

# FRONT!



**FRONT!** *Goes to the Leopold • page 4*

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Leopold Hotel employees recently decorated their lobby and themselves in a South Seas motif. The occasion was Bellingham's annual Blossom Time Parade. More on the Leopold on page 4.

## FRONT!

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## FROM THE PRESIDENT



On page 17 of this issue of FRONT! magazine you will find the Western Hotels Multiplication Table. It will give you an idea of the scope of the projects now underway within our organization.

The new Anchorage-Westward in Alaska will be the 49th State's finest hotel. At the Hawaiian Village, the new 450-room Diamond Head Tower will be open in time for late fall business. On the waterfront in Vancouver, B. C., the new Canadian Western Hotel is now under construction. The Finlen Motor Inn is also new on the Western horizon. And in Mexico City the Alameda Hotel is scheduled to open in 1961.

These are but a few of the projects in which we are currently engaged. These are projects that will directly

affect many of you. Because, while the Multiplication Table deals with buildings and facilities, the hotel business is and always has been predicated on people.

We are proud of the sort of facilities that we offer the traveling public. But we are even more proud of you, the people who staff these hotels. The thing that lends real distinction to a hotel is the quality of the service it provides. We are convinced that the VSP Service guests receive at all Western Hotels is the finest to be found anywhere.

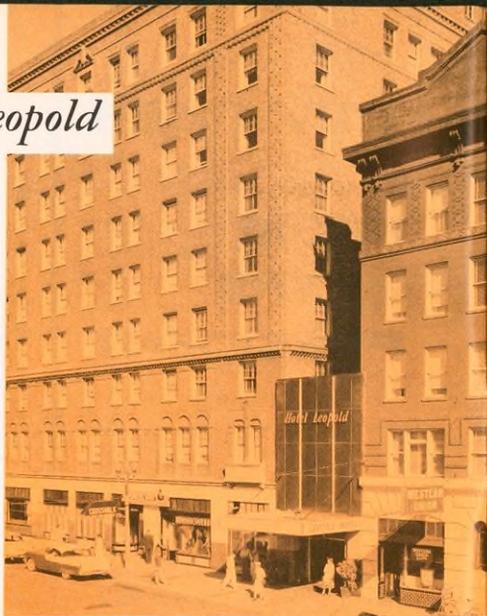
A handwritten signature in dark ink, written in a cursive style. The signature reads "S. W. Thurston".

S. W. THURSTON  
*President*

## FRONT! Goes to the Leopold

Two businessmen sat side by side in a Los Angeles coffee shop one evening in 1957. Both were away from their homes—one Seattle, the other Salt Lake City. So often the case with men on the road, they struck up conversation—"Where do you stay in San Francisco?", "Have you traveled yet in the new Fairchild F-27?" That sort of thing.

Conversation soon turned to restaurants and where the best meals were served. By sheer coincidence the two agreed that the buttermilk hotcake breakfast at Bellingham's Leopold Western Hotel was one of the best on the Coast.



Entrance to the Leopold Western Hotel on Bellingham's Cornwall Street.



The coffee shop staff at the Leopold includes (left to right) bus boys *Claude Turner* and *Le Roy Schatz*, waitresses *Lorriane Ogden*, *Ellen Noble*, Coffee Shop manager *Thelma Walker* and waitress *Irene Boring*.

No doubt the Leopold is remembered for other more important things. But Chef *John Osterbun's* secret hotcake recipe (a 25-year-old house specialty) has certainly helped win fame and prosperity for one of the oldest and friendliest hotels in the Northwest.



The Leopold Wednesday morning department head meetings gather in the hotel's coffee shop. They are left to right; Assistant Manager *Gust Lund*, Coffee Shop Manager *Thelma Walker*, Catering Manager *Elvira Graves*, Storeroom Keeper, *Chrissie Crandall*, Housekeeper *Mary McLeod*, Casino Manager *Roy Wark*, Resident Manager *George Knowles*, Sales Manager *Jack Pierce*.

Discussion of the Leopold today would bring other features to mind: the round bed in room 710, assistant manager *Gust Lund's* phenomenal memory for names, the sparkling new outdoor pool and motor inn addition—but above all, the sincere and earnest friendliness that abounds from

the ninth floor housekeeper (*Ida Mes-sick*) down through all 108 Leopold employees including chief engineer *Joe Spencer* in the sub-basement.

General Manager, *John C. Pierce*, and Resident Manager *George Knowles*, pride themselves in an employee group with esprit de corps that would be hard to surpass.

*Pierce's* 30 years in Bellingham make him the Leopold's second oldest employee in terms of service and one of the best known business leaders in the community. His entire working career has been devoted to the hotel trade. Manager *Knowles* came to the Leopold in 1950 following three years with a firm in the Phillipine Islands. His personality and drive, everyone agrees, are vital factors in the successful operations of the hotel.

*Elvira Graves* is catering department head. Her reputation as a food manager and connoisseur is particularly well known for the banquet and

party food prepared under her supervision. She also makes meaningful the hotel's long-time slogan "good food" in the Coffee Shop, Dining Room, Casino Lounge and Little Shop snack bar.

The Casino is a popular evening and luncheon rendezvous for Bellingham. The decor, the 1890's, is red velvet and "gas light." A number of turn-of-the-century nick nacks and

In the kitchen, chef *Greg Martinez*, oldest employee in terms of service (31 years) and storeroom keeper, *Chrissie Crandall*.



Pleasant swimming at the Leopold Motor Inn pool is partly the result of maintenance by engineer *Joe Spencer* (foreground) and housemen (left to right) *Terry Henderon*, *Art Walquist* and *Lyle Hafner*.



A pretty model has breakfast in bed in the Leopold's famous round bed in room 710.





