

Western Hotels, Inc.
Front!

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Front!

Goes to the
ST. FRANCIS

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OLYMPIC REDECORATES

ANNE PHILIPS, in charge of room reservations at the Olympic Hotel, Seattle, is photographed with the new black door lettered in gold leading to the "Queen's Room." This, along with the "Pacific Northwest," "Seafair," "Rex," "Evergreen" and "Colonial" Rooms, are the mezzanine banquet rooms renamed to relate to the region and the big Seattle summer celebration, Seafair. The rooms also are being redecorated, part of the extensive renovation which the Olympic is undergoing, plus the building of the new entrance, all to be finished this summer.



SMILES BUILD FRIENDSHIP, BUSINESS

Editorial By Edward E. Carlson

During the last several weeks I have been away from Seattle more than I have been there. In most instances I have stayed in a hotel that is a part of the Western Hotels organization. To travel, as I do, is to be conscious of the pleasant feeling of walking into a hotel and seeing many employees whose greeting is warm and sincere, or to arrive in a hotel, not recognized, and find in most every instance a genuine desire to make an incoming guest comfortable.

Recently in Southern California I saw a slogan "Friendship is our Business." Unfortunately, we cannot proselyte that slogan, but certainly the staff people in our own hotels almost continuously reflect the feeling of "Friendship is

our Business."

The hotel business is frequently described as "show business." It is a way of life. The hours are long, sometimes there are days of frustration and a tendency to become irritable, but I can't help but feel a great sense of satisfaction in being given the opportunity to spend my mature life in a business which is so fascinating, a business where it is such a pleasure to be of service to others, and, finally, to enjoy a great sense of pride in being a part of the Western Hotels' team.

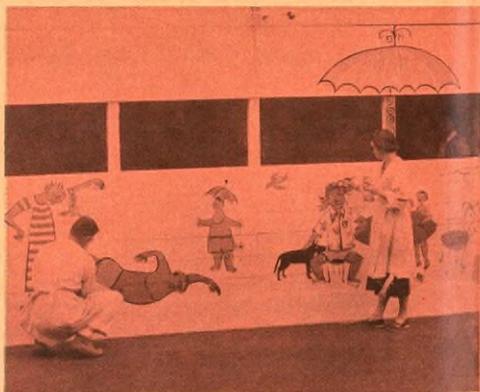
The officers and managers may outline the policies, but it is those of you who read FRONT Magazine, who render the day-to-day courtesies, who give the hotel business its true sense of warmth and life.

ONLY the BEST for a DAVENPORT GUEST



SPOKANE ARTISTS GIVE DAVENPORT BARRICADE FLAIR

HAROLD R. BALAZS and Mrs. Sally Paine Pierone, Spokane artists, teamed to make the barricade protecting the new swimming pool project at the Davenport Hotel a mass of chuckles. Construction crews have torn down the flower shop storage area on the 3rd floor and the \$100,000 pool, with a cantilever free-form deck, is under construction over the 2nd floor Marie Antoinette Room. The pool will be octagonal, varying in depth from 3 to 9 feet and the first of its type built in the west. Because it is being built above existing construction, the pool deck will be some 5 stories high. The pool will be reserved for guest use with heated water and may open by mid-August.





Secretarial Nomads

Owyhee Girls Move Onwards and Upwards

HARRY STEEL, manager of the Owyhee Hotel has whisked his office girls around and about during office changes from the lobby level to new mezzanine quarters. Here are, from left, auditor Juanita Haws, and manager Steel's secretary, Rae Jeree Bauer, toting that typewriter just one more time.

Owyhee Tribute

DOLLY VALENTINE, food manager of the Owyhee Hotel, Boise, and her crew, combined efforts to present the prettiest of compliments to mothers on Mother's Day. A parasol of 20 white satin and net petticoats entwined with spring flowers was suspended from the dome in the center of the lobby above a 3-tiered fountain. The fountain was covered with lilacs, tulips and other flowers. A huge buffet was held in the lobby next to this display, the table being brightened by the presence of a gigantic bird cage full of flowers. The pretty girl at the fountain is Evelyn Manning, daughter of Owyhee chef Manning. FRONT correspondent Gilma Martinson reports that the lobby display surpassed that of any previous year. The fountain is a permanent fixture.





