressed Almond Duck, Saimin, Sukiyaki and plenty of steamed rice.

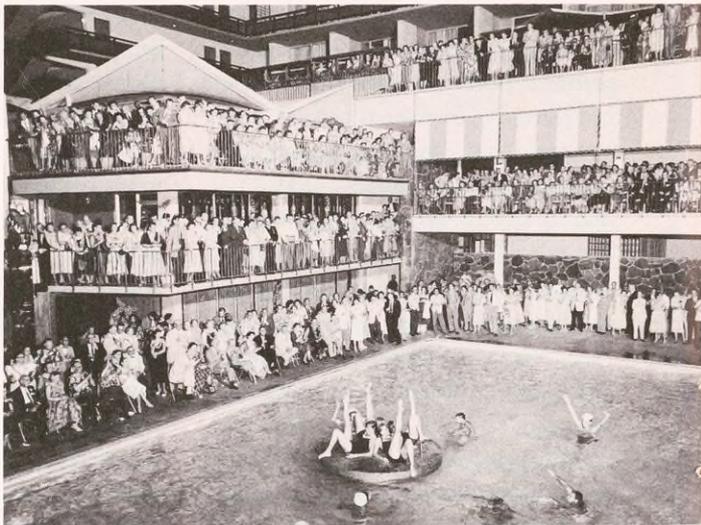
Translated into anyone's language . . . when the call to sun, surf and sand direct your wandering instincts to Hawaii, we know your stop will be at the Hawaiian Village Western Hotel.

Aloha!



BILL QUINN'S "right hand" gal helps him keep all the restaurants in smooth-running order for the catering department. She's *June Thomas*, his secretary.

ON WITH THE SHOW! A "must" for visitors to Hawaii is the Hawaiian Village Aquacade, held every Friday evening in the Diamond Head Pool. This fast-paced show sparkles. *Mary Ann Sears* stars with a cast of 25. The production pictured was in honor of the Pan Pacific Surgical Congress whose recent convention was held at the Hawaiian Village. 1,200 people attended this show.



A MAN WITH A DREAM. Pictured above is one of the men responsible for the building of the Hawaiian Village: *Henry J. Kaiser*. Here he is, on the deck of the *Ale Ale Kai IV*, with the beautiful resort hotel in the background.



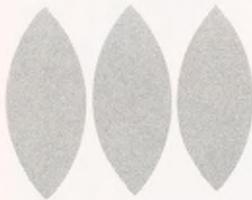
BILL QUINN, executive assistant manager and catering manager of the Hawaiian Village, is a prime example of "the right hand knows what the left hand is doing." He holds the symbols of two new restaurants in the "sister" tower: Japanese Tea House and Chinese Garden. He's the one boy who can assure you: the food's the best!



THE HAWAIIAN IS PROUD and it isn't much wonder. An indispensable part of a successful hotel operation is the switchboard room. Hard at work are (L. to R.) *Betty King Werner, Leonor Smith, Vera Van Sickle, Adeline Lum* and, standing, *Ginny Kam*, supervisor.



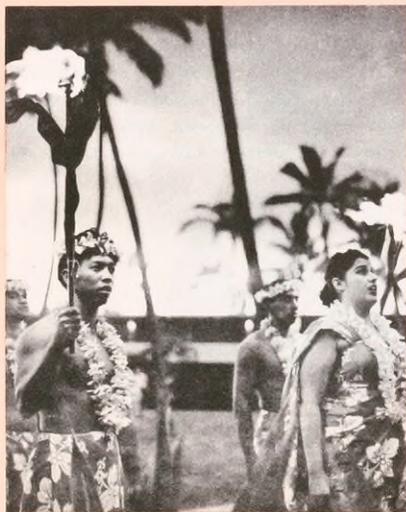
THERE'S ALWAYS A BANQUET to take care of, but banquet manager *Milo David* and his staff pause long enough to show their casual Hawaiian style of dress and relaxed smiles. (L. to R.) *Jim Heliker, Martin Pineda, Milo David, Ildelfonso Gaila, Dorothy Roshomoto, Genevieve Rawlins*.





