

*Western Hotels, Inc.*  
***Front!***

JUNE-JULY, 1956

VOL. 10, NO. 9



**Miss Aloha**

# Mayfair Reservations Clerk Wins "Common Sense" Contest

LOIS SHATTUCK, reservations clerk at the Mayfair Western Hotel in Los Angeles, won the \$500 first prize for the best overall suggestion in Western Hotels' "Tradition Vs. Common Sense" contest.

Karl E. Eitel, assistant manager of the Cosmopolitan Western Hotel in Denver, won \$100 for a Travelers' Table proposal, practical for use in all Western Hotels.

Victor B. Smith, building superintendent at the Davenport Western Hotel in Spokane, will receive \$50 for a fire extinguisher suggestion "found to be practical and put in operation in an individual hotel."

Miss Shattuck's prize-winning suggestion called for consolidating listings for travelers staying at more than one Western Hotel into one card or "traveler's secretary."

The plan would save time and cut printing and paper costs, Miss Shattuck pointed out. It would give travelers faster serv-



LOIS SHATTUCK

ice and give them attractive, convenient listings of hotels at which they have reservations and also remind them of other Western hotels, she said.



Our cover girl this issue is lovely Jeanne Newman of Seattle. She is a typical Miss Aloha . . . the voice with a smile who handles reservations for the exotic Hawaiian Village in, of course, Honolulu. Miss Newman and her sisters, wherever these reservations are made, give our guests a feeling of the Island's spell before the vacationists leave the mainland.





KARL E. EITEL

Miss Shattuck said her plan was devised particularly for traveling men.

"When confirming more than one hotel reservation for a traveling man, the reservationist must type the man's name and address twice on one card," Miss Shattuck said.

"If for example, he has seven hotels on his itinerary, the reservationist must type his name and address eight times, plus his name on the folder and envelope. Seven cards, one folder and one envelope are used."

Miss Shattuck designed a "traveler secretary" listing all Western hotels, with space for the dates, type of room, length of proposed stay and other information. The traveler's name and address would be typed only once on the cover.

Eitel suggested that tables be reserved in dining rooms for guests dining alone.



VICTOR B. SMITH

"Many guests travel alone and do not know many persons socially in a city," Eitel said. "They take their meals more often than not at the counter of the coffee shop of the hotel where they are staying."

"I believe we would be offering a welcome service to these persons if during the dinner hour we would reserve a table for them. These guests certainly would enjoy their dining room hour more and feel that they had enjoyed their stay at our hotels a little more."

"With promotion, this table could become well known as another unique service offered by Western Hotels."

Smith submitted a plan, (see picture page 20) already in use in the Davenport, to give quick access in emergency kitchen fires to the most effective fire extinguisher.

