

FRONT!



Front! Goes To ALDERBROOK INN

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The warm, unique lobby of Alderbrook Inn is highlighted by the continuously glowing fire in the huge fireplace.

FRONT!

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FROM THE CHAIRMAN OF THE BOARD

The summer season, when families travel together on vacation, underscores one of Western's most important and heart-warming services. It is the all-out effort that Western employees make to create a feeling of ease and comfort for the entire family.

On pages 16 and 17 of this issue are illustrated some of the Western services available under the family plan. The family plan demonstrates a fact of Western service which is personal and complete—entire attention to the needs of every member of the family—whether it's a special table to include the young ones, or baby sitting later in the evening.

I think this service, which has grown in popularity through the years, could only have become as successful as it is with the complete cooperation of all Western employees.

It is therefore fitting, I think, to thank every reader of FRONT! for



the extra effort that has gone into the job of making every Western guest, young and old, feel completely at home in a Western Hotel.

Remember, too, that the youngsters who travel today with their parents on the Western family plan will be our adult guests tomorrow. Western hospitality will make this so!

* * *

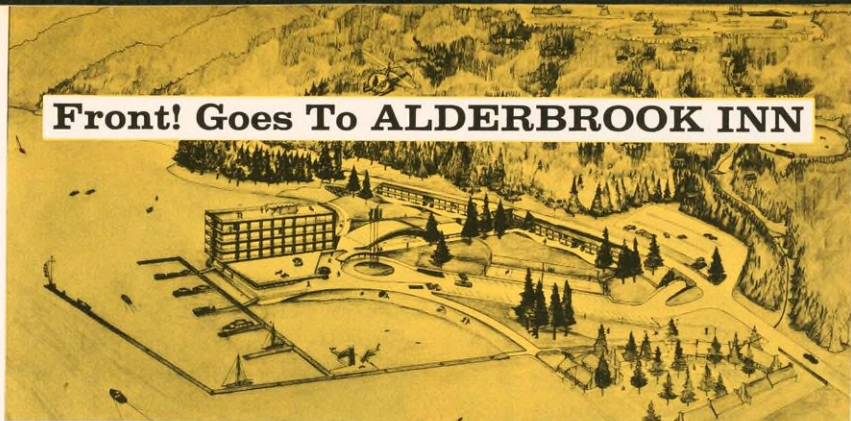
Throughout this issue of FRONT! you will see the faces of many Front Office personnel. The editors of FRONT! tell me that the response was so great, some Front Office people whose pictures were sent in may be omitted. But this is a limitation of space. More will appear in future issues. Everyone in each hotel is equally important to the team. The Front Office people are featured here. Other departments will be, in future issues.

A handwritten signature in dark ink, reading "S. W. Thurston". The signature is written in a cursive, slightly slanted style.

S. W. THURSTON

Chairman of the Board of Directors

Front! Goes To ALDERBROOK INN



This is the Alderbrook Inn of Tomorrow as is shown in an architect's drawing. It will include a luxury hotel, motel, cottages in the forest, unlimited boat moorage, recreational facilities such as a heated salt water swimming pool, golf course, riding stables and an air landing strip.

Lovely Alderbrook Inn, located on a sheltered inlet of beautiful Hood Canal, has been a favorite resort of this region for nearly half a century.

Present-day Alderbrook is part of what was once called Sunnybeach, a tract owned by the late P. A. Hallberg of Seattle. For many years Hallberg methodically searched the area for a beach site measuring up to his ideal, finding it at last along Hood Canal's quiet waters. In 1910 he bought acreage, including 1500 feet of beach on a pleasant secluded bay at the elbow of

the Canal. Two Seattle friends, Carl F. Wallin and John Nordstrom, were invited to share the property with him. Later, two more Seattleites joined the community—Dr. N. A. Johansen and Otto Roseleaf. These five families spent many delightfully carefree summers on their beautiful secluded beach.

To reach their remote retreat those early summer visitors traveled from Seattle to Union, a tiny settlement at the bend of the Canal, by boat; thence they went by skiff (carrying with

Going out from the Lobby side door, one may walk right into the cottage area. The cottages are all built around a beautiful soft, grassy court.



them all their supplies) two miles to Sunnybeach. There was no commuting in those days; once at the beach, these hardy vacationers usually stayed for the summer. At first, the families camped out in tents while the men cleared land for building sites. Later, a stone house was put up which served for many years as a general dining room and club house for the little community.

derbrook) and operated it for a dozen or so years.

In 1927 Stumer sold the property to the Misses Clara Eastwood and Jessie Mustard, both Seattle women. And the next year Miss Mustard sold out her interest to Miss Eloise Flagg.

These two women, Clara Eastwood and Eloise Flagg, began at once to develop the property as a fine salt-water resort, devoting all their energies and



Down the beach a way, a sight like this is always lovely to behold.

In 1915 Sunnybeach owners divided their property and sold ten acres of the land (including 750 feet of beach) to Henry Stumer who at that time owned a hotel at Union. Stumer immediately built an inn on his Canal property (the original Al-

resources to improving and enlarging the grounds and facilities. Known affectionately all over the Northwest as the "Alderbrook Girls," these two really "put Alderbrook on the map." They did much of the repair and maintenance work themselves, mend-

ALDERBROOK INN

ing fences, mowing lawns, tending gardens, painting, building and fixing.

Their family-style Sunday dinners, featuring chicken and dumplings, are still remembered reverently by legions of devotees.