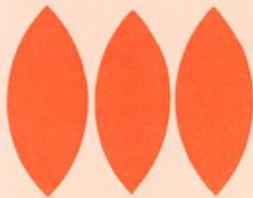
An important cog in the Hawaiian Village wheel

is Adelaide Gardner, secretary to William W. Shields, vice president of Western Hotels. Addie has been with the Village for a little over a year, but is no newcomer to resort hotel business. Before joining the Hawaiian Village, she was secretary to the general manager of the San Marcos Hotel in Arizona.



End of a perfect day!

Sundown and an Hawaiian Village ritual. To the sound of conch shells, native drums and the haunting strains of "The Star Spangled Banner," (l. to r.) Jose de Veas, George Wong, Neva Rego and Larry Kaleikini take part in the colorful flag-lowering ceremonies in the gardens of the Hawaiian Village.





"Good Neighbors" AT WESTERN HOTELS

For outstanding achievement! Ann Dupas, auditor of Tacoma's Winthrop, accepts the Good Neighbor Award from United Good Neighbors. Her hard work and the cooperation of the employees gave the Winthrop a 96% rating. Shown (l to r) are John Mangini, executive manager of the Winthrop, Ann Dupas, Scotty Miles, Winthrop manager, and Will Carlton, representative from United Good Neighbors.

For the second consecutive year

the Olympic Hotel, Seattle, received the Good Neighbor Award for their outstanding work on the UGN fund campaign. Norm Lavin, catering manager of the Olympic (seated), Leigh McArthur, central purchasing and Jean Parsons, secretary to the resident manager, examine the UGN plaque. They served as co-chairmen for the campaign.





COACH AND PROTEGE WIN

Trophies from the recent Western Hotels Golf Tournament make two Benjamin Franklin staffers happy. Congratulating each other are (L) *Herman Rivera*, Outrigger waiter, and (R) *Bernard A. "Bud" Gavino*, food and beverage comptroller. *Bud* holds his trophy for first place in the fourth division; *Herman*, for placing first in the first division. *Herman* gave *Gavino* pointers to correct his game and get rid of a slice that helped make his placing score. Reports are that *Herman Rivera* will be a heavy contender for the 1958 championship.

OVER 1,000 YEARS OF SERVICE

An annual Service Award Dinner for the employees of the Roosevelt and Benjamin Franklin Hotels brought together 91 people, each with a total of five years or more service to Western Hotels, Inc. The festivities took place in the Cascade-Plaza Room of the Benjamin Franklin on November 13.

Guest speaker was *Gordon Bass*, area vice president. He spoke of the history of Western Hotels and paid tribute to the importance of long-time employees. Guest of honor was *Mr. Frank Dupar*, Secretary-Treasurer of Western Hotels. During cocktails and a delicious dinner, everyone enjoyed the music of pianist *Jackie Sands*, from the Roosevelt's Rough Rider Room.

Following dinner, service pins were given to *Eva Bates*, *John Foote* and *Gertrude Sullivan* (15 years, Benjamin Franklin); *Cleo Boyd* and *Esther Lake* (10 years, Benjamin Franklin); *Dolly Rounsevelle*, *Earl Rockcastle*, *Grace Roberts*, *Tom Kai Mee*, *Aaron Binggeli*, *Johanne Birkland*, *Anna Robrer*, *Elmo Nelson*, *Harry Wong*, *Wing H. Jung*, *Danaman Borgstad*, *Ruth Olesen*, *Rose Washington*, *George Olsen*, *Yuen Gee Chinn*, *Walter Wong* and *Taylor Herman* (5 years, Benjamin Franklin); *Isao Katoaka*, *James Olsen*, *Lou Durgan*, *Rose Asselin*, *Andreas Deogin*, *Dorothy Hanisch* and *Carrie Morrie* (5 years, Hotel Roosevelt).

“Solemn” Resolutions for the New Year

Maid: I won't eat crackers while making beds.

Traveling Salesman: I will make my Western Hotel reservations early.

Newlyweds: We won't worry about the cost of the room.