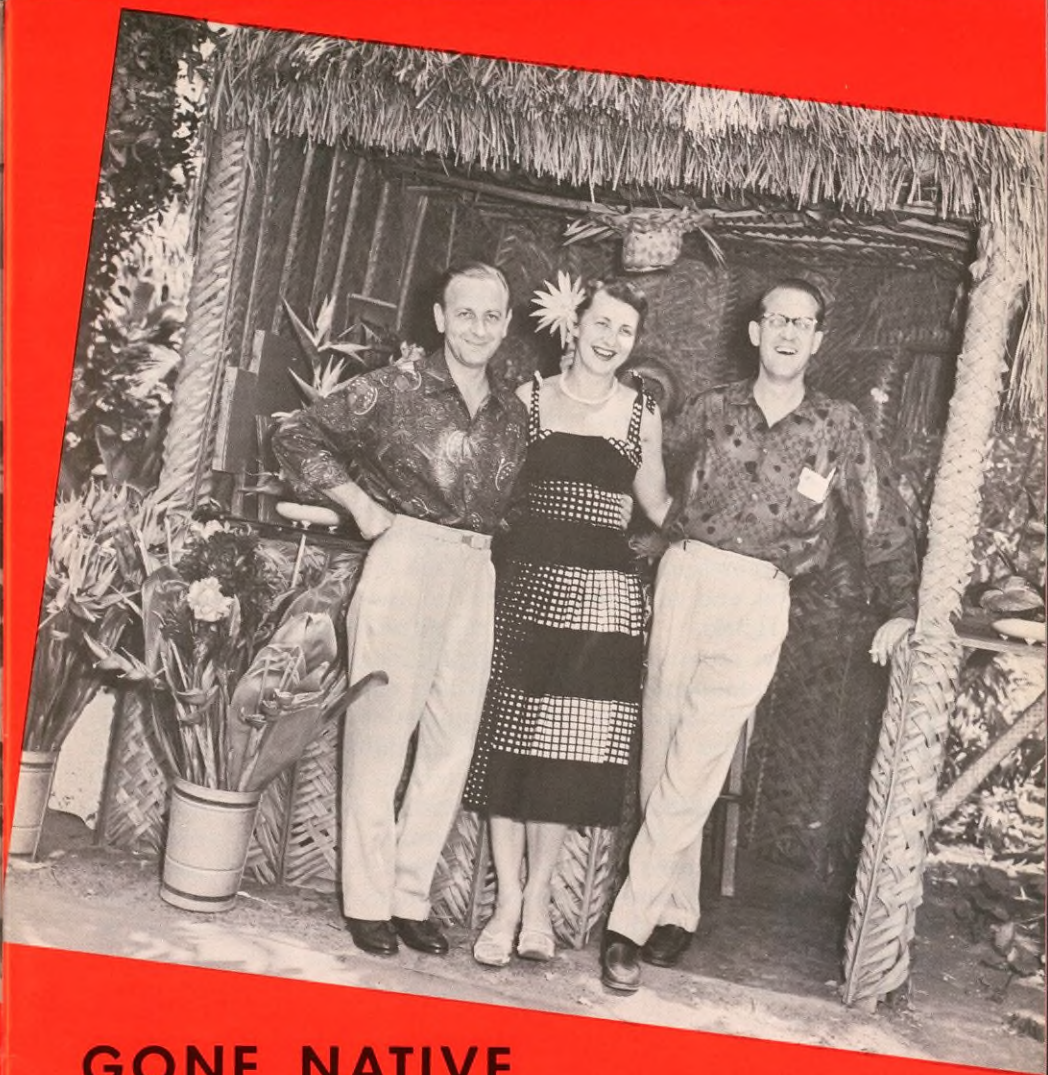




## FINLEN'S NEW GUN ROOM:

An assortment of weapons including Napoleonic flintlocks, tiny Derringer pistols and frontier six-shooters was used to decorate the Gun Room which opened recently in the Finlen Western Hotel in Butte. The restaurant-cocktail lounge features a black concert grand-piano bar ringed by single and double stools and dispenses such specialties as "Gun Club Punch," "The Derringer," "Blank Cartridge" and "Flaming Mamie." Buffet luncheons and dinners are featured.





## GONE NATIVE

**GONE HAWAIIAN GOING WESTERN:** Jack Borg, left, Josephine Pavlich and Bill Stoker didn't take long to go native, with grass shack, yet, after reporting to their new positions at the Hawaiian Village Hotel. Borg, formerly at the New Washington Hotel, Seattle, is assistant manager in charge of food and beverage. Miss Pavlich was transferred from reservation secretary at Oasis Western Hotel to the same position at the Hawaiian Village. Stoker, formerly manager of Drake's Tavern in the Sir Francis Drake Western Hotel, is executive assistant manager.



## INTEGRATED AD CAMPAIGN WILL BOOST ALL WESTERN HOTELS

**W**ESTERN HOTELS' potent new advertising campaign was launched in June with display advertisements featuring The Hawaiian Village in 27 newspapers throughout the West and Hawaii.

The campaign is a result of recommendations submitted by Western Hotels' advertising agency, Cole & Weber of Seattle, based in large measure on interviews agency representatives had with executives and employees in all Western Hotels.

Emphasis on attracting guests to our hotels and integration with all Western merchandising efforts are key points of the campaign.

Each month a 40-inch display advertisement will feature a Western specialty room and include a listing of each hotel. (See back cover for copy of the June ad.)

Four-inch ads will be inserted in the 27 newspapers weekly to supplement the large ad and to remind travelers that they can make Western Hotel reservations locally.

Elevator cards, mail inserts, Western Herald, drink-of-the-month and all other local promotion media will utilize the newspaper advertisement art work to

lend a practical tie-up to the entire effort.

In all advertising "Western Hotel" will become a part of a hotel's signature to further familiarize the public with Western's extensive, expanding facilities. For example, in advertisements, hotels will be identified as "Olympic Western Hotel," "Newhouse Western Hotel" and "Mayfair Western Hotel."

Cole & Weber will prepare a kit to assist in preparation of local advertising. The kits will be ready for use during the fall and winter seasons. They will include samples of mats and other material available for local use and a statement of Western Hotels' advertising objectives, themes and program.

Cole & Weber also is preparing a publicity handbook as a guide for press, radio and television relations. It will be of interest to "old hands" and helpful particularly in training new, young executives.

Representatives of Cole & Weber expressed gratitude for the help they received throughout the Western family, pointing out that the cooperation and suggestions they received made their study not only extremely valuable but decidedly pleasant.

## WESTERN HOTELS ADVERTISING LIST OF NEWSPAPERS

City	Newspaper	Circulation
<b>CALIFORNIA</b>		
Los Angeles	Examiner	342,911
	Times	428,323
San Francisco	Chronicle	174,496
	Examiner	236,934
<b>COLORADO</b>		
Denver	Post	248,890
<b>HAWAII</b>		
Honolulu*	Star Bulletin	91,355
	Honolulu Advertiser	50,814
<b>IDAHO</b>		
Boise	Statesman	42,594
Pocatello	Idaho State Journal	12,094
<b>MONTANA</b>		
Billings	Gazette	34,676
Great Falls	Tribune Leader	40,692
Butte-Anaconda	Montana Standard Post	28,894
<b>OREGON</b>		
Portland	Oregonian	230,238
	Journal	183,123
<b>UTAH</b>		
Salt Lake City	Tribune Deseret-News Telegram	181,563
<b>WASHINGTON</b>		
Bellingham	Herald	20,551
Seattle	Post-Intelligencer	186,265
	Times	206,952
Spokane	Chronicle	
	Spokesman-Review	167,202
Tacoma	News Tribune	81,258
Wenatchee	World	17,226
Yakima*	Herald-Republic	34,661
<b>BRITISH COLUMBIA</b>		
Vancouver	Province	118,752
	Sun	189,905
<b>PACIFIC COAST</b>		
	Wall Street Journal (Pacific Coast Ed.)	51,554

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Total Number of Newspapers:	25
Total Circulation:	4,401,923

\* 4" advertisements only



# PHOTO CONTEST WINNER TO RECEIVE \$100 PRIZE

DUST off those camera lenses and light meters. Roll out the film. Western Hotels' amateur photography contest is underway.