CASCADIAN FLOAT TROPHY WINNER Challenges Other Western Hotels

FOR FUN GO WESTERN was the catchy promotional phrase lettered in gold and used in the first trophy winning float entered by the Cascadian Hotel in the Wenatchee Apple Blossom Parade.

Hard work, endless brainstorming sessions, color, cooperation and pretty girls resulted in the success of the project which enlisted the assistance of many of the hotel employees. The float itself was pink and white with the traditional, welcoming red carpet running its length, at the head of which stood Gary Spence, 9 year old son of Cascadian head bellman *Jim Spence*. Gary wore a shiny red jacket and pillbox hat and stood proudly before a group of pretty Wenatchee High School girls.

Chief engineer *George Weyrauch* constructed the frame and did much to expedite the building of the prizewinning float. *Parker Branch*, food and liquor controller, and *Gary Emerson*, bus boy, were responsible for the initial work and enthusiasm that began the enterprise.

Lew Roberts, front office manager,

Bonnie Blocher, Dining Room manager, *Ann Phillips*, housekeeper, and *Ruby Vorderbruggen*, waitress, placed the decorations, while manager and *Mrs. Roland Richter* and assistant manager and *Mrs. Ray Dodge*, hovered helpfully over the work from start to finish. Wenatchee Valley College athlete and Cascadian resident *Don McKinstry* drove the float in the parade by means of *Jim Spence's* orchard jeep donated for the occasion.

With the sweet taste of a win, the Cascadian folks now are ready to tackle a float which will make them sweepstakes winner. They also foresee a chance of having a Western Hotels float make a festival circuit from the Apple Blossom Festival at home to the Spokane Lilac Festival, the Bellingham Blossom Festival, the Portland Rose Festival and the Seattle Seafair. With this idea they hereby challenge the Leopold, Winthrop, Olympic, Benjamin Franklin, Roosevelt, Davenport, Multnomah and Benson Hotels.

What about the Carnival of Venice?



THE VICTORS!

CASCADIAN HOTEL employees who helped to work on their prize-winning float stand pleased as punch with their trophy. Kneeling, from left, are Jim Spence, Parker Branch and Gary Emerson. Standing, from left, are Ann Phillips, George Weybrauch, Roland Richter, Lew Roberts, Bonnie Blocher, Rudy Vorderbrueggen and Ray Dodge.

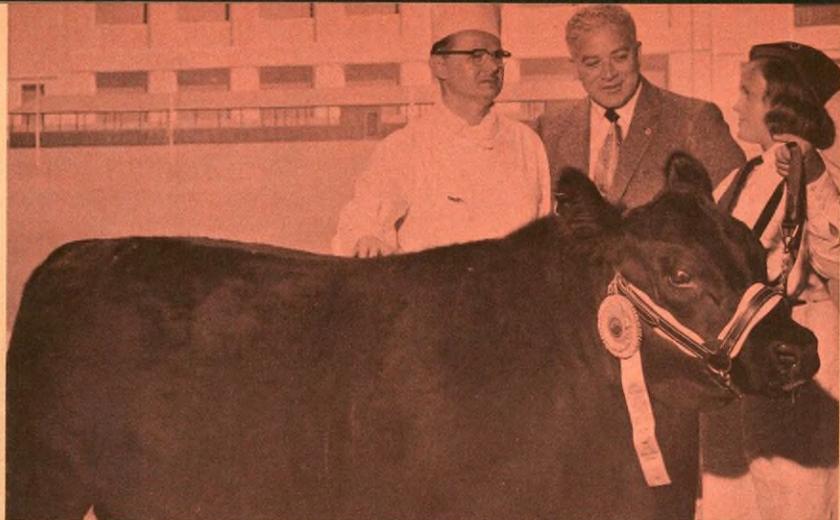
FAMOUS 5 SCORE IN LEAGUE

AFTER LEADING the Capitol Bowling League into the final weeks of play in Wenatchee, the Cascadian Hotel's Famous Five settled for 3rd position this year. Out of the competition, however, the team managed to maintain their high team series championship, for which they received the trophy with which they are pictured above. The series that won the trophy was 3179 pins for one evening.