Guests: I won't sneak my pet into my room in a suitcase; I won't pilfer ashtrays, spoons or towels; I won't put cannon balls in my luggage.

Bellboy: I won't trip guests who don't tip.

Bus-boy: I will break dishes and glasses only under extreme duress.

Chef: I reserve the right to cook all steaks as they should be eaten—RARE! I will serve employes meals of whole bread instead of just the crusts; and meat, at least once a month.

Hostess: I will stop eyeing the mink coats of women diners; I will tactfully discourage elderly single women from occupying booths!

Waitress: I will not sneer when serving linen, silver and crackers to a guest ordering a cup of coffee; I will be sympathetic *at all times* with salesmen's special diets; I will serve fried mush with as much flourish as I exhibit when serving a New York steak; I will smile just as bewitchingly when serving a woman with four children, under six, who want bones wrapped for the dog, as when I'm hovering over four ingratiating males under forty!

. . . and never forget: If someone hands you a lemon, squeeze it and start a lemonade stand!



Growing pains are wonderful!

To handle an increasing number of requests for accommodations, the reservation department of the Olympic has been expanded. "In person" reservations can now be handled at the guest counter for the Olympic and other Western Hotels. Making sure the accommodations are "just what the guest ordered" are Olympic staffers (L. to R.) *Ed Sullivan*, senior assistant manager, *Hazel Webster*, reservationist, and *Arlab Elliott*, reservations manager of the hotel.

Check and Foto-Check

The Olympic has a new Foto-check machine that eliminates posting checks and recording by hand the identification used in cashing checks. This wonderful gadget records 4,000 check transactions on a single, hundred-foot roll of 16mm film, and projects each check to approximately its original size. Here *Edna Presby* (left), front office cashier at the Olympic, tries out the new machine, while *Frances Born* (right) operates the viewer.



SEATTLE GOES TO HAWAII

Heeding the call of surf and sand, traditionally-decorated with leis, this smiling foursome is ready to enjoy a visit at the Hawaiian Village. (L. to R.) *Lynn Gildersleve* (daughter of *Thomas A. Gildersleve*, Olympic manager), *Lynn's* friend, *Betty Sargent*, *Margaret Brevig* (*Mr. Gildersleve's* secretary), and *Mrs. Brevig's* mother, *Mrs. Mabel Rogers*.



HAWAII COMES TO SEATTLE

... during Hawaiian Night at the Olympic Bowl on November 23. Decorated, dressed and ready-for-fun are (L. to R.) *Jean Parsons*, Olympic Hotel, *Lola Krabill*, *Connie Lewis*, *Lynn Peterson*, *Mary Bryant*, Western Hotels, Inc. (Wonder if *Lola* got around to the hula?)



Let's Talk Turkey

Visitors learned turkey language as they entered the Finlen lobby in Butte, Montana. "Mr. and Mrs. Tom Turkey" were displayed prior to Thanksgiving and, according to report, Tom Turkey was quite vociferous in his comments! Shown with the display, which caused a minor traffic problem in the lobby, are (L. to R.) assistant manager *Raymond A. Dodge, Jr.*, (who looks like he's about to go into a Turkey Trot), two unidentified guests, head bellman *Duke Sorenson*, George Hefty, a frequent Finlen guest. In front of the cage, sharpening his carving knives, is *Chef Bud McNabb*.



Secretary Completes Training Conference

(R.) *Mrs. Margaret Brevig*, secretary to *T. A. Gildersleve*, (L.) general manager of the Olympic, is proud to have her Certificate of Completion of the Secretarial Training Conference. She was so enthusiastic about the purpose of the conference (to bring secretaries up to date on new trends and practices in the business world), that she told all the Olympic secretaries about it. The hotel was so enthusiastic about it, dinner for the girls was "on the house," in the Grill and a pleasant evening was had by all!



FINLEN'S 2ND ANNUAL SERVICE AWARD DINNER

Employees of the Hotel Finlen had a whale of a time at this annual affair, which took place in the Copper Bowl on November 20. No one likes to miss the festivities. As you can see, a few of the employees are in their *working clothes*, ready to bounce from the fun to other hotel functions.