The sweepstakes winner will receive \$100. Trophies will be awarded for first and second place winners in four classifications—action, portraiture, scenic and hotels.

All photographs must be in the hands of the Photographic Committee by September 1. Ken Wurch, personnel manager of the St. Francis Hotel in San Francisco is chairman of the committee in charge of the contest.

The contest is limited to amateur photographers. Persons or members of families engaged in the manufacture, sale, commercial finishing or professional use of photographic goods are barred.

Winners will be announced in FRONT. Following are the rules:

1. Entrants may submit as many pictures as desired at any time in the period of the contest.

2. Pictures must have been taken after August 31, 1955.

3. Your snapshot may be made of any type of black and white film, but must not be made on a glass plate negative.

4. Any make of camera, film chemicals or paper may be used. Developing and printing may be done by a photo finisher or the entrant.

5. No print or enlargement more than ten inches in the longer dimension will be accepted. No art work or retouching is permitted on prints or negatives. No composit pictures, such as multiple printing or montages, permitted.

6. Prints from copy negatives cannot be accepted. Color pictures and black and white prints from color transparencies are not eligible.

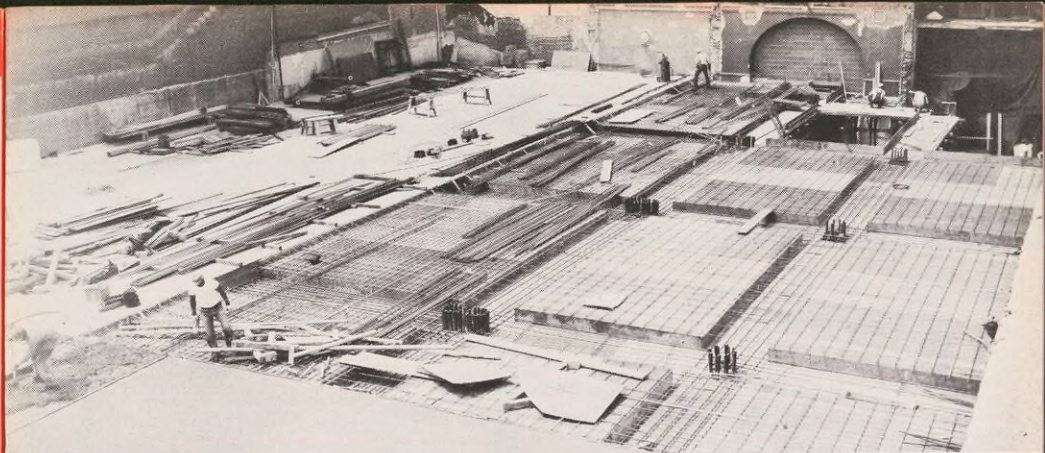
7. All pictures shall be judged on photographic quality, general interest and appeal. Decision of the judges will be final.

8. The entrant must submit a statement in writing before receiving a prize that the picture has not been entered in any other contest or exhibit.

9. Mail as many pictures as desired to Photography Contest, St. Francis Hotel, San Francisco 19, California, or to your own hotel's photography contest chairman.

10. Photographs must be entered in one of the following classifications:





**NEW COSMO ENTRANCE:** Workmen poured cement in May for the upper level of a new drive-entrance at the Cosmopolitan Western Hotel in Denver. A basement level will be used by the hotel. The second level, adjacent to the lobby, will allow guests to unload luggage under cover, register, and leave the car for parking. The upper level will provide parking for 125 cars and an entrance into the lobby by a short stairway. The project will complete another phase in the long-range improvement program begun at the Cosmopolitan in November 1953, but the foundations were made sufficiently strong to carry additional floors should the need arise.

## PAINTER'S WORK ON EXHIBITION

Richard McDonald, mail department employe at the St. Francis Western Hotel in San Francisco, exhibited a painting at the San Francisco Art Association's 75th annual exhibition in the San Francisco Museum of Art.

McDonald's painting, "Harbour", was priced at \$105. An

artist since childhood, McDonald has studied in London and Paris and had a one-man show in San Francisco.

McDonald also has been studying music for the past five years. He has a fine tenor voice, has given a recital and sung with choral groups.

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*(Continued from page 8)*

Class A. ACTION — indoors, outdoors, sports, children, recreation or any interesting phase of everyday life.

Class B. PORTRAITURE — adults, children, pets, forest wild life or zoo animals.

Class C. SCENIC—landscapes, marine views, city streets, travel or country scenes, architecture, interiors, still life subjects.

Class D. HOTELS—any occupation or activity around hotels.

# CASCADIAN PLUGS PLAN FOR WEEK-END BUSINESS

AS AN experiment to promote business on week ends, the Cascadian Western Hotel in Wenatchee is offering traveling men and regular guests a commercial family plan.

These patrons are being given cards, enabling the bearer and his wife and children to stay at the Cascadian any Saturday or Sunday night for a cost of \$6.

Bob Dupar, Cascadian manager, has arranged for guests, eligible for the special rate, to have the best suites and larger rooms so they and their families won't be cramped.

In letters announcing the plan, Dupar pointed out that due mainly to the five-day week, business at the hotel tapered off Friday through Monday.