Pictured are kneeling, from left, *Jim Spence*, head bellman, and front assistant manager *Raymond Dodge*. Standing, from left, are front office manager *Lew Roberts*, and food and liquor controller *Parker Branch*, who is also team captain.

Not pictured are bellman *Bob Fairchild*, bartender *Bob Andrews*, *Chuck Reeves*, from the service department, and chef *Ed Faltault*, who was transferred near the end of the season to the Mayfair Hotel.





SIR FRANCIS DRAKE CHEF SPRINGS FOR STEER

HANS GRUNDMAN, executive chef of the Sir Francis Drake Hotel, San Francisco, checks the conformation of the prize steer he purchased for his hotel at the International Junior Livestock Exposition, while Hal Chavis, assistant manager in charge of food, smiles at the young lady (who raised the steer) and mentally gauges the amount of catsup and sauces needed to serve with it.



ROOSEVELT ELOQUENT—says it with flowers

ORCHIDS have proved to be eloquent greetings from the Roosevelt Hotel, Seattle, to its women guests, all of whom have happily accepted the added attention. Above, from left, are Ron Kirtland, clerk, presenting Mrs. John Gerdes, guest, with a Vanda orchid. John Gerdes receives a man-to-man handshake from assistant manager, Jack Bellman, right, another friendly Western employee who knows you can't buy friendliness, but that it sells like a million.

Leopold Bed Encircles Queen



SLEEPING IN THE ROUND is a specialty available in the new Festival Suite of the Leopold Hotel, Bellingham. Recently the Northwest Blossomtime Festival queen above, and her two princesses stayed in the suite. The queen, breakfasting in her coronet and issuing some royal edict on the pastel telephone, is obviously adoring every minute in the comfy, outside circular bed.

PERSONNEL CHANGES

William Shields, Western vice president in charge of the Hawaiian Village, will remain in that position and reside in Honolulu. *Joe Mogush* joined him there as resident manager of the Hawaiian Village.

Sam Standard has completed his temporary assignment at the Hawaiian Village and resumed his duties as manager of the Benson Hotel, Portland.

Fred Sarbach has left the Western Hotels auditing staff to become financial manager of the Hawaiian Village.

Frank Belleci, formerly at the Cosmopolitan Hotel, Denver, is now assistant manager of the Northern Hotel, Billings.

Walter Roth, formerly chef at the Multnomah Hotel, has been appointed executive chef at the Olympic Hotel.

Matt Berger, formerly cook and chef trainee at the Davenport Hotel is chef at the Cascadian Hotel.

Everett Murrish transfers from the Davenport Hotel to the Cascadian Hotel where he has been appointed cook.

GOLF TOURNAMENT COMING UP

GEORGE HORNING, manager of the Boise Hotel, Boise, announces that the Annual Employees Golf Tournament is nearing.

Each hotel should appoint a team captain. Any employee must have completed 18 holes in one day on any golf course during June to qualify, after which the score must be sent to Horning by July 2. Hotels also must send in the names of their captains.

Players can send in the lowest of several scores. Cards will be used to determine handicaps. The President's Cup and other trophies will be at stake.

Edward Green moves from the Olympic to the Cosmopolitan where he has been appointed catering manager.

Clovis Soubrand, formerly sous chef at the Multnomah, has been appointed chef.

Robert Dupar, transferred to the Multnomah, replaces *Joe Mogush*. He was formerly at the Davenport.