Despite the depression, the "Alderbrook Girls," eager to enlarge and develop their property, embarked in 1931 on a program of land purchasing which ended only after they had acquired 360 acres, including the watershed of Alderbrook (the meandering stream for which the Inn is named).

For nearly twenty years the two energetic, hospitable women operated Alderbrook, developing it into an idyllic vacation retreat known and beloved by a generation of northwest citizens.

After World War II, the "Alderbrook Girls" retired, selling their lovely Inn to the Schafer Brothers of Aberdeen (owners of Grays Harbor Prefab Co). Miss Eastwood, retaining 150 feet of the choice Hood Canal beach front, built a home for herself

The warm canal water is always inviting to swimmers and water skiers. Boat enthusiasts are especially fond of the Alderbrook Inn area as the water is always calm and there is seldom a trace of wind. Quite a romantic setting for the guests is our dining room and cocktail lounge. As the tide comes in, it splashes against the wall under the windows outside.



Nancy Johnson is our social director for the summer. She is always on hand in her most gracious manner to welcome guests. Our social director has planned many interesting activities for the guests, including: swimming classes, boat rides, barbecues, and "how to occupy Little Ones" so that Mommy and Daddy can get some rest.

Nancy is the daughter of Wes and Frances Johnson, the owners of Alderbrook Inn. She has just completed her second year at Willamette University of Salem, Oregon.



on the shore next door to Alderbrook and lives there to this day. Her partner, Eloise Flagg, moved to Olympia, and still frequently visits her former haunts on the Canal.

While the Schafer Brothers owned Alderbrook, extensive improvements were made, the Inn was rebuilt, 21 beautiful cottage units were constructed—each with a fireplace—and all pleasantly located in a wooded area and boasting breathtaking views of the quiet Canal waters.

Late in the forties Alderbrook changed hands once again, this time it was purchased by the Dickman Lumber Company of Tacoma, who operated the property until 1959 when Wesley Johnson, current owner, bought the 355-acre tract. Johnson and his wife, Frances, long-time residents of the Olympic Peninsula, had for some years been eyeing Alderbrook as a prime resort to acquire and operate. When the opportunity arose they promptly bought the property and immediately initiated an extensive program of improvement and development.

Johnson's plans for improving the tract will be accomplished in several

phases. The first step, an extensive boat moorage—planned to accommodate the legions of Puget Sound boat owners—has begun. It will include 1200 feet of new floats for moorage, fueling facilities, and other marine activities.

Also in Johnson's projected improvement program to be completed at an early date, are a luxury hotel and motel, saltwater swimming pool, shopping area, golf course, and air field.

The Inn, an attractive, white-



Alderbrook's "Port and Starboard" cocktail lounge is under the care of Dave Emerson. A quick, warm, and friendly smile, and a highly personable and respectful manner, make Dave well liked by all guests. After Dave's last two and one half years in Europe, he believes that Alderbrook's setting on Hood Canal, is one of the most beautiful he has seen anywhere.

Here we see a sample of the continuous activity at Alderbrook. At the far right we see Manager Chuck O'Leary taking a moment to see that all is running smoothly on the waterfront.



ALDERBROOK INN

painted wooden structure, surrounded by green lawns and shaded by towering evergreens, is a short and scenic drive from Bremerton, Washington.

Very popular is Alderbrook's attractive dining room, panelled in natural-finish wood, and pleasantly situated at the water's edge. In 1957 Alderbrook was chosen by Life Magazine as one of the Famous Roadside Inns of America.

The bar, adjoining the dining room, also wood-panelled and employing an appropriate marine motif, seats 30 guests.

In addition to its 18-hole putting green and excellent beach, Alderbrook is justly famed as a paradise for fishermen. Clams, oysters, shrimp, and crab (somewhat smaller than the Dungeness variety) abound in the mild waters of Hood Canal and are to be had for the digging, picking, or trapping (depending upon the creature's habits) by visitors.

Even more alluring to sportsmen visiting Alderbrook are the swift



Thelma Smith takes charge of the cottage maid work. She and Grace Lyles, who have worked at Alderbrook for three years, take pride in thorough cleaning. When unpredictable work occurs these ladies always manage to meet the situation with a VSP smile. Thelma Smith and her husband, Ervin, Alderbrook caretaker, have a permanent residence at Alderbrook.

mountain streams emptying into Hood Canal, all breeding grounds of kings, silvers, and humpies. These rapid streams, embellished by provocative Indian names—Skokomish, Hamma Hamma, Doukabush, Dosewallops, Tuhuya, Dewatoo, and a clutch of other rivers of rollicking name—all lure the fishermen who visit Alderbrook.

Alderbrook joined Western Hotels on April 1, 1961, under the management of Charles "Chuck" O'Leary. A former Tacoma resident, O'Leary has been with Western Hotels for many years, serving most recently as assistant manager of the Finlen Hotel and Motor Lodge in Butte.

All cottages have this terrific view from their living room windows. Each cottage has two bedrooms, a living room with a fire place, a shower bath, and a complete housekeeping kitchen. Row boats, a putting green, and many other recreational facilities are complimentary to our guests.



OLYMPIC

Amid buffoonery, gags and unalloyed merriment, *Harry Mullikin* was feted (at a staff luncheon) on his recent promotion from manager of the Olympic Hotel to Assistant Vice President of Western Hotels.