"We can understand easily why a man would like to be with his family on the weekends, rather than on the road," Dupar explained. "Also business houses in our community are not apt to do very much purchasing during these four days.

"There is one other reason we have chosen this plan. So often

## COMMERCIAL FAMILY PLAN EXCHANGE CARD

Good for Commercial Family Plan Rate  
(**\$6.00 for husband, no charge for wife and children  
any Saturday or Sunday night**)

when surrendered upon registration at the desk of

**THE CASCADIAN HOTEL**  
Wenatchee, Washington

our commercial men have remarked that they'd sure love to bring their families along, but it's just too expensive.

"Here is a chance to bring your entire family to Wenatchee, spend the week end, make some wonderful trips through Grand Coulee, Leavenworth, the Icicle, Chief Joseph Dam, up the Methow Valley, over to Lake Chelan . . . ."

In the same announcement, Dupar asked the guests to vote on a proposed installation of radio and television sets, which would require a permanent increase in room rent—50 cents a night for a radio and \$1 a night for TV.

The vote was overwhelmingly "No," Dupar reported.





## BLOSSOMS BRIGHTEN APPLE BOX

FOR the second year in a row, the Cascadian Western Hotel's "apple tree" was the first to bloom for Wenatchee's annual apple festival.

The blossoms were the handy work of Mrs. Floyd G. Linkem of Wenatchee. So life-like were the pink and white blossoms that many patrons of the Cascadian's Apple Box had to touch them before believing they were not real.

Mrs. Linkem made the blossoms from wood fiber, a hobby which she started when she was 10 years old by cutting flower petals from tissue paper.

Later, Mrs. Linkem worked with crepe paper and learned to perfect flower shapes. Because

her patterns are more realistic than those supplied by novelty manufacturers, Mrs. Linkem's services are much in demand.

This year, when weather prevented Wenatchee's apple orchards from blooming in time for the festival, Mrs. Linkem made baskets of apple blossoms for the festival's decorations.

The Cascadian's tree was Mrs. Linkem's biggest single job. It required 2,500 blossoms, which Mrs. Linkem personally put on the tree in four pre-dawn hours before the festival started.

The tree not only delighted the Cascadian's guests, but also brought the hotel excellent publicity in *The Wenatchee World*.





## DRAKE DINNER

Hotel Sir Francis Drake Western Hotel in San Francisco honored 164 employees who had been with the hotel for five years or more. Nine persons received recognition for more than 25 years' service. Al Kelly, manager, served as master of ceremonies and Willard E. Abel, president of the Sir Francis Drake and a vice president of Western Hotels, Inc., presented the awards.



## OPERATOR'S KINDNESS REWARDED

WHEN pretty Beverly May received an envelope addressed to "The Blonde Elevator Operator on the Morning Shift," there was immediate speculation at The Cascadian Western Hotel in Wenatchee that Beverly was getting fan mail from a love-sick man.

But instead, the letter contained a lace handkerchief and the following message:

"Just a token to thank you for your kindness to us while we were guests in Room 522 from Sunday to Friday. The poppies you gave us were a blessing and your suggestion that I wear a coat when I went up to Ohme Gardens was very timely.

"Again we wish to thank you.

Sincerely,  
Mr. and Mrs. A. R. Loomes."



**HAWAIIAN PROMOTION:** To remind guests in Pocatello that the Hawaiian Village Hotel is now under Western operation, the Bannock Western Hotel displayed Hawaiian food at the entrance to its dining room. A Western Hotel June elevator card was used as the focal point of the display. Norma Steed, a waitress, presided over the display in an improvised sarong. She used a drape from one of the guest rooms!



WHAT'S COOKING ON TV? Guy Hetsle, standing left. London Grill captain, Henry Hodler, Benson Western Hotel chef, and Oswaldo Llorenz, London Grill manager, had the answer. They went to town on a Portland television show by preparing food and serving Bud Higgins, standing right, Western Hotels sales manager in Portland, and Francis (B. Mike) Murphy, columnist, and Barbara Angell, TV personality.

## BENSON CULINARY STAFF STARS ON TV PROGRAM

THREE members of the Benson Western Hotel culinary staff and Bud Higgins, Western Hotels' sales manager in Portland, starred on a 30-minute television program over KPTV, April 30.

Henry Hodler, chef, showed viewers how to prepare a feature of the London Grill — London Style Planked Char-Broiled Ground Sirloin Steak. Hodler also put together a "Do-It-Yourself Sandwich Kit" and showed how to make mushrooms look like little pinwheels.

Oswaldo Llorenz, London Grill manager, prepared Fresh Pacific Lobster Flambe.

Guy Hetsle, London Grill captain, served the food ceremoniously to Higgins, Barbara Angell, star of the show, and Francis Murphy, widely-read columnist "B. Mike" for The Oregonian, Portland's morning newspaper.

It was an intriguing show for thousands of viewers and a first-class promotion for the London Grill, the Benson and Western Hotels, Inc.



# WINTHROP HONORS 55 AT SERVICE DINNER

THE Winthrop Western Hotel in Tacoma honored 55 staff members at a service awards dinner in May.

Thirty-year pins were presented to Sarah Bjelland, Anna Ebel and John Glenn, Sr.

Ida Corrie, Roy Insel and Anna Remier received 25-year pins and Lous Burson was honored for 20 years of service.