Easter Festive At Finlen

Bunnies, Eggs, Hats, Food Best in Butte

FINLEN HOTEL employees contrived to make this Easter one of the most successful events of the year. All Butte turned out in Easter finery to attend the sumptuous buffet and Easter breakfast and dinner served in the Treasure State Room. Colored spotlights played over the ice carvings by executive chef E. H. McNabb. Above, are Bunnies Brian Durham, son of Finlen manager and Mrs. James Durham, and Jan Benedict, daughter of hostess and Coffee Shop manager May-

belle Benedict, who passed out eggs to all children. Front row, from left, are Tomich, McNabb, George Davitt, Sig Anderson, Carmen Brink, Alva Chaffin, Miss Herzog and Link. Back row, from left, Sharon Brury, Mrs. Benedict, Marcella Leigh, Francis Galubic, Thelma Street, Marguerite Hessler, Edith Crittenden, Addie Bajovich, banquet supervisor, Lydia Connally, Mary Smith, Alma Barryman and Francis Randal.

Hoffer Suffers Own Gag

While flying to Honolulu to celebrate their 25th wedding anniversary, *Alex F. Hoffer*, manager of the Maurice Hotel, San Francisco, and his wife, Dorothy, opened a package from Maurice employees on the plane. Instantly they were showered with rice, as were their fellow passengers.

At the airport they were met by *William Shields*, who drove them to the Hawaiian Village. He withdrew in lobby, tactfully allowing the second honeymooners to remove to their room alone. There they found a baby crib similar to the prop *Hoffer* has used when arranging rooms at the Maurice for his newlywed

acquaintances.

His employees bombarded him daily with postcards and greetings written in their native tongues, including Chinese, Italian, Spanish, Filipino, French, Scandinavian, German and English, a linguistic compliment he was unable to reciprocate.

On returning to San Francisco he pondered the proper answer to another card received from *Douglas Schroeder* written in New Orleans where he was attending the Hotel Greeters convention. It pictured a cemetery and bore the simple greeting to the Maurice staff: "Wish you were here."

GEORGIA BUNNY MAKES JUNIORS WELCOME

PARENTS were enthusiastic over the Easter Bunny at the Georgia Hotel, where cute Sandra Nelson, niece of Coffee Garden's manager, Joe Huebner, gave Easter baskets to their children on Easter Sunday. The children felt singled out and favored, while gratified parents approved the Western welcome to children guests.



GEORGIA CLERKS ON THE JOB

AGNES HAWAY, mail clerk, and Walter Moysesuk, room clerk at the Georgia Hotel, Vancouver, B. C., are photographed deep in their respective duties. Popular with the customers, Agnes has proved a friendly representative for her hotel. She started working as an elevator operator but soon won a promotion to the front office. Moysesuk finds his work even more exacting as summer tourists flock to British Columbia.



Hawaiian Village Line Conscious...



For Speed

WILLIAM W. SHIELDS, Western vice president in charge of the Hawaiian Village, Honolulu, and swimming instructor Mary Ann Sears help to promote the Sports Car Convention held in April. Mainlanders from almost every Western Hotel city were represented as sleek car owners, drivers, pit men or spectators during this exciting event, and returned home not only smitten with The Islands, but with the Hawaiian Village itself.



For Comfort

Hawaiian Village housekeepers adopt the bright and colorful native muumu as best of all possible uniform for their work in a tropical climate. In front, from left are Helen Rains, Nancy Lee, Mabel Cornwell, Eliza Mercado, Margaret Lincoln and Frances Kiko. In rear, from left, are Maria Kaaialii, Lorraine Higa, Marymie Raymond, Ann Carter, Julia Dunlap, Carol Kiesel and Hatsuge Nakamoto.

Welcome, Aloha!



CHEF REINHOLD KELLER presents his hat to Chef Fred Adler, who arrived at the Hawaiian Village Hotel in Honolulu, to take over new duties. Adler formerly was with the Mayfair Hotel in Los Angeles. Flower leis not only garnish the two chefs but the cake proclaiming the arrival and departure of the two.

Painting Superintendents Only!