Sisters Marie Peterson and Selma Seveaon operate the Little Shop snack bar just off the Leopold's lobby.

Ida Olson, seventh floor housekeeper has plenty of practice making up the Leopold's famous round bed. Here she tries it for size with help from fellow workers, Geneva Adderley, Bea Larsen, Lynda Jewell, Fan Sansregret, Bulah Hoff and Ida McCluer.



Bellingham photographs hang from the walls. Waitresses swish about in full skirts of the Victorian era.

Across the hall the dining room, in traditional decor, and the adjoining modern coffee shop complete the Leopold's places to dine.

Mary McLeod, housekeeper, has been at the Leopold since 1945. Mary's staff of 15 care also for the new Leopold Motor Inn which opened next to the hotel in September, 1959. In fact, had it not been for the many nights the housekeeping department worked to meet the deadline, the Inn might not have opened when it did.

Twenty-four units comprise the beautiful motor addition in "L" shape around Bellingham's only hotel swimming pool. The rooms, created by the late Roscoe Cox, show elegance and comfort. Colors are cheerful and warm. Each room is just a step or two from the 20 by 40 ft. pool set in a



John Osterthun, originator of the Leopold's famous buttermilk hotcakes, and Jessie Van Sinderen, pantry worker, pause to have their picture taken.

landscaped courtyard. Popular in both winter and summer, the pool has proved a distinctive addition for the Leopold.

The Leopold was named for *Leopold Schmidt*, founder of the Olympia Brewery, and first opened its doors to overnight travelers in 1913. The Motor Inn is the second major addition to the hotel since its founding. In 1929, a 127 room section was added to the older building. Today the combined facilities of the Leopold offer 280 rooms. A variety of banquet and meeting rooms can accommodate groups from five to 500.

The Leopold is right downtown in Bellingham and has free parking for 110 cars. A number of specialty shops and business offices open off the lobby. Upstairs, many rooms hold for their guests beautiful views of Bellingham Bay and of Mt. Baker's nearby foothills.

Part of the Leopold housekeeping crew relax here for a picture in the hotel's Festival Suite. They are l. to r. standing: *Bea Larsen, Geneva Adderley, Bulah Hoff, Frances Barstad, Ida McCluer, Fan Sansregret, Thelma Norbistrath, Ida Olson, Mary Rine, Ida Messick, Mary Blake*, sitting on floor, *Gertrude Richter, Lynda Jewell and Auslaug Haugness*.



The Leopold's dinner cook, *George Chartier*. He recently attended Western Hotels' chefs school under the direction of *Reinhold Keller*.



*Julie Hind*, one of the Leopold's bakers, is responsible for many fancy desserts.

This is the Leopold's Casino staff. Left to right: manager *Roy Wark*, Chef *Howard Steele*, and waitress *DeLoris Steele* (she is the chef's daughter-in-law). *Baron of Beef* is served daily from a cart.





Henry Cayla, standing, and, seated left to right, Louie Chavey, Bette Davis and executive chef Clovis Soubrand.

## SAN FRANCISCO SCENE

During their stay in San Francisco while starring in "The World of Carl Sandburg," *Bette Davis* and her husband, *Gary Merrill*, were guests at the St. Francis. After expressing her pleasure with the food and service, *Miss Davis* was invited to lunch in the chef's office. Joining her were purchasing agent *Henry Cayla*, catering manager *Louie Chavey* and executive chef *Clovis Soubrand*.

Ed Sequeira and Cecil Tanner



At the Maurice a number of employees were recently presented with service award pins. They include: *Oscar Zeisz*, elevator operator, five years; *Russell Gotban*, elevator operator, five years; *Mrs. Anna Tabouret*, house-keeping, ten years; *Amerigo Percivale*, elevator operator, ten years; and *Louie P. Gee*, room waiter, ten years.

*Cecil Tanner*, assistant manager of the Sir Francis Drake, was honored at a Hotel Greeters banquet. *Cecil* is outgoing president of Charter No. 4 of the Greeters. He is shown being congratulated by manager *Ed Sequeira* who was featured speaker of the evening.

The beautiful blonde girl pictured on these pages is *Doris Riva* of the St. Francis. A native of Switzerland, she arrived in San Francisco a month ago to spend a year learning about hotels in the United States.



Doris Riva

*Henry Chock*, the traditional Easter Bunny at the Drake performed his usual duties in the Starlite Roof on Easter Sunday. Shown with *Henry* is *June Lehnann* of San Francisco. FRONT! correspondent *Lori Koenig* reports that *Henry's* bunny ears are drooping because he worked so hard treating the record-breaking crowd.



Easter bunny *Henry Chock* serves an Easter brunch guest in the Starlite Roof.

Louie P. Gee



Russell Gothan

Amerigo Percivale



Mrs. Anna Tabouret



Oscar Zeisz



## HERE'S HOW YOUR CREDIT UNIONS *Serve You*

The March-April issue of FRONT! carried a story on the seven credit unions which serve Western Hotels employees. Here is the conclusion of that story.

The previous story outlined the formation of the various credit unions and indicated their general fields of operation. The primary purpose of the credit unions is to encourage employees to save. Savings through the organization earn a good rate of interest.

Here are some of the specific ways

in which the credit unions serve employees of Western Hotels.

The Hotel Bannock Federal Credit Union recently provided a loan to chief switchboard operator *Sharon Hronek* and her husband *Bob*. The young couple used the money to purchase complete bowling outfits.