Receiving 5 year awards were: *Mary Burby, Agnes Boyle, James Durham, Dan Goles, Elizabeth Griffin, Al Link, Jeanette Mastella, Dorothy McIntosh and Louise Walsh.*

The presentations were made by *Gordon Bass*, vice president of Western Hotels, Inc., and *Robert Lindquist*, general manager of the Multnomah, Portland. Toastmaster was *Raymond A. Dodge*, assistant manager at the Finlen.

Entertainment was provided by *Charles Peter Mason*. Naturally, the entree was "prime ribs of choice **MON-TANA** roast beef."

(Right) *Gordon Bass* presented a 25-year service award pin to Finlen's *Mary Burby*, coffee shop waitress.



OASIS CHATTER

James H. Ryan from Gig Harbor, Washington, joined the Oasis as maitre'd on October 6, 1957. He was formerly assistant manager at the Benjamin Franklin Outrigger, Seattle. He started with Western Hotels in August 1953, after graduating from College of Puget Sound Music School.

In their second season at the Oasis are room service waiters *Joe Albert*, *Henry Nakamura* and *Wong Rosng*; hostess *Grace Collins*; waitresses *Agnes* and *Mary Jamansky*, *Helen Stanonis* and *Marie Nytes*.

Jerry Lyons, waitress, is back for her fifth season; *Ruth Heity* is in her NINTH season as an Oasis waitress.

FRONT correspondent, *Beth Scott*, is in her fifth year as director of publicity for the Oasis in Palm Springs.



Mrs. H. M. Screeton

... the Georgia's executive housekeeper came to Canada in 1920 with her husband. One year later, she was left a widow, faced with the necessity of providing for two small children and her mother. Starting as housekeeper with the Palliser Hotel in Calgary, she became executive housekeeper at the Chateau Laurier in Ottawa. It was here she was chosen to "cloak" the Queen when King George VI and Queen Elizabeth stayed there. During the war, she returned to Vancouver.



North of the border

CAESAR DYMMEL came to Canada in 1950 and has been with the Georgia ever since, as purchasing agent, and in charge of the Receiving Office. Born in Poland, he later moved to Germany. During the war, he joined the British Army. He became a Canadian citizen in 1955. In addition to his duties at the Georgia, he is unofficial "House Doctor" (he holds the only First-Aid Certificate). Hobbies are music and leading the church choir.



After-Eight Dinner Policy

The Golden Terrace dining room of the Oasis inaugurated something new to Palm Springs on November 16. It is now open to the public and features a very special menu each evening from 8 to 11 p.m. Specializing in charcoal broiler dishes, the chef cooks steaks, chops, lobsters . . . in full view of diners at a unique charcoal broiler in one corner of the dining room.

Diners choose their favorite wines to go with dinner from a wine cart which passes the tables. Pictured above, *Chef Raymond Gillander* explains the new menu to waitress *Sonj-*

ha Hoisath, sporting her new Hawaiian costume, and *James Ryan*, maitre'd. (Hope he locked the wine cellar with that key!)

Among guests at opening night party were Tennessee Ernie Ford and his lovely wife, guests of *Mr. and Mrs. Dewey Metzdorf* (general manager of the Oasis).

Mrs. Austin McManus, Palm Springs' first lady was also present. Entertainment was furnished by Johnny Boyle, Harold Tonne and Cliff Campbell. *Old Ern* just sat and listened to the cowboy songs!

Rainbow has big convention Plans

The Rainbow, *Joe Calliban* and the Great Falls Chamber of Commerce has big plans for an interplanetary convention, according to the Great Falls Tribune.

They're getting into the swing of the "Sputnik and Whatnik" fad and the Great Falls Chamber of Commerce has taken the lead in putting in the first bid for such a convention.

When asked what might be discussed at such an interplanetary meeting, *Calliban* replied, "We're all interested in politics and taxes. I think both could evince a lot of discussion, no matter where you come from."

Local veterinarians say they will be

glad to care for flying dogs which might be in the convention delegation, *Calliban* said.