NINA COWDREY addresses Butte Chamber of Commerce president Larry Smith on the subject of painting in the lobby of the Finlen Hotel. Smith is able to observe the procedure at full tilt through the sedulous zeal of manager James E. Durham for the comfort and care of all Finlen customers. The sign and the barber chair ensure the chance for volunteer superintendents to get the big picture of operation with ease.





FRONT Goes to the St. Francis

FABLED HOTEL in a fabulous city, the St. Francis Hotel has served San Francisco brilliantly under every circumstance a hotel can encounter with the exception of armed invasion. History, romance, excitement and glamour have appeared and reappeared to build the legend of the St. Francis elegance and its capacity to meet staggering demands.

There has been a St. Francis Hotel in San Francisco since the Gold Rush in 1849 when the first was built of a dozen cottages. Whispering could be heard through its flimsy walls and the gambling crowd in the basement could be heard for blocks. Food was served in a tent annex and the city's first polls were taken there. It burned in 1853.

The first unit of the present St. Francis Hotel opened at the corner

of Geary and Powell in 1904, backed by local financiers. It contained 250 rooms and a 5,000 volume library. Allan Pollock, later head of the Southern Pacific Railway dining car system, was the first of its famous managers. He was followed the next year by James Woods, who became one of America's greatest hotel managers.

The building was gutted by the fire resulting from the 1906 earthquake, although the structure itself remained intact. The area still smoked when the San Francisco Hotel Co. erected a temporary hotel across the street in Union Square. This was built in 40 days and consisted of 110 rooms and a lobby crammed with cots. Guests walked to The St. Francis for food.

Woods reopened the St. Francis Nov. 30, 1907, when two wings were completed with 450 rooms

St. Francis (continued)

elaborately furnished with furniture, carpets and equipment costing \$700,000. Both an informal press dinner and a formal reception for leading San Franciscans were held that night. The hotel was illuminated by thousands of lights and an electric sign of a phoenix rising from a burning city gleamed over the entrance.

In 1908 a 3rd wing opened, making the St. Francis, with 750 rooms, the largest hotel on the Pacific Coast. The Post St. annex was added in 1913 and an extension in 1923. Today there are 1,000 rooms ranging in price from \$9 to \$60 suites, with Presidential Suite rates on application.

The St. Francis grew in reputation as it did in size, and each new generation thought of the hotel with special fondness. It pioneered the regulation that women guests might smoke in and about its lobbies and dining rooms, after which more hesitant establishments adopted the rule. When Mr. Curtiss was in residence at the St. Francis in 1911, his monoplane was displayed in the lobby with its motor running.

A favorite meeting place for more than 50 years has been under the clock near the Mural Room entrance. First it was near the Rose Room where drummer Art Hickman was inspired to write his "Rose Room."

The Mural Room was conceived as successor to this nostalgic room. Albert Herter, father of former



DAN LONDON

Who was born in Seattle, 1905; managed the Exeter Hotel there 1929-31; managed the Hotel Edmond Meany there, 1931-33, was manager of the Multnomah 1933-35; the Sir Francis Drake, 1935-38; and became a vice president of Western Hotels in 1954. His civic role in San Francisco has been heavy, including serving as director of the Golden Gate Bridge and Highway Dist., 1955; vice president Chamber of Commerce. He holds memberships in the Bohemian, St Francis and Marin Yacht Clubs.



St. Francis (continued)

Governor Christian Herter, painted its murals in 1913, using a Pageant of Nations as a theme, and Gertrude Atherton as the model for California.

The murals and the room were moved to their present location in 1935. Jan Garber played, for two decades of college groups who thought affectionately of the Mural Room and the St. Francis synonymously as "The Frantic."

For 30 years the Monday fashion luncheon at the Mural Room has been a social institution. Rumor persists that Peninsula hostesses, fearful that weekend guests might linger on, would suggest running into town for lunch there, then retreat after lunch to the suburbs alone as their guests disappeared into the city. Presented by *Maison Nedessolle* today, the luncheons command a steady social patronage year in and year out.