All of the credit unions have long records of helping employees in time of need. The Ben Nomah Federal Credit Union is a case in point. *Hazel Buzzel* of the Multnomah was hospitalized earlier this year. Members of her credit union visited her at the hospital and brought with them a check to help cover expenses. Such fast action is possible because credit

*Lou Mastella* shows off the new convertible he purchased with the help of a credit union loan to *Stina Falk*, *Shirlee Sherman* and *Helen Rian*.



unions are operated by friends and fellow employees.

Another instance of a credit union at work is the case of *Frank Dugan*, junior engineer at the St. Francis. He is pictured showing *Cele Stenberg*, credit union treasurer, some of the drapes he purchased. *Frank* was so pleased with the loan arrangement that he negotiated a second to assist in the purchase of a car.

Still another picture on these pages show *Jerry Riddle*, treasurer, and *Pat Smith*, vice president of the credit union at the Owyhee Motor Inn, transacting some business with cook *Bill Williams*. This sort of personalized service is one of the appealing features of the credit unions.

*Lou Mastella*, assistant catering manager at the Ben Franklin is another satisfied user of credit union services. *Lou* recently negotiated a loan from the Westy Federal Credit Union to purchase a new convertible automobile. He is pictured in the drive-in entrance of the Olympic showing off the new car to *Stina Falk*, *Helen Rian* and *Shirlee Sherman*.

*Frank Dugan and Cele Stenberg*



*Hazel Buzzel* receives a check from members of the Ben Nomah Credit Union. Left to right, *Christine Zeeb*, *Jim Friswold*, *Frank Anisco*, *Chuck Weaver* and credit union secretary *Mrs. Thorpe*.



*Jerry Riddle*, *Pat Smith* and *Bill Williams*

*Sharon* and *Bob Hronek* with bowling equipment purchased with a credit union loan.





Davenport bellman *Dee White* (third from left) receives a prize from *Peter A. Hudson*.

## Doings At The Davenport

Bellman *Dee White* was presented with a radio recently by assistant manager of the front desk *Peter Hudson*. *Dee* won the bellmen's contest for obtaining the largest number of reservation leads for other Western Hotels.

*Pearl Keoper*, right, holds a going-away gift from co-workers as Davenport housekeeper *Louise Riley* presents her with a mop. The mop is to help *Pearl* get started off right on her new job as housekeeper at the Northern.



Also pictured with *Dee* and *Peter* are *Ken Riggs*, *Burt Jones*, *Cecil Oliver*, *Carl Miller*, *Bill Yarbrough* and *Mike Garofalo*.

What's business going to be like tomorrow? That is a constant question in the hotel business. In a picture on these pages you will see some of the Davenport people who try to answer it at daily meetings. *V. G. Nikitas*, assistant manager of food and beverage is seen at the Volume Forecast board. Also attending the meeting are *Maxine Houck*, coffee shop manager; *Ernie Hogenson*, assistant manager of the front desk; *Sig Dahlquist*, Maitre d'Hotel; Chef *Dean Atkinson*; *Louise Riley*, housekeeper; and executive assistant manager *John Stevens*.

*Pearl Keoper* of the Davenport was recently transferred to the Northern Hotel as housekeeper. Virtually everyone in the housekeeping department got together for a party to wish her "farewell" and "good luck." In the picture *Pearl* is shown holding the pretty gift she received from co-workers. Davenport housekeeper *Louise*

Riley is seen presenting Pearl with a sturdy floor mop to start her off right on the new job.

Gayle Jewell was recently promoted to sales representative at the Davenport. Betty Carson, who is the new executive secretary at the hotel, also takes over the duties of FRONT! correspondent from Gayle.

The 1960 kick-off luncheon for the Spokane Indians baseball team held at the Davenport attracted such a huge crowd that the event had to be staged in the hotel lobby. The headbands the people in the picture are wearing have red feathers and are in honor of the baseball team.

Recent VSP weekly winners at the Davenport include Gus Marquardt, banquet houseman; Sig Dahlquist, Maitre d'Hotel; Bethel Piper, house-keeping; and Zelma Hartley, mail clerk.

Gayle Jewell (second from left) and Betty Carson receive congratulations on their new positions. Gayle becomes sales representative at the Davenport and Betty takes over as executive secretary.



Daily business meeting at the Davenport is attended by, left to right, Maxine Houck, Ernie Hogenson, Sig Dahlquist, Chef Dean Atkinson, Louise Riley, John Stevens and standing, V. C. Nikitas.

Runners-up for the VSP Service Awards were Reginald Klentschy, laundry; Vera Shafer, elevator operator; Sophie Jacob, matron in the girls' dressing room; Charlie Ogahara, kitchen; Tony Giannou, shoe shine parlor; Ralph Harding, front office; Charlie Henthorn, painter; Mildred Haney, laundry; Connie Hill, coffee shop; Delbert Carpenter, night-cook; Margaret Duggar, coffee shop; Emma Danielson, maid; Del Grabeldinger, coffee shop waitress and Larry Yake, kitchen.



The Davenport lobby was packed with baseball fans wearing feathered headbands at the 1960 kick-off luncheon for the Spokane Indians team.





Wanja Falk at the stock market board in the London Grill



Betty Ady

## ON THE BENSON BEAT



Nick Flessas, Mary Koher and Henry Tomita

Welcoming new employees to the Benson is an old custom with *Nick Flessas*, room service waiter, and *Henry Tomita*, head houseman. The pretty young lady shown with them in the picture is *Mary Koher*, new front office cashier. FRONT! correspondent *Carl Glaser* has figured out that it would take *Mary* 22½ years, working 24 hours a day, seven days a week, to catch up to the nearly 200,000 hours *Nick* and *Henry* have given to the Benson. *Nick* has been on the job 44 years; *Henry* has passed the 38-year mark.

Pert *Betty Ady* shown here is one of the hardest working girls at the

Benson. She has been secretary to the manager for the past seven years. Her hobbies include bowling, sailing, golf and dancing.