Nine employees, completing five years of service, joined the roll of honor for the first time. They were: Mary Aldrich, Mary Gunovick, Karoline Jensen, Blanche Kooley, Ellen Lengele, Inez Montague, John Mangini, Selma Sandstrom and Eva Wolfe.

Lynn P. Himmelman, vice president, Western Hotels, Inc.,

and Scotty Myles, Winthrop manager, presented the awards. Other recipients were:

15-Year Awards—Anne Bremner and Laura Mathias.

10-Year Awards—Walter Andrews, Jack Beal, May Christkautz, Inez Johnson, Elsie King, Mary Mayer, Pearl Price, Edna Summers, Alma Thorson and Beryl Shaw.

5-Year Awards—Jack Alexander, Leonie Baron, Laura Dean, William Donald, Hedrick Duncan, Anne Dupas, Francis Eby, Gunhild Fauske, Gladys Fink, Edmund Fournier, Freda Freese, Mary Fulton, Agnes Insel and John Luxtrum.

Lora Moe, Mabel Irene Phillips, Margaret Pender, Hildur Powers, Robert Schuyler, Ruth Ann Stevens, John Tallariti, Elsie Tennent, Ethel Wilson, Ida Wohl and Eula Lee Yarbarough.



**WINTHROP WINNERS:** Anna Ebel, right, received a 30-year pin from Lynn P. Himmelman, Western vice president, at the Winthrop Hotel service awards dinner, while two other 30-year employees, Sally Bjelland and John Glenn, and Scotty Myles, Winthrop manager, watched.



# RIGGED 'N RARING TO GO HAWAIIAN

Business huddles, Hawaiian style, were held in Honolulu between industrialist Henry J. Kaiser and Western Hotels, Inc., executives and sales managers, when Kaiser's Hawaiian Village Hotel became the 24th Western hotel, May 1. The Western officials went to Hawaii to complete plans for the operation and management of the new resort and to outline a sales campaign. Below, an artist's drawing shows the Hawaiian Village Hotel's outstanding location on Waikiki Beach. Lower right—Mr. Kaiser, center in suit, and Western executives, from left—Lynn Himmelman, Gordon Bass, Edward E. Carlson, Gwynne Austin, Dan London, William Shields and Willard Abel. Upper right—Mr. Kaiser with sales managers, from left, John Hickman, Seattle; Jim Erhart, Los Angeles; Bud Higgins, Portland and Wyatt Shallcross and Dave Plant, San Francisco.









**CARTOONIST:** These cartoons are the work of John Best, bellman at the St. Francis Hotel in San Francisco for eight years. Best has been studying commercial art in his spare time. He submitted his cartoons to **FRONT** with the comment: "And resemblance between these cartoons and any Western Hotel is purely coincidental." Uh-huh.



# HUMPTY DUMPTY

## enthralles tots



**PROMOTION AID:** Three youngsters gazed intently at Humpty Dumpty who played a leading role in three recent promotions at Bannock Western Hotel in Pocatello. Humpty made his debut at a "Little Guys and Dolls" fashion luncheon and was on hand for a children's Easter luncheon. On Easter Sunday, the jovial nursery character had a steady stream of young (and old) visitors.



**PRETTY, PRETTY:** A beautiful Easter Lily display formed the centerpiece of the Davenport Western Hotel's floral decorations for Easter. Two roses, pictured with the lilies, were Arlene Schoenwald, left, of the Davenport Flower Shop, and Mrs. Doris Young, Matador Room hostess. After Easter, the plants were donated to the Spokane Park Board to replace some flowers lost during the severe winter.



**SAFETY SUGGESTION:** Victor B. Smith submitted a photograph in the "Tradition Vs. Common Sense" contest to demonstrate how fire extinguishers are installed within easy reach of employees in the Davenport Western Hotel kitchen. Smith's proposal won third prize and was worth \$50.





**HONORED AT MAYFAIR:** Forty-four members of the Mayfair Western Hotel's staff in Los Angeles received recognition at an annual service awards dinner, May 14. Back row, from left—Al Arteaga, James Thomas, Edward Griffin, Mattie Henderson, James McDurmon, Esther Mariani, James Erhart, Rudy Curti, Alma Turner, Salvador Vasquez, Carl Hudgens, John Kuivenhoven, Augustin Lopez, Bob Wilhelm, Emma Kaiser and Otto Burkhardt. Second row, standing—Rita Martin, John Munoz, Ida Gospel, Albert Turner and Minnie Edwards. Second row seated—Rebecca Mitchell, Norma Morgan, Dorothy Olin, Forrest Woodard, Jane Easton, Bettie Manning, Inez Remington and Patrick McEwan. Front row seated—Heinrich Baltuttis, Clifton Bell, Ila Mootz, Dewey Metzendorf, Wayne McCoskey, Tony Ruiz, Jerry LaHaie, Mary Wenceslao, Gordon House, and Faye Jordon.

## NEWLYWEDS:

It was a wedding within the family (Western, that is) when Adale Black and Floyd Romero were married recently. Adale was manager of the coffee house in Benjamin Franklin Western Hotel in Seattle. Romero is assistant manager in charge of food and beverages at the hotel. Adale was a hostess in the Chinook Hotel dining room in Yakima before joining the Benjamin Franklin staff. Romero formerly worked at the Sir Francis Drake in San Francisco.