Dan London arrived as manager to lend his personal flair to the famous hotel in 1938. He has superintended many redecorations

and catered to San Francisco and its guests in colorful ways.

London's name as a hotelkeeper is widely known. He was the subject of one of a series of articles written by George Sessions Perry for the Saturday Evening Post in 1953 called "Debonair Dan, the Magnificent Innkeeper." He is never at a loss as to how to handle the most idiosyncratic of guests or their problems, such as the one who arrived with two pandas in tow for Mme. Chiang. All three were guests.

London was host to General MacArthur when MacArthur was recalled to the United States in 1951, a vivid occasion even by San Francisco standards. He has entertained many celebrities including President Eisenhower, who has stayed at the St. Francis more than once. Perhaps even *London's* aplomb sagged, however during the forming of the United Nations when an entire floor of the hotel was filled with furtive, suspicious Russians.

Details, such as the washing and polishing of all coins, help to keep alive the special flavor of the St. Francis Hotel in the eyes of its guests. Shopkeepers and bootblacks are quick to spot the glistening change and to ask how things are with the hotel. Guests are impressed.

Food and service are exceptional in the Mural Room, the English Grill and the English Bar Grill, which is open from 7 a.m. to midnight. The Oak Room is a haven of masculine repose where no woman is allowed. Recently the Terrace Room has opened to offer a charming background for luncheon, cocktails, or after theatre fare.

This room was designed by *Arthur Morgan Designers, Inc.* It is dominated by a big butterfly canopy. Italian mosaic tile covers the columns and part of the floor. Italian gray gloveskin leather chairs, an antique Italian marble statue, representing the goddess of plenty, and Florentine gilt chandeliers add to its richness. The teak bar top and stools are Danish, while the gold leafed wood sunburst over the bar is from Spain.

While new rooms and decor appear from time to time to replace others and to meet the changing needs of guests over the years, the

basic excellence of personnel, food, service and the extra intangibles which have gone to make the St. Francis a special hotel have not.

About 1911 it advertised boastfully that its clerks could mix drinks, flirt with any young lady, young or old, play poker and billiards, unite in prayer, repeat the preamble to the Constitution, answer questions in Greek, Hebrew, Sioux, Irish, etc. etc. The Sioux language may have died out since then, but not the ability of the St. Francis to do anything better.



TO HEALTH, PROSPERITY...

Employees toast Terrace Room

TOASTING the success of the new Terrace Room in The St. Francis, which opened May 15, are four employees. From left, are Robert Enright, assistant manager, Ray Siciliano, Peter Petri, bellman, and Emanuel Jurvig, barman. May 13 and 14 saw St. Francis employees as guests, so that they would be ready to give first-hand accounts of it to guests.



BENJAMIN FRANKLIN... *Tops in hostmanship*

AL J. KELLY, below, center left, manager of the Benjamin Franklin Hotel, Seattle, and his staff have one upmanship cold so far as hostmanship is concerned. During the recent visit of Wenatchee Apple Blossom Festival Queen Jewel Brumbaugh and her Princesses Sandra Gillette and Marilyn Dalvit, from center left, below, the girls' every want was tended to. When they arrived, Kelly, Jim Ralston, bellman, left, and assistant manager Fred Norman personally saw to the girls' luggage. Kelly took advantage of his position by caddying Queen Jewel's battered Teddy Bear, named Herbert that week for her current boy friend. Above, the girls have the best of all possible breakfasts in bed served by chef Peter Moran. On the menu, the perfect dish for an Apple Blossom court, French apple pancakes.





PORTLAND CHEFS DE CUISINE

Combine Efforts for Governor, Press

CHEF WALTER ROTH, left, looking like a complete non fraternizer, stands with other Chefs De Cuisine of Portland at their first annual dinner for the Governor of Oregon, his staff, the press and the liquor board. Others, from left, are John Snyder, Ernie Maurer, Charles Althofer, Henry Hodler, Ernest Abei and John Zuber. Also Governor and Mrs. Holmes, center, George Paris and Paul Fischer, who made the cake, lower right, embellished with a sugar picture of the governor. The specialty of the month was by Chef Roth, and included Chef's Salad Bowl, with crisp greens, fresh crab, calavos and jumbo prawns, London Broil with Golden Fried Onion Rings, Baked Tomato, Stuffed Potato, Buttered String Beans and Peppermint Ice Cream with Cherry Jubilee Sauce.