Theme of the zany lunch was "Mullikin's done, let's have fun." Participants dressed in leisure-time clothes to dramatize their new "freedom." Further emphasizing the relaxed mood, the great U-shaped table was ludicrously decorated with bent, tired candles thrust into discarded beer and liquor bottles, hastily scavenged. The silver was strewn with careless abandon and napkins were haphazardly flung in place. An ill assorted collection of wilting posies, lending an air of carefree disenchantment, decorated the pseudo stately head table.

Many comic gifts were presented with appropriately droll speeches, and Marvin Chamberlain read a clever and farcical doggerel verse (composed by his wife) which best describes the frolicsome mood of the gay lunch:

*Dear Harry, we're sorry to lose you,
But if you must go,
Here are a number of things that
We think you ought to know:
For instance, Chuck now refuses
Free rooms for your afternoon snoozes.
And Erik wants cash, or table "Crown-4"
Will not be held as before.
Norm Lavin no longer intends
To set up buffets for your friends.
Don Allison at convention "kick backs" now balks,
But hopes you will enjoy your morning walks*



Besides an impressive array of ingeniously comic gifts, *Harry Mullikin* was presented with a 'complete outdoor kitchen' for his home patio. Here with Mr. Mullikin (at left wearing coat) are (l to r) *Don Allison*, Sales Manager of the Olympic; *Larry Morris*, Purchasing Agent, and *Norm Lavin*, Manager of the Catering Dept.



Don Allison, right, sales manager of the Olympic Hotel, receives a certificate of award in recognition of his extraordinary services on behalf of the Advertising Association of the West whose annual convention was held at the Olympic Hotel June 24 to 29. The award was presented at lunch on June 27 in the Grand Ballroom by *Donald Ostensoe*, retiring president of the AAW.

OLYMPIC



Gail Hannuk, Miss Washington for 1961, making like a secretary in the model office set up in the lobby of the Olympic Hotel during the June convention of the National Office Managers Association. With Gail is Charles Lewis, manager of the Olympic's beautiful Marine Room.

Chuck Lewis says promotion checks for what he sells

Will "for darned sure" be charged to Western Hotels.

Vic Smith's boys have formed a pact—

No home repairs without contract.

Marvin will no longer juggle your account—

Not even in the slightest amount.

Suppliers and Larry Morris agree;

Cases of canned goods are no longer free.

Joe says in the Grill you must learn

To pay for your Carnacal and wait your turn.

Milo now requests cash on the line

For home deliveries of liquor and wine.

And your home will look a bit bare

Now that Mrs. Tomlison sends no linens there.

Chef Roth and Serv-U-Meats now agree

Home deliveries can no longer be.

Dale has announced a final "no"—

Your free laundry has got to go.

Pete Belknap's crew says they will refrain

From mowing your lawn except for gain.

Clara says don't expect a "wake-up" ring—

An alarm clock will do the self-same thing.

Think it over, Harry, if you would ...

You'd realize you "never had it so good."

In addition to the many comic gifts, Mr. Mullikin received a "complete outdoor kitchen," a suitable gift for a food expert who presides so well at the patio barbecue.



Barbara Schaber, bell captain



Reservations clerk: Joan Weaver



PANIC AT THE NORTHERN



Famed cowboy, Monte Montana, Betty Kinnick, Desk Clerk, this is somewhat unusual even in Montana.



Gary Emerson, front desk, came to the Northern from the Cascadian. Gary here displays his smooth approach to public relations.



Margaret Haggerty, Front Desk Cashier.

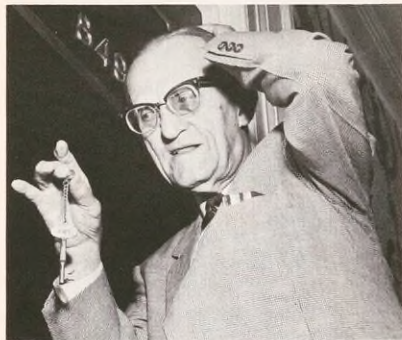
Night Auditor and Clerk, Bob Nichols. Bob has been with the Northern since 1945. May Thralson, Front Desk Cashier.

Con Carter, front desk clerk, was formerly with several New York hotels, more recently the Antlers in Colorado Springs. This is his 7th year at the Northern.



ST. FRANCIS

The Story Behind The Story



Mr. Junius B. Carnes, of Canton, Ohio is a small man, with a soft voice. He slipped up to the St. Francis Hotel Front Desk on June 29th, at a busy time of day and said: "Thought I'd return my key. I forgot to hand it in last time I was here." Last time he was here—in 1908. *Robert Merker* was in charge of the Desk at the time, and as Mr. Carnes walked away across the Lobby he stopped him. Would he mind waiting a minute?

As a result of *Mr. Merker's* quick action, Mr. Carnes was persuaded to come back the next day and formally return the key, in the presence of the newspapers.

It made all the local papers, and was sent across America on Associated Press wires, and United Press International wires. His home State of Ohio was telephoned, and the chief paper in Cleveland, and the chief paper in his own town, promised to run good feature, with "exclusive details" with which the St. Francis provided them.



John Houldworth (left) a judo expert in his spare time, and *Pers Rasmussen* of Denmark, two of the Information Clerks who help answer the 1200 enquiries a day received by the St. Francis Hotel.



Miss Barbara Gladi, standing by the St. Francis Hotel Crest. *Barbara*, as Assistant Manager's Secretary, was present when the jewel case containing \$125,000 worth of jewels was left on the Front Desk, which she "watched over" for five minutes before their owner discovered the loss.