## OWYHEE LOBBY LEADS "DOUBLE LIFE"

A hotel is often known by the lobby it keeps—the "face" it presents to the public. At the Owyhee Western Hotel an unusually attractive lobby has come to serve a dual purpose. First, it bestows a warm, cheerful, immaculate greeting upon all who enter the hotel. And secondly, it plays a prominent role as the setting for Boise's important social functions.

Perhaps it isn't the easiest thing in the world to set up a hotel lobby for Idaho's Mrs. America finals—or for an elaborate orchid-and-style-show luncheon. But it's effort that *more* than pays for itself in publicity and good will!

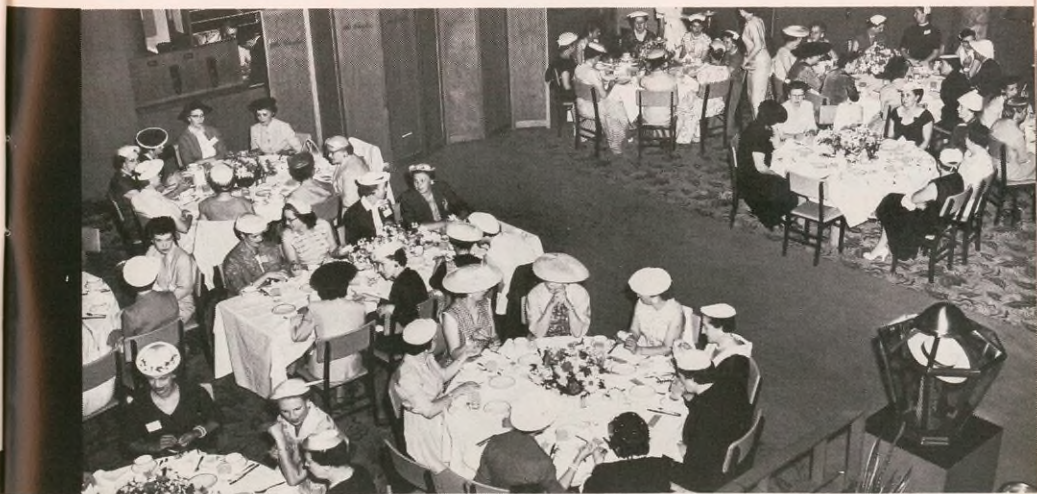


The floodlighted Owyhee lobby was the scene of Idaho's Mrs. Americas' finals. Here the three lovely finalists went through their cooking, sewing and ironing tests. Newspapers, radio and television recorded this event with an unusual amount of publicity.





Mother was treated like a Queen on Mother's Day. The Owyee arranged a beautiful buffet in the lobby, surrounded by family-size tables. Dollie Shannon, hostess for the day, presented each mother with an orchid. In addition to the lobby area, all available dining areas were used during the nine-hour meal period. (Above, left to right, Chef Maurice Manning; Assistant Manager in charge of food and beverages, Nick Nikitas; Broiler Chef, John Mann.)



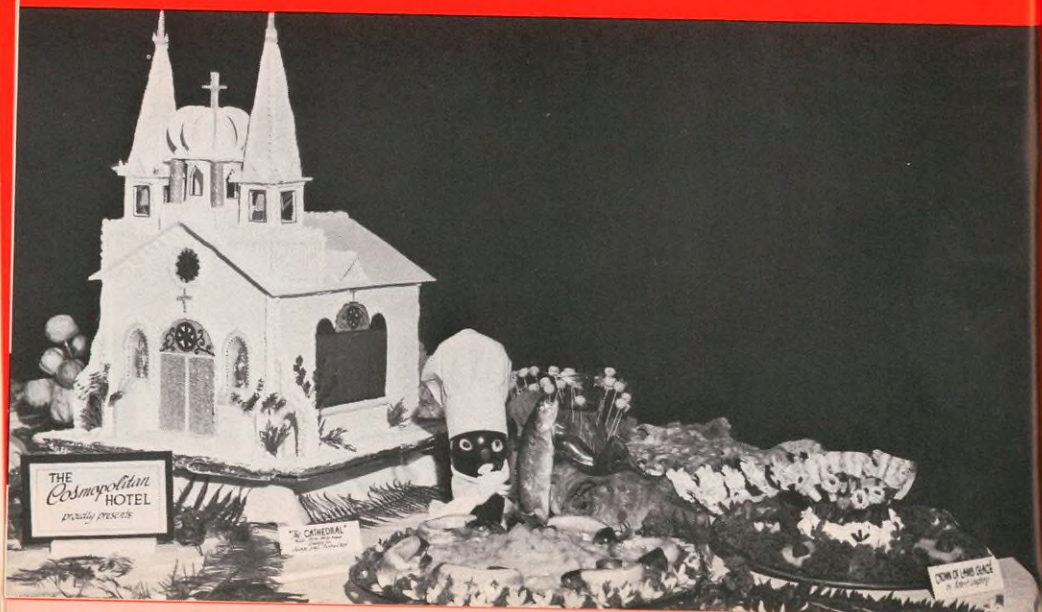
From the mezzanine we overlook a luncheon given in the lobby for the Idaho State Automobile Dealer's wives. This was preceded by a cocktail hour, and accompanied by a style show presented by one of the country's leading department stores.





**COSMOPOLITAN CULINARY:** The Cosmopolitan Western Hotel in Denver submitted eye-catching and mouth-watering entries in the Second Annual Culinary Art Show, sponsored by the Rocky Mountain Chefs and Colorado Chef's de Cuisine magazine.