In the Benson kitchen that's *LeRoy Adams* showing London Bar bus boys *Don Taylor* and *Richard Warwick* the "ins" of the hotel's new automatic dishwasher.

A new lunchtime feature of the London Grill is the stock market board to keep budding tycoons on top of the latest quotations. Pictured are some lunch customers watching the figures (stock market, that is). *Wanja Falk* is holding the chalk. *Wanja* came from Sweden just two years ago and has been chosen winner of many beauty contests. Her latest title is *Miss Ice Breaker*.

*LeRoy Adams*, *Don Taylor* and *Richard Warwick*.



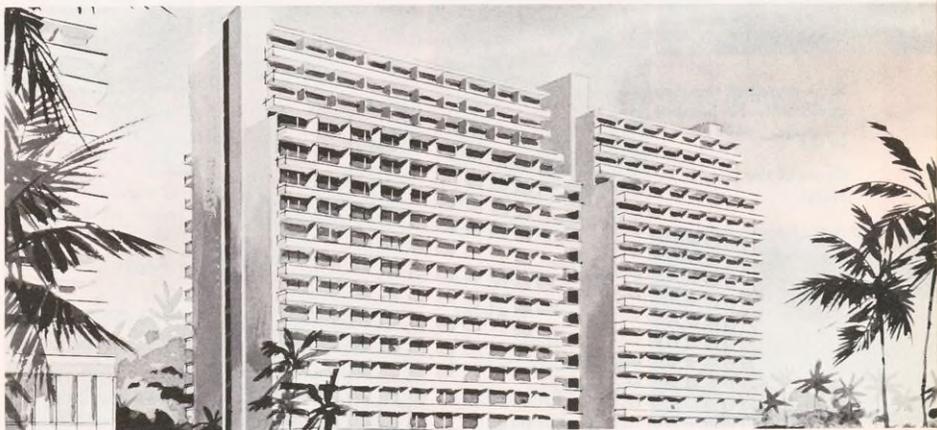
## THIRD ANNUAL *Western Hotels Employees* *Hawaiian Village Holiday*

On November 26 this year Western Hotels employees and their families will again be converging on Waikiki Beach for the seven fun-filled days, the six glamorous night of the Hawaiian Village Holiday.

Here are some of the things you will enjoy if you plan now to include yourself on the roster of pleasure-seekers who will be heading for the islands in November. The price of the holiday is just \$289 if you depart from Seattle or Tacoma, slightly higher if you depart from San Francisco or Los Angeles.

ern Hotel, Seattle, is the lady who has all of the answers if you wish further information.

You will stay at the beautiful new Diamond Head Tower, the new 450-room addition to the Hawaiian Village which will be completed shortly before your arrival. You will enjoy a Camerama Show, an authentic Hawaiian luau, a sunset-starlight sail across blue Pacific waters aboard the beautiful pink catamaran, the Ale Ale Kai IV, and a magnificent Aloha party. Plus, the surf, sun and sand that have made the islands famous.



This is an artist's drawing of what the new Diamond Head Tower will look like when it is completed in the late fall. As a member of the Third Hawaiian Village Holiday tour, you will stay here during your seven days and six nights in the islands.

A deposit of \$25 is required at the time you make your reservation. This is completely refundable if you cancel. *Cynthia Lilley* in the Hawaiian Village Sales Office, Olympic West-

Make your plans now to be along for the Third Hawaiian Village Holiday for all Western Hotels employees and their families. The trip is a travel bargain you will not want to miss.

## WESTERN HOTELS' QUIZ FOR EMPLOYEES

This is the eighth in a series of quizzes designed to tell Western Hotels employees how much they know about their company, their hotel and themselves. Score yourself as follows:

**Score of 13 to 15**—We can see that these quizzes are just too easy for you.

**Score of 11 or 12**—Above average

**Score of 10**—Average

**Score of 7 to 10**—Disappointing

**Score of 6 or below**—Completely disappointing!

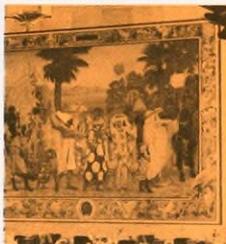
*Answers will be found on page 31.*

1. These heavy beams and distinctive wall decorations should immediately call to mind the name of the

..... Room at the  
..... Hotel.



2. A mural of this size could only be located in the .....
- Room of the .....
- Hotel.



3. Where else but the .....
- ..... Room of the .....
- Hotel would you find such creatures abounding.



4. Flaming shish kebab against a background of wood paneling, brass and copper. More than likely it is the .....
- ..... of the .....
- ..... Hotel.



This issue, the entire quiz is again devoted to photographs. These are all interior pictures of various Western Hotel rooms for dining. The entire picture is not shown—only a portion of it. If you know the motif, or the name of the room, identification should be easy. Better still, perhaps you have been lucky enough to dine there yourself.

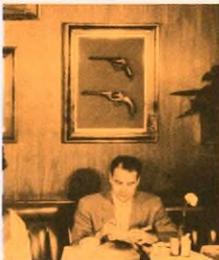
5. Can you smell those blossoms? That background is a dead give away. It is the .....
- at the .....
- Hotel.



6. Not a restaurant in Spain. This decoration on the wall is at the .....
- ..... of the .....
- ..... Hotel.



7. He's eating in the .....
- ..... Room at the .....
- ..... Hotel.
- (There's one at the Finlen, too—but this isn't it.)



8. Looks like the captain's quarters of a four masted schooner. The model ship and wooden pegs should tell you it is the .....
- ..... at the .....
- ..... Hotel.