Mr. Howard Emigh ordering champagne for our surprise bride: she was married on the CABLE CAR which passes outside the hotel, and spent the first night of the honeymoon with us. In flurry the hotel discovered the bridegroom's friends had forgotten THE RICE (provided by Chef *Clovis Soubrand*) and the bride's friends had forgotten SOMETHING BLUE (provided by the florist as a blue satin bow).

The Hotel Trophy for the victorious St. Francis Hotel, is presented by *Edward Sequeira*, Manager of the Sir Francis Drake, to *Victor Bushman*, Assistant Manager of the St. Francis Hotel, at the end of the 10th Annual Golf Tournament between the two hotels. Looking on, 15 year old *Janis Ferraris*, daughter of the orchestra leader *Richie Ferraris* of the Starlight Roof.



A BANQUET AT THE BANNOCK



Recently the Bannock Hotel held its annual award banquet for employees with five or more years of service. Gordon Bass, vice president of Western Hotels was on hand to present the awards. Left to right: Ray Dodge, Bannock manager received his 10-year pin; Sharon Hronek, switchboard operator, 5 years; Gordon Bass; Velma Fincher, Golden Palace waitress, 5 years; Ida Christensen, coffee shop cashier, 15 years; Ina Packer, baker, 5 years; Ed Sullivan, night watchman (now retired), 5 years; Carma Ashton, coffee shop waitress, 5 years; Clemence Karaboyas, hotel auditor, 25 years; Carl Cutler, morning fry cook, 5 years; Verda Gibson, coffee shop waitress, 15 years, and Ireta Hale, dining room waitress 5 years.

At the Hotel Bannock employees' award banquet, a special award was presented to Gordon Bass. Dave Jones, assistant manager front office is shaking Mr. Bass' hand and Everett Jordan, assistant manager food and beverage, looks on. The large VSP service pin was made by Cliff Butts, engineer at the Bannock.



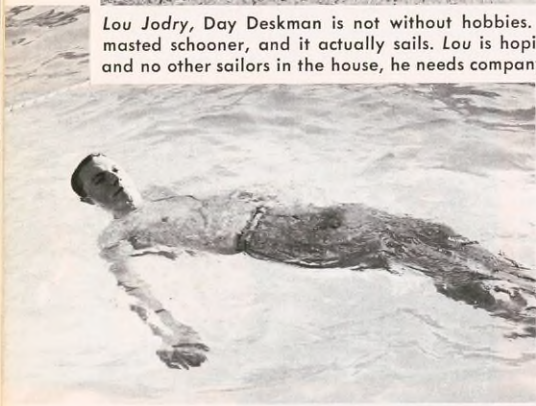
BANNOCK
HOTEL

A portion of the Bannock front office staff are Mary Bodily, left, and Joan Butterfield. Mary has worked at the Bannock and in the front office for 9 years. She recalls working for Bill Shields when he was manager of the Bannock. Joan Butterfield has worked at the Bannock front office for nearly a year. She is also the mother of 4 children.

FROM BENSON'S LOBBY LOTS OF HOBBY



Lou Jodry, Day Deskman is not without hobbies. He designed and constructed this 6 foot, two masted schooner, and it actually sails. Lou is hoping the next one will be a boy, with three girls and no other sailors in the house, he needs company.



This is the way Dennis Cmiel, night manager relaxes during his off hours. He had an idea to flood the office behind the front desk and have a pool, but non-aquatic management changed his plans.

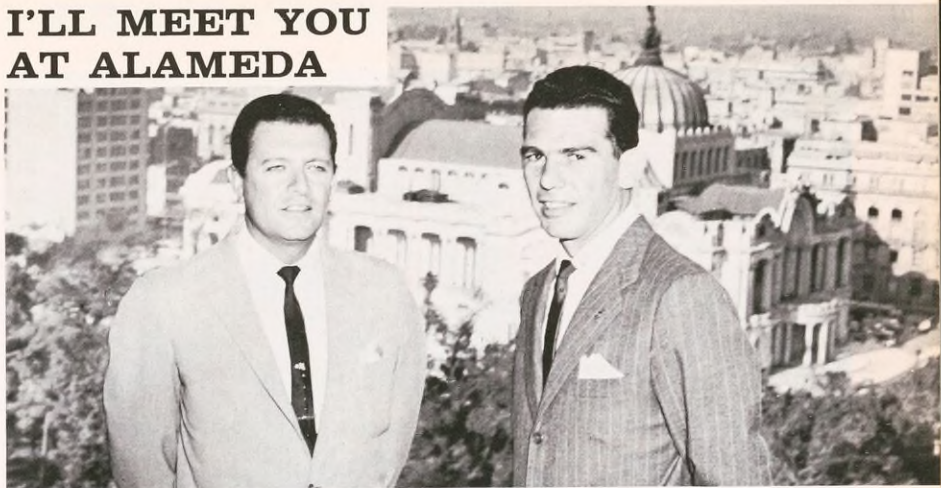
"A Hunting We Will Go"—so says assistant manager, Fred Hodge, regardless of the season or location, Fred is always looking for game.

P.S. The gun isn't loaded, but Fred might be!



Carol Guy, front office cashier has been figuring a way to do her work while sitting in the driver's seat of her bright red MG roadster. Looking on with approval and envy is Sue (Blondy) Heitschmidt, our girl Friday, relief cashier, key clerk and teletype operator.

I'LL MEET YOU AT ALAMEDA



Jesus Gayosso and Cilles de Prevoisin

From south of the border, down Mexico way, comes a late report to accompany these photos.