**ABOVE**—The Outrigger, true to its name, concocted an outrigger with facsimili palm trees, coconuts and bananas. Barbecued spareribs formed the outrigger. Shown with the exhibit are Sue Ito and Larry Martinez. **BELOW**—the creative efforts of the Executive Chef Emil Zoubovitch and his staff: a cathedral by Chief Pastry Chef George Jung; a rainbow trout design by Katsumi Kawasaki and a leg of lamb by Bob Langhorg. An eggplant chef added a touch of humor.



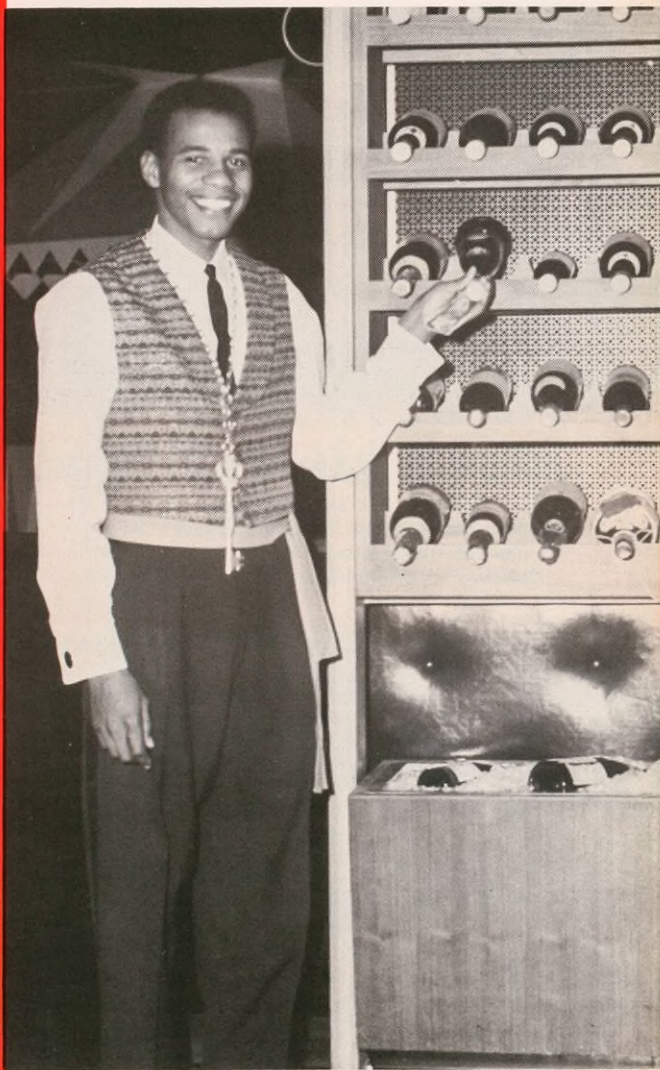
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# WINE STEWARD

One of the most popular members of the Davenport Western Hotel staff, Paul Knaules, wine steward in the new Matador dining room and cocktail lounge, serves patrons with a deft and gracious manner.

When Knaules was appointed wine steward, he undertook to study wines, their uses and vintages and the various methods of wine service. He completed the California Wine Institute course and became an expert on vintages. Knaules has been at the Davenport since 1952, starting as a bus boy in the old Crystal Room.



## NORTH PROMOTED

Nick North has been appointed chief clerk at the Benson Western Hotel in Portland.

North, 28, has been with Western Hotels, Inc., since January. He is a native San Franciscan who entered the hotel business after a whirl at industrial engineering. North attended Stanford University and is a graduate of the Cornell Hotel School.

North formerly was director of Caribbean cruises for the A. H. Bull Co., of New York. In that capacity, he was in charge of food service for the American team in the 1952 Olympic Games.

North worked his way from bus boy to assistant manager at Squaw Valley, California ski resort, and was manager of Hotel Alameda in Alameda. He is a Navy veteran of the Second War.

## ASSISTANT MANAGER

Jack Bellman has been promoted to assistant manager of Benjamin Franklin Western in Seattle.

Bellman has worked in the front office of the Benjamin Franklin since October 1954, when he left the Army after 14 years' service. Bellman is married and has a boy, Michael, 9, and a daughter, Denise, 6. Mrs. Bellman is a registered nurse.

## GEORGIA'S LISA

Yuokkolisa Kaarine Madetoja is known as "Lisa" to guests and members of the staff at Georgia Western Hotel in Vancouver, where she works as a coffee girl in the Coffee Garden.

Lisa was born in Finland and emigrated to Canada in 1951. She worked in a children's hospital in Toronto for three-and-a-half years, before joining the Georgia staff a year ago.

Lisa's job is to give guests a pleasant start in the morning by serving coffee as soon as they are seated. No one does a better job.







## NEW SILK & SADDLE AT RAINBOW

Above and below are two views of The Silk & Saddle, the great new specialty room of the Rainbow Western Hotel in Great Falls, opened recently. This beautiful new room, designed by Arthur Morgan, is colorfully decorated with multi-colored racing silks. Above, the Bar area, (below) the new entrance.



# DAIRY PRINCESS



Ruth Marie Peterson, 20-year-old Minnesota farm girl, received an admiring glance from Bellman Jimmy Green, when she arrived at the Benjamin Franklin Western Hotel in Seattle recently, enroute to the Osaka International Trade Fair in Japan.