9. Wood paneled walls, brass plates and ivy. "Wood" is in the name of this well-known rendezvous—the \_\_\_\_\_ Room at the \_\_\_\_\_ Hotel.



10. That's not a picture on the wall of this famous room—it's the window! A famous skyline as seen from the \_\_\_\_\_ of the \_\_\_\_\_ Hotel.

11. This pretty girl and her escort are relaxing in the Western atmosphere of the \_\_\_\_\_ Room at the \_\_\_\_\_ Hotel.



12. Not a Victorian parlor, but the highly successful new \_\_\_\_\_ at the \_\_\_\_\_ Hotel.



13. Decorations like this could be found only on the walls of the \_\_\_\_\_ Room of the \_\_\_\_\_ Hotel.



14. This painting on the wall might have the same title as the name of the room where it hangs—the \_\_\_\_\_ Room at the \_\_\_\_\_ Hotel.



15. The decorative piece of metalwork on the post may look like a plant or shrub. Does it give you a hint to the name of the \_\_\_\_\_ at the \_\_\_\_\_ Hotel.



## WESTERN HOTELS

### Multiplication Table

(New  facilities) x (cities of the West) = (the finest traveling and dining)

#### Just Completed:

- The Golden Lion specialty restaurant, Olympic Hotel, Seattle
- Anchorage-Westward Hotel, Anchorage
- 100 refurbished rooms, Olympic Hotel, Seattle
- 75 refurbished rooms, Sir Francis Drake Hotel, San Francisco
- New Grand Ballroom, seating 800, Northern Hotel, Billings, now open

#### Opening Soon:

- Finlen Motor Inn (open July 1)
- Banquet room and private club addition, Northern Hotel, Billings
- Bannock Golden Palace, new bar and restaurant in Pocatello, to open August 1

#### Announced:

- 450-room Diamond Head Tower, Hawaiian Village Hotel (open fall 1960)
- Addition to Owyhee Motor Inn, Boise
- Canadian Western Hotel, Vancouver, B. C.
- New automatic elevators, Multnomah Hotel, Portland
- Alameda Hotel, Mexico City (open fall 1961)



The plates were piled high and the hands of the kitchen staff moved with quick sureness as 1,115 hot meals were served within 30 minutes.



Jack Elliott and Bonnie Porter



## Cosmopolitan Capers

During the Methodist Convention which was held recently at the Cosmopolitan catering manager *Mr. Green* was confronted with the problem of feeding 1,115 people for dinner. The main ballroom seats only 700. Finally, all of the banquet facilities in the hotel were used. A closed TV circuit was set with 20 television sets placed strategically throughout the rooms so that everyone was able to see what was actually taking place in the main ballroom.

This was the largest single banquet ever served at the Cosmopolitan. In the pictures you will see Chef *Emil Zoubovitch* and his hard-working staff who served 1,115 hot meals in less than 30 minutes.

In the other picture, the lovely young lady is John Robert Powers model *Bonnie Porter*. The lucky fellow is *Jack Elliott*, assistant manager. *Jack* is the **VSP** director for the Cosmopolitan and is shown demonstrating what the program is all about at a recent press and photographic party given in the hotel.

Chef *Emil Zoubovitch*, second from right, and his staff hard at work on the Methodist Convention banquet.





Leonard Nardella



Waitresses Eleanor Weidinger and Angeline Victoria in medieval costumes.

## THE NORTHERN GOES MEDIEVAL



Mike DiLulo



Jack Vladic



Chuck Brown



The Northern banquet department recently staged a Royal Order of Jesters party in the ballroom, which was transformed into the interior of a medieval castle for the event. Guests entered over a castle draw-bridge and were served by waitresses dressed as scullery boys.

Food and beverage controller

Leonard Nardella was dressed as the "Royal Lord of the Wine Cellars" for the party. Mike DeLulo, the Robin Hood of the party, again turned out one of his marvelous ice carvings. Chuck Brown blew the trumpet to announce the feast. Bartender Jack Vladic was costumed as the "Black Headsman" for the occasion.

# VSP SERVICE

## *The Public Loves It*

No matter where you work, you are certainly aware of the enthusiasm with which the public has greeted **VSP** Service at Western Hotels. Here are some of the things that have happened as a result of this new approach to hospitality.

**DAVENPORT:** One guest commented, "Never in my travels have I been so nicely treated and has anyone taken the trouble to be so helpful as you at the Davenport."

**FINLEN:** When bell captain *Duke Sorenson* called him by name, a guest who is the district manager of a large company decided on the spot to use the Finlen for his district meeting. This one act of **VSP** Service resulted in 20 guest rooms, two meeting rooms, a cocktail and dinner party for the Finlen.

**MULTNOMAH:** *Thomas Fox*, president of Fisher Lumber Co., said this about **VSP** Service: "This is my first trip to Portland. The Multnomah treated me like a king. When I arrived the clerk had my reservation and room ready. Everyone called me by name, the cashier thanked me and hoped I would return. The Multnomah is a good hotel, but the personnel have made it a fine hotel."

**MAYFAIR:** The hotel received a rather unusual request from a guest who perhaps expected the ultimate in **VSP** Service. Due to an unfortunate circumstance, the guest found him-

self in jail and, not knowing where to turn, called the Mayfair and said, "If your **Very Special Person Service** is so good, send over \$105 to get me out of jail."

**CASCADIAN:** Morning wake up calls at the hotel are given a "**VSP** good morning" greeting from the telephone operator. *Carolyn Morehead* says that this cheering **VSP** greeting helps Cascadian guests start the day on a pleasant note.

**OLYMPIC:** Breakfast waitresses and cashiers now tell their customers "Hope you have a pleasant day." Such thoughtful gestures of goodwill form the backbone of **VSP** Service.