Senor *Jose Silva*, general assistant to *Jose Brockmann* and office manager at the Alameda, has been in the hotel business in Mexico City for 10 years with Senor *Brockmann's* various hotels.

Senor *Gilles de Prevoisin*, sales manager, started his present position on May 1. He races autos as a hobby, once was large car champion in Mexico.

Senor *Jesus Gayosso* is comptroller, coming from the Continental Hilton in Mexico City.

On the demure distaff side, *Nancy Conde* is secretary to the sales manager, and *Rosa Eugenia Vives*, secretary to *Jose Brockman* and *Nick North*.



Nancy Conde



Rosa Vives



Jose Silva

WESTERN FAMILY MAK



Mr. and Mrs. *Robert Dupar* and family dine for the benefit of photographer. From left, *Patty*, 6, *Cathy*, 10; and *Corky*, 8.

It recently was necessary to find models to pose for photographs depicting a typical family visiting the *Finlen Western Hotel and Motor Inn* for a *Western Herald* insert.

Photographer *Fred Milkie* didn't have to look far. He found the family of Assistant Vice President *Robert W. Dupar* ideal for his purposes. *Mr. and Mrs. Dupar* and their children—*Cathy*, 10; *Corky* 8; and *Patty*, 6; first posed at a dining room table with the youngsters as intent on their food as any Hollywood professional.

AKES IDEAL MODELS



Mrs. Dupar's mother, Mrs. Gladys Polson, makes a perfect baby sitter in this photograph used to promote Western Hotels' Family Plan.

Then it became necessary to show Dad and Mother leaving for an evening on the town with the children under the watchful care of a baby sitter. Here, again, it was not necessary to call a model agent. Mrs. Dupar's mother, Mrs. Gladys Polson, proved to be a natural.

In addition to the photographs featuring the *Dupars*, the insert showed a typical Finlen guest room, the Gun Room and a map of the Pacific Northwest as a guide to "the best dining, the best relaxing, the best hotel living in Eastern Washington, Idaho and Montana." Similar inserts were produced for other properties in the area.

BENJAMIN FRANKLIN AND SEATTLE SCORE BIG WITH VISITING CONTINGENT FROM MEXICO

One of the most exciting visitations at the Benjamin Franklin Hotel was a group of 25 Mexican citizens. They came as guests of Western Airlines and Western Hotels to learn about Century 21. Let us quote from the column "Un Momentito—with Pepe Romero" which appeared in the Mexico City News. Sr. Romero, a noted columnist, was one of the distinguished guests with the contingent from Mexico City.

Here are excerpts from his column:

"I still can't get Seattle, Washington out of my mind, nor the views from my window at the Benjamin Franklin Hotel, or the ten-lane highway under construction which will soon cross the city from one end to the other, connecting Lake Washington (fresh water) with Puget Sound (salt water) by a man-made canal...

"The reason that I haven't been able to forget Seattle is because of the all-out hospitality we received from everybody...

"I have mentioned in previous columns many of the generous people who were so kind to us, but it is now a compulsion to say "muchisimas gracias" to *Henry Rapanut*, the

room service waiter who received us with the greatest iced tea "con limon" and sugar upon our arrival.

"... I wanted to have a suit pressed. I picked up the phone and called the valet. The operator told me the valet had gone home for the day, but that maybe the night maid would press the suit. Before I could think 'Parangaricutiro' there was a knock at the door. A smiling, motherly night-maid said she would be glad to press my suit. She was back before I could say 'Parangaricutiro' twice. I thanked her and asked her name. She replied, 'My name is *Grace Condo*. I hope you all enjoy your stay in Seattle.'

"She continued: 'We are all looking forward to this coming Christmas when our company, Western Hotels, Inc., will open a wonderful hotel in Mexico City. It will be called the Alameda.'

"'We have thirty hotels in the western states of our country. Our pride is the St. Francis in San Francisco. We also have hotels in Japan, Guatemala and Canada, but of course, I am very fond of this one'.

"I thanked her again and promised to reciprocate at the Montenegro Bar in the Del Prado if she ever came to Mexico City."

ROOSEVELT FACES



Mary Carter, nite switchboard operator and Bob McGuire, relief night auditor.

Wayne Hammon
relief desk clerk

Wayne is currently attending courses at Colorado University in Boulder. He plans to transfer in the fall to the University of Denver's Hotel and Restaurant management school.



Regular nite auditor Bob Wacker trying to unscramble someone's error.



Lou Durgan, chief operator.



Vivian Wilson, P.B.X operator for 4 years. Formerly from Vancouver, B. C. Vivian is presently studying for her citizenship papers.

COSMOPOLITANITES

Trader Vic's

Helen Lee on the right instructs Masako Lesage in the arts of selling items at Trader Vic's gift shop.



Wallace Bangs
Mail Clerk

Wally recently completed 4 years in the Navy and plans to enter the University of Denver Hotel and Restaurant School in the fall.

Jimmy Hoew

Always a smile and a kind word is what the customers receive when they retire to Trader Vic's for an afternoon cocktail.



FOUR GALS AND A GUY FROM THE GUATEMALA BILTMORE

Pity poor *Jose Marie Papasey*, new Biltmore desk clerk, recently arrived from Spain where he managed the Neptune Hotel in Castelldefels. For the first time, his picture appears in FRONT!, arriving in a package of photos that contains four other Biltmore employees.

Observe, *Senoritas*, *Senoras* and *Senores*, and see why he should be pitied. To make a pictorial debut among such beauty! Who would notice *Jose*? No one, when he appears on the same page with *Alba*, *Anabella*, *Dianne* and *Sonia*. (In alphabetical order, because who can play favorites?)