The committee for this convention seeks information from the intermediary on whether to provide beds nine feet long and a foot wide or the opposite. Restaurateurs, *Calliban* said, are anxious to know what food will be needed or "whether they eat at all."

He added, "One thing we feel keenly—we want to keep Montana green. We hope they bring plenty of currency." (Our thanks to FRONT correspondent, *Esther DeVault* for sending along this information and the item from the Great Falls Tribune.)



Lull before the rush

With the Oasis in full swing at Palm Springs, by now, we're sure the front office staff is busier than a bee trying to get honey from a cactus! Pictured above (l to r) are bellman *Al Rolin*, desk clerk *Roger Garrett*, secretary *Dorothy Beardshall*, reservation manager *Olive MacLeod*, and resident manager, *Kenneth Mallory*. All aboard for desert sun!



Davenport employees honored

The Marie Antoinette Ballroom of the Davenport was literally packed to the rafters, in November, as 148 of 300 employees attended the second annual Service Award Dinner.

After a special dinner (concocted with a sense-of-humor menu) with such things as a 14-oz. choice New York cut steak from Ernie Hogenson's Corral—*Al Schilling*, general manager, introduced *Gordon Bass*, vice president of Western Hotels, Inc., for the presentation of awards.

Receiving pins were: *Katherine Kidder* (over 40 years); *D. R. White* (over 35 years); *Olive Nelson* and *Ed Quaschnik* (over 20 years); *Gus Krell*, *Loretta Hockridge*, *Kate Ethridge*, *Lucille Brooks*, *Francis Hedrick*, and *Margaret Ungari* (over 15 years);

Meryle Hoskins, *Mabel Edwards*, *Grace Davis*, *Garbo Naccarato*, *Helen Sullivan*, *Tony Giannou*, *Emma Bock*, *Isa Jenkins*, *Pearl Perry* and *Amalie Fish* (over 10 years). For over 5 years, pins were presented to *Lillian Burns*, *Eunice McIntosh*, *Pearl Koeper*, *Maude Stites*, *Isabel Usher*, *Marion Anderson*, *Julia Warfield*, *Bill Ellis*, *August Marguet*, *Rod Llorens*, *William Moss*, *Margaret Brown*, *Lena Brown*, *Mary Brown*, *Dave Christianson*, *Yvonne Wenrick*, *Al Schoonover*, *Evelyn Huggar*, *Jack Marshall*, *Paul Knauls*, *Geneva Nagel* and *Ollie Sundberg*.

Dinner music was furnished by *Charlie Mason*. Entertainment was furnished by all the guests. (Please turn the page for pictures.)

Fun at the Davenport Award Dinner

"The Chair Game"



"The Apple Game"



After dinner fun

(Left to right) Gordon Bass, Charlie Mason, pianist, Don Allison, catering manager and Colleen Draz, banquet head waitress.

Good night ladies

Walter Weeks, head cashier, accompanied by Charlie Mason on accordion, serenades the ladies, and the party's over!

"Senior" Employee

Beginning her 25th year of employment at the Marcus Whitman Western Hotel, newest addition to the Western Hotel system, is Miss Genevieve Craver, Hotel Auditor. She began her duties in September, 1933.



"Mac" of The Marc

KENNY "Mac" MACFARLAND, bellman at the Marcus Whitman, boasts 18 years service with the hotel. In 1952 "Mac" was runner-up for "Bellman of The Year." At one time he worked at the Multnomah Hotel in Portland.



Gays and Dolls and Bowling Balls

The Baronettes, girls' bowling team at the Multnomah, challenged the newly formed men's team to a match... wha' hopen?... 'natch. But, the men insist they will win next time—provided they don't have to spot the gals as

many points. The guys are, left to right, Bill McKinley, Barney Jenks, Hal Carey, Bill Williams and Burt Kuch. Gals, left to right, are Sue Wegner, Wilma Egly, Marybelle Leathers and Ann Cascio.