**SIR FRANCIS DRAKE:** *Charles Sturkey*, president of Washington Natural Gas Company, arrived at the Drake with a confirmed reservation, but the hotel was oversold and unable to accommodate him. From that moment on, he says he never experienced a more pleasant reaction from any hotel. The room clerk did a wonderful job of explaining the situation. Accommodations at another hotel were arranged. The bellman was extremely courteous in calling a cab. The Drake paid the cab fare and the hotel bill, and arranged to bring *Mr. Sturkey* back the next day. Although he was inconvenienced, *Mr. Sturkey* is even a greater booster of the Drake than before, after receiving courteous **VSP** treatment.

## BIG BIRD AT THE BEN

Trader Vic's Outrigger in the Benjamin Franklin Hotel recently felt the trod of Roman Legions when manager *George Olsen* and his staff served an authentic Roman dinner after recipes of Apicius who lived about 2,000 years ago.



Waiters *Herman Rivera*, *Hing Luke* and *Hong Chuck Gee*, and captain *Jean Matocqu* stand poised to serve a 2,000-year old ragout made from a 45-lb. drumstick of the ostrich shown with them.



AVANTII *George Olsen* gives earnest instructions to *Jean Matocqu*, left, as he is about to serve a dollop of rose petal pudding to the Seattle Gourmets who were recent guests at an authentic Roman banquet. To the right of *Olsen* are *Herman Rivera* in helmet and *Hong Chuck Gee* wearing the gold laurel wreath.

Guests at the regal feast were the Seattle Gourmets, to whom The Outrigger in the past has served blue and white peacocks in plumage, a six-foot alligator, Chinese humming birds and truffled larks. This year's leading entre was a 450-lb. ostrich, one drumstick of which weighed 45 lbs.

When the ostrich was delivered in the alley at the rear of the hotel, the bird and its box weighed 590 lbs. The whole thing was too large to move inside and had to be carted to a garage across the way to thaw out.



Assistant Outrigger manager *Don Cruickshank* pats the big ostrich as he stands on his Roman chariot clad as a gladiator.

The dinner, three years in the planning, was served by waiters *Hong Chuck Gee*, *Hing Luke* and *Herman Rivera*, captain *Jean Matocqu*, assistant manager *Don Cruickshank* and *Olsen*. *Olsen* was attired in a lion costume while the others wore Roman tunics, togas, helmets, etc.

## VILLAGE VIGNETTES



Members of the Hawaiian Village maintenance department and their families are entertained at the hotel.

As at all other Western Hotels, VSP Service is a big newsmaker at the Hawaiian Village. *Margaret Takekawa*, of the maintenance department, was recently named "VSP Person of the Month" and was a guest in the Tapa Room for dinner and the show. *Laura Takata* was given special honorable mention, and she, too, was a Tapa Room guest.

*Mildred T. Higa* of the Kona Coffee Shop was the winner in VSP Suggestion of the Month for March with her suggestion concerning service and atmosphere.

That's *Eddie Monje* in another picture on these pages giving VSP Service by repairing the suitcase of a guest.

Eddie Monje giving VSP Service.



# from Hawaii

*Phil McGraw* is the new director of public relations for the Hawaiian Village. *Phil* is a native of Detroit and was with the Socony-Vacuum Oil Company for ten years after World War II. Since 1956 he has been associated with United Air Lines. During that time he was a frequent visitor to Hawaii and liked it so much that he now makes his home there.



*Laura Takata*

*Benjamin S. Barros, Basilio Pigao and Primitivo Manandic*; second row: *Mrs. Edward Monje, Mrs. Gerald Pabukoa, Mrs. Larry Shimamura, Mrs. Henry Fujii, Mrs. Benjamin S. Barros, Miss Kinoshira, Mrs. Albert Kinoshira and Albert Kinoshira*; third row: *Primitivo Manandic, Edward Monje, Edward Ogino, Frank Porter, Albert Timario, Severino Matias, Benjamin S. Barros, John E. Beall, Margaret H. Takekawa, Basilio Pigao, with daughter and Mrs. Pigao, Thomas Alejandro, Mrs. Primitivo Manandic, Henry Fujii, Larry Shimamura, Walter Kozuki, Roy Sato and John Strunges.*



*Phil McGraw*

*Margaret Takekawa*



As part of the **VSP** program, *John Beall* entertained members of the maintenance department and their families with a tour of the Hawaiian Village. A small reception was held in the Beach Club. In the picture of the group, left to right, first row: the children of Mr. and Mrs. *Henry Fujii*,

## Pocatello Pictorial:



Some of the guests at the Bannock Annual Award Banquet. Thirty-five hotel employees were in attendance to see the following awards presented: Pearl Parris, 20-year pin; Odessa Hanes Ewing, Bernice Fore and Ray Dodge, 10-year pins; and Florence Bohi, 5-year pin.



◀ Night watchman Ray Pratt finishes his hourly rounds at the hotel.



Meet new Bannock room clerk Dick Fisher. Dick attends business school during the day and works the evening shift on the desk.



Waitress Alta Carney regularly serves a weekly breakfast meeting of the Pocatello Chamber of Commerce. One morning as a joke she arrived 15 minutes late, dressed in her nightgown and slippers, with her hair in curlers and no makeup. Alta stated that she wanted the men to feel as if they were having breakfast at home.

## Words And Pictures From The Bannock



Ray Crystal, relief night auditor at the Bannock works at balancing the books.



Derl Pratt vacuums the Bannock lobby during the small hours of the night.



Three busy banquet waitresses take a moment off from work to pose for the FRONTI photographer. Left to right, Matha Hackworth, Bernice Fore and Grace Bryant.