Poor *Jose*! Ole!



Alba Sandoval recently promoted from Telephone Operator to be the Biltmore's Representative at La Aurora International Airport.

Dianne Benford new Biltmore Executive Secretary. Studied at Knapp Business College in Tacoma.

Sonia Orellana just promoted from Telephone Operator to Posting Clerk at the Biltmore.

Anabella Aldana new Biltmore Telephone Operator.

Jose Maria



CASCADIAN CAPERS

At the Cascadian, in Wenatchee, a former and a brand new manager, in the persons of *Bob Dupar* and *Bill Bryant*, were hosts to the annual awards presentations. As the following pictures verify, a good time was had by all!



Bob Dupar, assisted by manager *Bill Bryant* extends awards to: *Ruby Robbins*—5 years, *Mina Foote*—5 years, *Ann Pilgrim*—10 years.

Speaking for himself—as a former manager of the Cascadian—and on behalf of all the employees, *Mr. Bob Dupar* extends a hearty welcome to *Mr. Bill Bryant* on his new assignment.



The only award given *Ed Pace* was "The last cookies in the dish."



"First Family" of the Cascadian. All the staff and employees extend a hearty welcome and hope your stay is a long one.



A PICTURE PAGE FROM ANCHORAGE

Good old *Brent MacDonald*, executive assistant manager at the Anchorage Westward Hotel, sends along to FRONT! the pictures and captions on this page. Note there's a fair representation of Front Office personnel, per the theme of this issue.

What raises the hopes of the editorial staff of FRONT! is the accompanying comment from *Brent*:

"Now that we have a camera, perhaps we can offer more to your magazine."

Front office staff, room clerk, *Bob Larsen*; cashier, *Alvina Francis*.



Checking future reservations *Clydel Riddell*, reservations assistant; *Bill Mueller*, assistant manager, front office.



Patsy Lum, cashier and *Duane Bernardi*, bellman, admiring championship bowling trophy won by *Duane* and the bell staff.



Presentation of "Holiday Award" to the Chart Room for 4th consecutive year. In KTVA studio, L to R—*Russ Riemann*, Holiday Magazine; *Bill Quinn*, Manager; *Jim Lyon*, Chart Room Manager; *Norma Goodman*, KTVA representative.

OWYHEE DID HE EVER TRY TO REGISTER HERE?

Yes, there always will be animal pictures and stories about the astonishing things that happen in the lobbies of Western hotels. Last issue, we ran a picture of a tiger eating a steak on a Western lobby rug.

Earlier, we had a feature on bellmen walking the dogs of guests. (We wanted to caption this one "FRONT! Goes To The Dogs," but cooler heads prevailed.) Incidentally, there's a horse loose in another lobby on another page of this issue.

Why, Owyhee, did you do this to us?

Sure, it's a trained bear named Emily from the Shrine Circus. Sure,

Manager *Basil Miaulis* is behind the counter, registering (as Correspondent *Kaye Spicka* so coyly puts it) the "guest"—while others in the picture look on with the studied nonchalance of those who fear they may soon lose their hands. Shake hands with a bear, Bunky, and you've had it.

But note that Emily is safely muzzled.

Kaye writes: "Others of our front desk personnel would have appeared in the same picture had they not all been hiding under the front desk."

Come now, *Kaye*. We know you're kidding! Next month, mountain lions?



SIX PIX CLICKS FROM RAINBOW FRONT DESK



Jeannie Fry left, and Bonnie Figarelle, are two of the Rainbow's favorite desk clerks. Their pleasant smiles are indeed, "winners," with our guests.

Jean Anderson, afternoon switchboard operator at the Rainbow came to Montana from Avon Park Florida, with her husband, who is stationed at Malmstrom Airforce Base here.



Opal Souhrada, chief operator at the Rainbow — Her pleasant manner and efficient handling of guest calls is the subject of much favorable comment among guests and employees alike.



More of our front office staff includes left: Joe Mares and John Besancon. Rainbow bellmen pictured with Mrs. Charlotte Moore, front office Manager.



Just waiting for the customers, are our afternoon desk employees, left to right: Doug McClure bellman, Ogden Hanson, desk clerk, Betty Dumbrasky, switchboard operator and Stanley King, Bellman.



Not to be forgotten way out here in Montana is Western Hotels Industrial Division. These are the fellows and gals who are setting up the feeding and housing accommodations for the Minuteman Missile people in Great Falls and surrounding areas. They are, left to right: Ralph Van Noy, General Project Manager, Dixie Johnson, Secretary, Paul Barrett, Operations Manager, Grace Molen, Secretary, and Doug Mendell, Auditor.

A FRONT OFFICE REPORT FROM THE DAVENPORT



General Cashier *Ben Samuels*, gives working capital to Front Office Cashier, *Janet Barich*.



Ernest Hogenson, Assistant Manager, okays a check for Front Office Cashier, *Pearl Sherer*.



Ralph Harding, Room Clerk, hands rooming slip and key to *Dee White*, Bellman.



Assistant Manager, *Charles P. Hudson*, shows new elevator card to Reservation Clerk, *Judy Petherick*.



Zelma Hartley, Information and Mail Clerk smiles at a guest waiting for mail, while answering an information telephone call.