Miss Peterson, American Dairy Princess for 1956, was the United States' official representative at the fair, where she presented thousands of glasses of milk to fair-goers.





**FIRST AMERICAN DINNER:** With gentle help from waitress Shirley Hyke and hostess Kay Beegle of the Olympic Western Hotel, three of 25 Korean orphans got ready to taste their first meal in the United States—hot turkey with all the trimmings and all that they could eat.

## OLYMPIC HOSTS KOREAN ORPHANS

**T**WENTY-FIVE Korean orphans, enroute to Hollywood, spent their first night in the United States at the Olympic Western Hotel in Seattle.

No guests were more joyously received or such a pleasure to serve.

The children, from 4 to 8 years old, went to Hollywood to portray themselves in the movie "Battle Hymn." It is the story of Air Force Col. Dean Hess, the "flying parson."

The children were from an orphanage founded during the height of the Korean War by Colonel Hess, a career Air Force of-

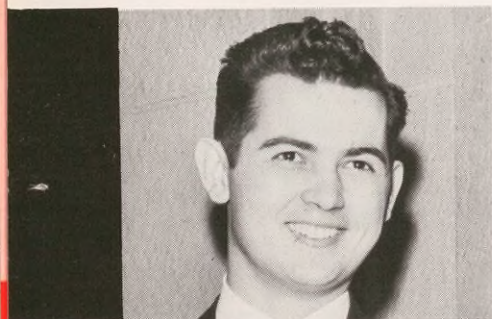
ficer. The colonel, 37, was an "ace" in both the Second World War and the Korean War.

Colonel Hess' activities on behalf of the children of Korea became legendary during the war. His royalty from the movie, reportedly \$50,000, will be used to build another orphanage in Korea.

The 25 orphans spent 36 days before the cameras. They are now back in Korea, but most will get a chance to return to the United States to stay. Adoption proceedings were started for most of the children while they were in California.

# GOING

Harry Edwardson, credit manager at Sir Francis Drake in San Francisco left May 18 for a three-month vacation in Europe . . . Cliff Flores (below) received two promotions recently. He was named



room clerk at Benjamin Franklin in Seattle and was married April 7 to Marilyn Nelson, a nurse at Tacoma General Hospital . . . Lester W. Carter, vice president, Western Hotels, Inc., and general manager of the Northern in Billings, and 1956 president of the American Hotel Association, received more national recognition when he was given a Horatio Alger award at the Waldorf Astoria

Hotel in New York . . . Loren Hancock has been promoted to banquet manager at the Bannock in Pocatello . . . The Oasis won two camelia bushes as first prize for the best landscaping, flower arrangement and general color scheme in the Palm Springs Hotel and Apartment Association's first garden contest . . . Charles Indermuehle has been promoted from assistant manager to executive assistant manager of the Georgia in Vancouver . . . Jack Tachyama has been transferred temporarily from the Oasis to the Rainbow in Great Falls to assist Chef Ed Mathson in the opening of the Silk & Saddle . . . Mrs. Rachel Kinney (right) has been promoted to head supervisor of the Bannock kitchen . . . Miss Gilma (Marty) Martinson, has resigned from a Pocatello advertising agency to become purchasing agent at the Bannock . . . Walter Wright, manager of the Bannock, was elected to the board of directors of the Rocky Mountain Hotel Association. Walter is also a director of the Idaho State Hotel Association. He reported that the Bannock had its largest dollar



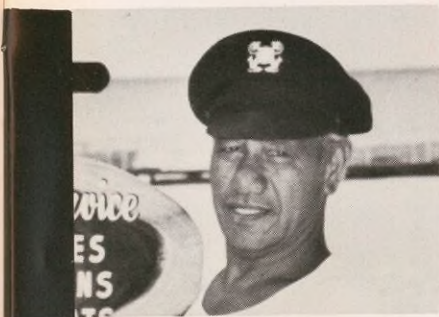


# WESTERN

volume in its history during March . . . Warren Anderson has been promoted from assistant manager in charge of the front office at the Davenport in Spokane to assistant manager of the Finlen in Butte

. . . William Stoker, manager of Drake's Tavern in the Sir Francis Drake in San Francisco, has been appointed executive assistant manager of the Hawaiian Village . . . Sam Kahanamoku, (left) Olympic Games swimming champion, is Beach Captain at the Hawaiian Village . . . recent Western vacationers at the Hawaiian Village were Violet Wilson, head cashier, and Amy Taylor,

Butlery cashier, at the Mayfair in Los Angeles . . . Since the courthouse in Vancouver is across the street from Hotel Georgia, members of the Georgia staff are summoned occasionally to act as official court interpreters. Recently, Hungarian-born Rose Rogish, (below) popular waitress in Cavalier Grill, was called upon to interpret for a fellow Hungarian . . . The Denver Post cited Tom Lee, general manager of the Cosmopolitan, for organizing 3,000 volunteer workers for a telethon on behalf of the 1956 Cerebral Palsy fund-raising campaign . . . Betty Munson is the new manager of the Daffodil Room at the Winthrop . . . Joseph Reitan has been promoted from bar manager to manger of the Lamp-post Room of the Boise . . . Elmer Harold McNab has been promoted from Sous Chef to chef at the Finlen . . . Beginning with the next edition, Mrs. Betty Cornelius will edit FRONT. Mrs. Cornelius has been doing public relations for the Benjamin Franklin and is a former Seattle newspaperwoman.



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