Don Jensen, Bannock storeroom assistant, was apparently so intent upon calculating some food costs that he was unaware of the presence of the FRONTI photographer.



Chef Everett Miller of the Bannock is congratulated on his first place award in the First Annual Culinary Exhibit sponsored by the Idaho Restaurant Association. With Chef Miller are, left, Chuck O'Neill, president of the Idaho Restaurant Association, and Frank Wilson, executive secretary of the association.





Guest Frank Stannard, second from left, gets a super sort of VSP Service from waitress Nadine Jordan, bellman Dale Cash and bartender Ray Eastman.

## Cascadian Camera



More VSP Service in action. Left to right, telephone operator Billie Box, desk clerk Helen Rameriz, guest, Mrs. Fred Hunt, and VSP director Carolyn Morehead.



Banquet waitress Maggie Taylor is a new employee at the Cascadian.

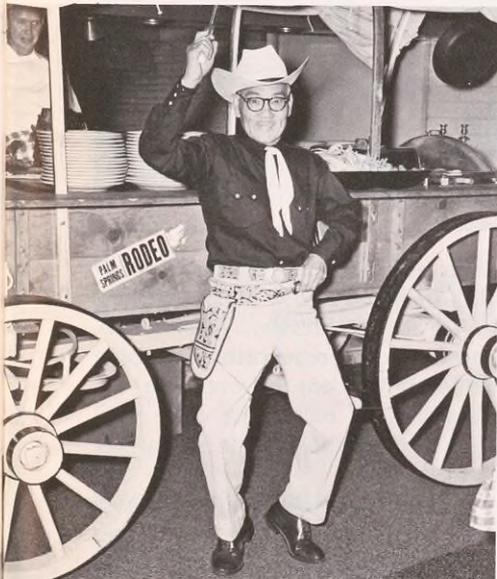


Another new face at the Cascadian is that of elevator operator Barbara Standerfer. Pretty young Babs is a native of Wenatchee.

The Cascadian float, depicting VSP Service, won first prize in the Washington State Apple Blossom Parade. That's Miss Western Diane Ulrich on the float. The two boys are the sons of bellman Jim Spence. The girls are the daughters of waitresses Nadine Jordan and Dee Malliot.



# going **W**estern



Henry Nakomura plays cowboy as Edwin Mathson watches.

Henry Nakomura of the Oasis is shown demonstrating his "quick-draw" prowess. That's Edwin Mathson of the Rainbow, who was attending the School of Culinary Arts, behind the chuck-wagon.

Bellman Aaron Ralph of the Finlen was one of the ten finalists in the 1960 Bellman of the Year Contest. The certificate he received reads: "Sigma Iota Fraternity, Society of Innkeepers, Washington State College, Presents to



Marvin Chamberlain

Aaron Ralph in 1960 in the service of Hotel Finlen this award proclaiming him one of America's finest Bellman."

Marvin Chamberlain, financial manager for the Olympic, was honored recently by the National Office Management Association with a merit award for his outstanding service to the organization.

First VSP Employee of the Month at the Mayfair was Jerry Clementz of the front office. The second Mayfair employee to receive this honor was Ida Gospel of the housekeeping department . . . Pattie Slayton of the Wedgewood Room won the prize for naming the employee's newspaper at the Mayfair. Editor of the newspaper, "Gripes 'N Grins," is Eddie Rogers. John McCord is assistant editor. Staff reporters include Bill Hawkins, Les Sasada, Mae Roeder, Fred Jones, Virginia Herrod, Jerry La Haie, Al Profett, Molly Wenceslao, Kathy Craig, John Kuivenhoven, Bob Perea and Sharon Seabury.

That isn't a group of mothers learning how to fold diapers—it is five regu-



*Jerry Clementz*

lar members of the Marcus Whitman banquet staff busily folding napkins in preparation for the next banquet. Left to right in the picture are *Minnie Childers*, *Phyllis Klicker*, *Helen Bennett*, *Leatha Hofer* and *Velma d'Ab-laing*... In another picture five Mar-



*Marcus Whitman banquet waitresses at work.*

cus Whitman maids were talked into taking a few moments from work to pose for a picture by FRONT! correspondent *Don Mickey*. Seated, left to right, *Julia Bowers*, *Gladys Hamilton* and *Lucille Grisby*. Standing are *Alma Leong* and *Agnes Grover*.

*Maxine Houck*, new Coffee Shop manager, is on her second tour of duty at the Davenport, Maxine was a Coffee



*Ida Gospel*

Shop cashier several years ago... *Jane Angstrom* and *Evelyn McVay* are new Coffee Shop waitresses... *Janet Barich*, new front office relief cashier, has been a Spokane resident for seven years... *Glenna Kirk*, new front office mail clerk at the Davenport, is the mother of three.

*Grace Flewelling* of the Georgia's reservation desk is shown wearing her VSP medal for service above and beyond the call of duty... *Marjorie Greene*, sales manager for British Columbia, joined Western after wide



*Marcus Whitman maids*

experience in the travel field . . . Assistant manager *Michael Lambert*, just back from a month's vacation in England, came a cropper at Mount Baker while skiing and is getting around on crutches as a result.

More winners in the bellmen's reservation contest include *Joe Mares* of the Rainbow, *Cliff Brault* of the Multnomah and *Paul Stoffer* of the Maurice.