SMILING FACES FROM THE SIR FRANCIS DRAKE



Perhaps the first and most important contact a potential guest will have with Western Hotels will be with that of the reservations staff. We at the Sir Francis Drake are very proud of our reservation personnel. Pictured above flashing their VSP smiles are: *Charles Durell*—Reservation Manager seated, *Sally Walters*, *Dale Halihan*, and *Lynn Peterson*, all reservation clerks.

Pictured below are two very popular gentlemen with the employees at the Sir Francis Drake. Standing is paymaster *Mike Currie* and seated is his assistant, *George Parton*. Between these two men they have served 34 years with the Sir Francis Drake.



Morris Marcus, who hails from London England; has added much to the continental atmosphere at the Sir Francis Drake Hotel. *Morris* has been a room clerk for over a year and has come to the rescue of many travelers from England who have found things "a bit sticky in these colonies."

Pictured below is *Henry Enriquez* who has been with the Sir Francis Drake valet shop for 6 years. Recently *Henry* auditioned for the Ben Alexander TV show in San Francisco, but did not make it. Better luck next time, *Henry*, TV has a crying need for good talent.



Pictured below is *Diccie Carter*, one of many excellent maids at the Sir Francis Drake. *Diccie* is shown sorting carnations which have been a Sir Francis Drake tradition since 1956. When Manager *Edward Sequeira* first came to the Drake he installed the policy of sending a carnation along with his card to all ladies who checked into the hotel.



BENJAMIN FRANKLIN "BEST CREW I'VE EVER WORKED WITH"

"Best crew I've ever worked with," says *Mr. Bill Stoker*, Asst. Manager, front office supervisor, and jack of all trades. *Mr. Stoker* does an excellent job in keeping the entire front office in good humor throughout the day.

The Ben's staff is composed of four clerks, two cashiers, seven PBX operators, and a night auditor.

Harland Harris, senior room clerk, is a '56 graduate of Michigan State University. Aside from being an excellent clerk, *Harland* also speaks fluent Japanese and Russian.

Not only new to the hotel, but also to the United States is the very popular *Herman Lanzinger*. *Herman* is a native Austrian who has spent the past year and one-half studying the American system of hotel business.

Gil Gavino, who recently decided to come west, was a former clerk at a Washington, D. C., hotel. In the short time *Gil* has been with us he has been doing a wonderful job.

Gil Gavin, Herman Lanzinger and Harland Harris

Mildred Woods



Lillian Hardesty



Elsie Oakson and Lois Triggs

Joe Paisley, the night auditor, does a very fine job on keeping our books balanced.

Lillian Hardesty, afternoon cashier, whom we are very proud of, came to us from the Davenport Hotel. Another very fine person, *Mildred Woods*, the morning cashier, also a long-time Western employee, formerly worked at the Olympic. This would not be complete without our fine staff of PBX operators. They are *Evelyn Stavik*, *Lois Triggs*, *Marian Dirkson*, *Vera Cameron*, *Mary Carter*, *Elsie Oakson* and *Dorothea Wescott*. All of them have been doing excellent jobs.



FRONT OFFICE GEMS FROM 3-M'S -

Maurice



Jack Foster: Front Office —Maurice Hotel. Jack is our newest member of the Front Office and comes to us from Philadelphia. So far he is doing fine and has managed to take over Doug Schroeders night job while Doug was away on his vacation. However we are not so sure Jack has reconciled himself to San Francisco. Just about the first experience he has in S. F. was an unfor-

fortunate one. Strolling out of his apartment house one evening he was accosted by a couple of "plug uglies," one of them thrust what might have been a gun into his ribs and demanded he "give out" with his money. Jack's reply was a hefty backhand slap to his accoster whereupon Jack took to his heels in one direction while his assailants took to their heels going in the opposite direction.



Alec Paterson (one "T" please) Front Office — Maurice Hotel for the past five years. Pat has returned from a European jaunt of close to three months, he is back on the job now "broke" but happy. Pat devotes one day a week to promotional duties and has succeeded in making many valuable contacts for the Maurice.



George Bons: Front Office —Maurice Hotel. George has one of the finest backgrounds to be found anywhere in the hotel business. Born in France, graduate of the Univ. of Paris as well as the Hotel School in Lausanne, Switzerland. He has been connected with the finest hotels on the continent as well as in this country. George also devotes a day a week to outside promotional work.

We Are Having Our Face Lifted

The Maurice Western is now in the process of completely renovating the dining room and coffee shop. In a few weeks the transformation will be completed. Glittering candlelight chandeliers drip from the azure blue ceiling—a symphony of 'brass and glass.' Warm yellow walls and the awnings of blue and gold, yet to be installed, will give the final touch of 'Al Fresco' dining in a restful garden atmosphere.

We have been conducting "Business as usual" all during these alterations and much credit is due hostesses'

Mr. Albert Jesse: Front Office — Maurice Hotel. Al is one of our newer employees but is proving to be a very good one. He has a fine background of experience having had training in some of the better hotels of Paris, France.



Marcus Whitman



Mildred Helfer, recent recipient of a five year service award pin, makes Walla Walla her home since leaving Nebraska. She has several grandchildren. Mildred can fill any position at the Front Desk at any time.

MARCUS, MULTNOMAH AND MAURICE

Irma Murphy and Lucile Wattle for their deft arrangement of tables so there has been little inconvenience to our guests even though workmen were at their appointed tasks just a few feet away. Everyone is taking it in good spirits and as of now we have had not one complaint. Our regular guests seem as interested in the project as we do and the boys at the front office have been kept busy answering many questions.

Later this fall there will be another new addition to the Maurice Western, a cocktail lounge off the lobby. This will certainly be an innovation for the Maurice.