GOING WESTERN

PATRICIA MILLER, Winthrop's FRONT reporter, tells us they have a new chef... *Chester Griffin*, formerly of the Tacoma Country Club and University Union Club. The Winthrop also boasts a new pastry department, headed by *Karl Eid*. Seems that *Stella Mims*, manager of the delightful Sabre Room took a two-week vacation in Arizona, recently. She returned with more than a sun-tan; she also acquired a new name... *Mrs. Bill Walden!* She may start a new vacation trend, gals! New cashier in the Daffodil Room is *Patricia Nolan*. A final note from the Winthrop-family comes from *Tom Sneberger*, food and beverage manager. Coming from the NORTHERN, Billings, Montana, he doesn't like the Pacific Northwest weather. Says "Montana was never like this!" (Evidently he likes his snow *deep*.)

A report from the Leopold in Bellingham tells us *Bob Brighton* (featured in Oct.-Nov. FRONT) is now at the Oasis in Palm Springs. Bob is working there until he can get into art school. We wish him "all the best." New FRONT correspondent for the Leopold is *Mary McLeod!*

Jim Erhart resigned his position as sales manager at the Mayfair. He and his wife are enjoying a trip to the Fiji Islands. *Robert Lubach*, formerly with U. S. Grant Hotel in San Diego, takes over as new Mayfair Sales Representa-

tive. He also takes over as correspondent for FRONT. Another important assignment for Bob occurred October 5, 1957—he married Alice Munoz of United Air Lines. Wedding took place in Las Vegas.

Another newlywed at the Mayfair is *Ellen Bridgforth*, manager of the teletype office. On September 14, she married Pat Pirozzi. They honeymooned in Las Vegas. She is now back at her desk.

Lois Shattuck, of Mayfair teletype office, returned after a three-month leave of absence. She positively beamed with the news of her new baby: an 8-pound bouncing boy!

Other new arrivals reported for the Mayfair: two of the Wedgewood Room bartenders are proud fathers! Sept. 11, *Rebecca Ann Artega* weighed in at 6 pounds, 15 ounces... parents are Mr. and Mrs. *Alfred Artega*. *Lisa Jane Rogers* joined Mr. and Mrs. *Eddie Rogers* on August 28. *Lisa* smilingly admits to 7 pounds, 7½ ounces.

Al Proffett, Mayfair room clerk, received a trophy for 2nd place in recent Photo Contest.

Lorraine Koenig (secretary to *Edw. C. Sequeira*, general manager of the Sir Francis Drake), has reported back to her desk after a 'hospital tour.' As FRONT correspondent, she sent news of *Francis Ross*, Starlite Roof Hostess. *Francis* enjoyed an October vacation in Hawaii. A wish for a speedy recovery to *Sykie Brown*, hostess in the Golden Hind at the Sir Francis Drake. *Sykie* underwent surgery in October and expects to return to work early in 1958.

Rainbow employees presented a beautiful fur stole to *Eva Treager* at a farewell reception held in her honor, last October. Western Hotels presented Eva with a gold watch. Many of the townspeople of Great Falls turned out to wish Eva well . . . she served many of them, during her 33 years with the hotel.

The Rainbow service award dinner was held October 29, honoring 24 employees with 5 to 33 years of service. *Al E. Schilling* (Davenport, Spokane) was there to present the pins.

Victor Borge was among the personalities attending a testimonial dinner held at the Rainbow on October 24; *Rosemary Hamers* moves from the banquet department to become hostess of Rainbow's Silk and Saddle Dining Room. New faces at the Rainbow: *Mary Ellen Newman*, accounting office and *Pearl DeRusha*, elevator operator.

Delorez Frodle, manager of the Olympic Coffee Shop is back on the job. She became the proud mother of Leonard John (8 lb. 12 oz.) on July 30. Room service waiter of 15 years service at the Olympic, *Harry Smith*, celebrated his 50th wedding anniversary on December 23. *Joan Parsons*, Olympic's accounting department, became Mrs. Bill Erickson, November 10. She and Bill honeymooned in California. *Betty Cedell*, front office biller at the Olympic, joins the "married folk." On November 5th, she became Mrs. Charles Herron.