On the bowling scene: The Rainbow Men's Bowling Team won the trophy for all the Western Hotel teams participating. Pictured are *Dave Vincent*, *Charlie Miles* holding the trophy, *Everett Jordan*, *John Besancon* and *Warren Anderson* . . . Six members of the Sir Francis Drake's Bowling Team competed in the San



*Michael Lambert*

*Warren Anderson and Joe Mares*





Marjorie Greene



Grace Flewelling



Hilaire Cwick

Francisco City Tournament. *Jim Roberts* has the highest series with a 623. Pictured are *Joe Walsh, Paul Trinidad, Harry Fischer, Jim Roberts* and *Jack Doherty. Carl Krueger* was not present for the picture . . . *Emma Elias*, counter waitress at the Mayfair, has brought home two more bowling trophies to add to her already sizeable collection.

*Hilaire Cwick* is the new assistant catering manager at the Drake. A native of Luxembourg, he received his education in Europe.

Western Hotels will be well represented in leadership posts in this year's United Good Neighbors campaign in Seattle. *Bob Dupar* has been appointed "lieutenant general" and *Charles Indermuehle* a "colonel" in the public services division. *Frank A. Dupar, Sr.*, and *Frank Weston* will serve as "colonels" in the advance gifts division.

The Finlen's *Dan O'Connell* is running for the office of Railroad and Public Service Commissioner for the State of Montana . . . **VSP** Person of



Paul Stoffer

Cliff Brault and Bill Williams



Victorious Rainbow bowling team





Sir Francis Drake bowling team

the Month at the Hawaiian Village is Margaret Takekawa of the maintenance department.

New faces on the Hawaiian Village scene: Sue Clardy, Nolia Kiboi, Anne Casey, Victor Kala, Henry Taufasaau, Robin Schutt, Janet Munro, Samuel Sato, John Quinores, Jose I. Cachero,

Isamu Ibaraki, Stanley Eddy, Renwick Tassill, Gerald M. Pabukoa, Marcia N. Neves, Edward G. Pedro, Yamato Akena, Virginia Trader, Jim K. McCabe, Charles Mitsuo, Hideo Kikiyama, Leonard Yap, Wilfred Keale, Roy R. Sato, Fabian L. Pihana, Peter J. Sjostrom, Frederick Norman, and Patricia N. Staniskis.

• • • • •  
**Answers to employee's quiz found on  
 page 16 and 17**

- |  |   |
|--|---|
| 1. Sabre Room, Winthrop Hotel, Tacoma              | 9. Wedgewood Room, Mayfair Hotel, Los Angeles         |
| 2. Mural Room, St. Francis Hotel, San Francisco    | 10. Starlite Roof, Sir Francis Drake, San Francisco   |
| 3. Marine Room, Olympic Hotel, Seattle             | 11. Stirrup Room, Multnomah Hotel, Portland           |
| 4. London Grill, Benson Hotel, Portland            | 12. Golden Belle Restaurant, Northern Hotel, Billings |
| 5. Apple Box, Cascadian Hotel, Wenatchee           | 13. Silk and Saddle Room, Rainbow Hotel, Great Falls  |
| 6. Matador, Davenport Hotel, Spokane               | 14. Roughrider Room, Roosevelt Hotel, Seattle         |
| 7. Gun Room, Cosmopolitan Hotel, Denver            |   |
| 8. Outrigger, Benjamin Franklin Hotel, Seattle     |   |
| 15. Coffee Garden, Georgia Hotel, Vancouver, B. C. |   |



Referrals get **VSP Service**  
at no extra cost

When a guest is heading our way and one good stay deserves another, remember this — now, only Western Hotels offer new VSP Service with 23 better ways to make your referral feel like a "Very Special Person." He will, with all our Special pampering. And he'll think you're a very special hotel man for such good advice. (So will we.) Western Hotels are so perfectly located referrals will be easy and often.



guests are Very Special Persons at all . . .

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S. W. THURSTON, PRESIDENT  
EXECUTIVE OFFICES, OLYMPIC HOTEL, SEATTLE  
NATIONAL SALES OFFICE, 37 SOUTH WABASH AVE., CHICAGO

<b>HONOLULU:</b> Hawaiian Village Hotels	<b>ANCHORAGE:</b> Anchorage Westward (New addition open in June)
<b>SAN FRANCISCO:</b> St. Francis, St. Francis Drake, Marine	<b>BOISE:</b> Boise, Outpost Motor Inn
<b>PORTLAND:</b> Multnomah, Benson	<b>PORTLAND:</b> Multnomah, Benson
<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt	<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt
<b>VANCOUVER:</b> B. C. George, Esplanade (Open 1961)	<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt
<b>DENVER:</b> Cosmopolitan	<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt
<b>PALM SPRINGS:</b> Oasis	<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt
<b>LOS ANGELES:</b> Mayfair	<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt
<b>SPokane:</b> Desuperport	<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt
<b>TACOMA:</b> Westthrop	<b>SEATTLE:</b> Olympic, Benjamin Franklin, Roosevelt



**WESTERN INTERNATIONAL HOTELS**  
**GUATEMALA**  
Guatemala City: Guatemala-Biltmore  
Pan American  
Antigua: Antigua  
Lake Atitlan: Tlalayo  
**MEXICO**  
Mexico City: Hotel Alameda (Open 1961)



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**WESTERN INTERNATIONAL HOTELS**  
**GUATEMALA:** Guatemala City: Guatemala-Biltmore, Pan American  
Antigua: Antigua-Lake Atitlan  
**MEXICO:** Mexico City: Hotel Alameda (Open 1961)  
**JAPAN:** Tokyo: Plaza, Rango Hotel; Okinawa: Garden Restaurant  
**HAWAII:** Hotel Kauaihanalo—Oahu: Takao Garden Restaurant

These advertisements calling the attention of travel agents to the VSP Service their referrals will get at Western Hotels will appear regularly in Hotel Greeter, Hotel Monthly, Hotel Bulletin, Pacific Coast Record, Pacific Northwest Hotel News and Hotel World Review.