Our Front Office pictures wouldn't be complete without this one of our manager *Richard D. Sherwood*. This was taken one day when he took over the switchboard for awhile when the regular operator became ill and had to go home. It's nice to have a manager who is able and willing to man the switchboard when we run short of an operator and the switchboard is buzzing.



Margaret Stark: Margaret is our reliable any-job, any-shift-relief girl. She does a great job as a result of many years experience in the hotel business in Spokane.

Multnomah



Bill Williams—Asst. Mgr., for four years comes from Drake and San Francisco City College. Bill and his wife have three sons.



Judy Winklepleck—Cashier, 2 years. Hobbies—music and church work. Judy sings in college choir which travels all over the U. S. during the summer.



Evelyn Allen—Mail Clerk, 2 years. Hobbies—making husband happy and has parakeet for a pet.



John Pishue—Clerk, comes from Seattle. Hobbies—Cooking exotic dishes—art, music and girls.

GEORGIA JOTTINGS



Marjorie Luchuk is a new Front Office cashier at the Georgia. She has had ten years banking experience.



Lena Cook receives the VSP award of the month from Mrs. Screepton, Executive Housekeeper of the Georgia. The following letter to Mrs. Cook was received from a guest: "Thank you for very much service and nice smiles. I enjoyed my stay very much." Lena has been with the Georgia 4½ years.



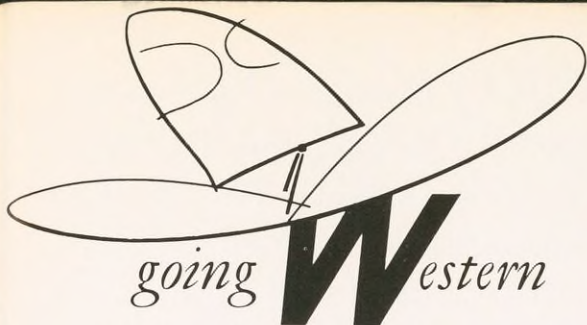
Senior Desk Clerk Eddie Bielech, with his usual smile, checking in another guest at the Georgia. Eddie has been in the hotel business all his life, and has been at the Georgia since May, 1956.



Mail Clerk Barbara Rattenbury is charming the guests at the Georgia with her smile. She has taken a year out of University to work at the Georgia.

Barbara Robson, who hails from England, is a new Supervisor in the Georgia Coffee Garden. Her husband is an intern at a local hospital.





going **W**estern

Winner of the April VSP Service Award at the Benjamin Franklin Hotel was *Gracie Buchanan*, whose service was inestimable to a guest who was recuperating from an eye operation. As a member of the house-keeping staff, *Gracie* is always helpful and ready to do more than just enough. The guest in question, was almost blind during this period. On recovering, he returned to the hotel and told the staff that while ill, *Gracie* did everything for him, turning what could have been a miserable, lonely and frustrating experience into one of comfort and security.

* * *

Chuck McCaffree, senior room clerk at the Benjamin Franklin Hotel, has moved to the Olympic Hotel, Seattle, where he will serve as assistant manager.

* * *

Larry May, Lampost Room Manager has been appointed Assistant Manager of the Cascadian Hotel in Wenatchee, Washington. *Larry* assumed his new duties June 22.

Gordon Jim has been appointed Lampost Room Manager to replace *Larry*.

All of us join in wishing both of these fellows the very best in their new assignments.



Marion Dirksen, night operator at the Benjamin Franklin Hotel, Seattle, was winner of the VSP Service Award for the month of February for very special service indeed. Fire broke out in the hotel, but where panic could have prevailed, all was calm, due to *Marion's* suave handling of the situation. She alerted firemen, then wakened and cleared two floors of guests with such calmness that they were in the lobby before excitement could fluster them.



The Cascadian has the pleasure of hosting Senator Barry Goldwater and staff during their recent visit to Wenatchee for a GOP Convention.

The Apple Blossom Queen, *Kathy Whiteman*, is shown in the picture presenting the Senator with the well-known Wenatchee Valley product.

FRONT OFFICE FACES. New to the Benjamin Franklin Hotel are *Jim Taylor*, left, and *Bruce DePew*, right. *Jim* will return to school in the fall, but *Bruce* will remain at his post. They stand before the lobby entrance to Trader Vic's.



you will enjoy Mexico City's new hotel, the air-conditioned **hotel alameda**, from the French Sidewalk Cafe, La Brasserie, to the roof-top swimming pool (shown below) and restaurant. ¡Estupendo! You'll enjoy all Western Hotels on the Pacific Rim. All feature **Very Special Person Service.** Call your travel agent for immediately confirmed and guaranteed reservations

Western Hotels

INCORPORATED • S. W. THURSTON, CHAIRMAN OF THE BOARD EXECUTIVE OFFICES, OLYMPIC HOTEL



The Hotel Alameda opens Dec. 1 at 8:00 p. m. It will be the third Western International Hotel to open this year. The Bayshore Inn in Vancouver, Canada, opened March 15, and the International Kyoto in Kyoto, Japan, on August 16. Color folders are available on all Western Hotels.

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Sir Francis Drake
Maurice

PALM SPRINGS
Oasis

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Multnomah
Benson

TACOMA
Winthrop

SEATTLE
Olympic
Benjamin Franklin
Roosevelt

VANCOUVER, CANADA
Georgia
The Bayshore Inn

ALASKA
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KYOTO
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OSAKA
Taiko-en Garden Restaurant



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