New employees at the Olympic: *Ronald Johnson*, room clerk, formerly

of the Gotham Hotel, Denver; *Wallace Stephenson*, formerly of the Newhouse and *James Courshon*, formerly of the Oasis, joined the front office staff; *Cal Hansen*, assistant steward (formerly of the Northern).

Thelma Louis moved from the Outrigger of the Benjamin Franklin to the Rough Rider Room at the Roosevelt. *Shirlee Martin* is now secretary to *Al J. Kelly*, Benjamin Franklin manager; his former secretary *Jan Ballison* joins *Bud Higgins*, Hawaiian Village Hotel sales representative at the Olympic. Actually, the girls exchanged jobs! *Bob Graham* joined the Benjamin Franklin as a room clerk. Bob was formerly at the Chinook Hotel in Yakima. And from the Benjamin Franklin Outrigger . . . *Don Cruickshank* is in charge of the cocktail lounge and *Kirt Swanes* is a new dining room captain. Outrigger host, *Ron Thompson*, boasts a new baby boy, born the end of November.

Lois Smith, formerly manager of the Benjamin Franklin Coffee House and *Carol Maxwell*, formerly a secretary at Boeing's Renton Plant joined the Oasis in Palm Springs as hostesses. Starting their first season with the Oasis are waitresses *Sonjha Hoisath* and *Jaunita Michell*, both from San Diego; and *Muriel Martin* and *Jackie Thompson*, both from New England!

The patrons and employees of the Sir Francis Drake will miss the pleasant smile of *Barbara Carruthers*, cashier in the Golden Hind. She died suddenly on November 6. Our heartfelt sympathy.

WESTERN HOTELS, INC.
The card and methods to be introduced in coming months. Carry about
2 charging stations. 1 job in every hotel—restaurant or Western store.

Expires
1959

DOE JOHN A
1254 MAIN STREET
MAINTOWN U S A
54
X-00000

NOW!

Charge-plate Convenience!



...easy to read...



...paper thin...



...so convenient...



...light as a feather...

Your NEW Western Hotels Credit Card

IT'S NEW—AND IT'S TERRIFIC! Easy to read because your name is embossed in plastic—prints with razor-sharp clarity.

Convenient because you can keep it "at your fingertips" in any conventional wallet or purse compartment. Weighs but a fraction of "standard" credit cards—an important fact when you consider the number of credit cards you normally carry. And it's wafer-thin!

Soon all Western Hotels Credit Card holders will receive their 1958 cards. If you are *not* on this mailing list, why not apply for a Western Hotels Credit Card now?

Remember—a Western Hotels Credit Card makes it easier for you to enjoy all the advantages and special privileges offered by Western Hotels. As positive identification, it simplifies the cashing of personal checks—makes it unnecessary for you to carry large sums of cash. And as a means of expense itemization, it makes your business or personal accounting simpler.

Ask for an application blank at any Western Hotel, or write: Western Hotels, Inc., Olympic Hotel, Seattle 1, Washington.

Western Hotels

INCORPORATED
S. W. THURSTON, President



CALIFORNIA

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

COLORADO

DENVER: Cosmopolitan

IDAHO

BOISE: Boise, Owyhee
POCATELLO: Bannock

MONTANA

BUTTE: Finlen
BILLINGS: Northern
GREAT FALLS: Rainbow

OREGON

PORTLAND: Benson, Multnomah

UTAH

SALT LAKE CITY: Newhouse

WASHINGTON

SEATTLE: Olympic,
Benjamin Franklin, Roosevelt

SPOKANE: Davenport

TACOMA: Winthrop

BELLINGHAM: Leopold

WALLA WALLA: Marcus Whitman

WENATCHEE: Cascadian

CANADA

VANCOUVER: Georgia

HAWAII

HONOLULU: Hawaiian Village

The above advertisement appeared in 19 newspapers in 6 states last month. This was only part of the promotional effort placed behind the new charge-plate credit cards . . . an effort that has resulted in wide acceptance of the new system and stimulated a high degree of interest with non-cardholding guests. Other means of promotion included tent cards, statement inserts, Western Herald, elevator cards and easel cards at cash register locations.