WESTERN LEAGUE...Bowlers Wind Up Season

WESTERN HOTELS BOWLING LEAGUE, Seattle, wound up the season with a banquet at the Elks Club, attended by more than 30 people, and presented trophies to those pictured above. Front row, from left, are Arlah Elliott, Olympic, for most improved average; Ruth English, of The Olympic, highest game score, and Ellie Brusklund, of The Olympic, for the highest series. Back row, from left, are Gil Smith, Western Hotels, highest series; Rudy Vandernall, of The Olympic, highest game score; Don Dodge, Western Hotels, Obert Reine, Olympic, winning team, and Fred Mowrey, Olympic, most improved average.

WONDERFUL PARTY HONORS FIFTY



Mayfair Award Dinner Happy Event

CARL W. HUDGENS, manager of the Mayfair Hotel, Los Angeles, and FRONT correspondent, reports that the Annual Service Award Dinner was an event filled with warmth, appreciation and family feeling. Dewey Metzdorf, Western Hotels executive and vice president made presentations at a good-time party filled with cocktails, good food, laughter and entertainment. Fifty employees were honored, while 16, seen above, received

awards. They are, from left, first row; John Munoz, 25 yrs., Clifton Bell, 10 yrs., Ruth Smith, 5 yrs., Ila Mootz, executive housekeeper, 25 yrs., Ruth Olson, 5 yrs., James Thomas, 20 yrs. Second row, from left, John Woyus, 5 yrs., Henry Baltuttis, 20 yrs., Bill Hawkins and Anna Aitken, 5 yrs., Al Thorburn, 15 yrs. Back row, from left, Fred Franzen, Anna Johnson, Laura Hunter, Gust Balaski and Marvin Settle, 5 yrs.



Mogush Sent by Multnomah Men Act

EXPENSE WAS SPARED in presenting appropriate Hawaiian hula dancers at a goodbye party held by Multnomah Hotel employees in Portland for Joe Mogush lower right. In making do, three of the boys were pressed into hip revolving service behind Mildred Nourse, right. From left they are Bill Stoker, chef Walter Roth and Dick Nowell. Mogush left to become resident manager of the Hawaiian Village. He is shown being presented with a golf bag and cart from the department executives by Bob Lindquist. Below are Multnomahites enjoying the doings.





New Girls

NEW ROYAL ROOM hostess at the Newhouse Hotel is Norma Bailey who came from the Bannock Hotel, Pocatello. She fills the vacancy left by Sykie Brown. Below is Melva Darley, efficient new front office cashier.



Newhouse Hotel Greeters Officers

NEWHOUSE HOTEL personnel who are represented in the Hotel Greeters of America as officers are *Charles D. Comstock*, executive assistant manager, elected president of Charter No. 15; *Carlos Draper*, cashier, who is secretary-treasurer and *Don Utley*, manager, who is a member of the board of governors.

Also, in the Women's Division are *Myrtle Jones*, telephone operator, who is 1st vice president; *Pearl Morgan*, front office cashier and *RoMay Richards*, auditor, members of the board of governors, and *Marie Armstrong*, secretary, secretary-treasurer for the Women's Division of the Far Western Regional.

Put 'Em Up!

MARCH 13 during the annual spring Flower Show at The Newhouse, when the lobby was jammed with people around 7:30 p.m., a lone bandit stalked to the cashier's window and handed Carlos Draper a note demanding all his money.

And No Boxtops

A LITTLE pre-school boy from South Davis County, Utah, was so impressed with the Newhouse Hotel billboard on Highway 91, which advertises "Children Under 12 Free," that he demanded of his parents, "Why don't we get some of them?"

Georgians Cheerful Before Summer Rush

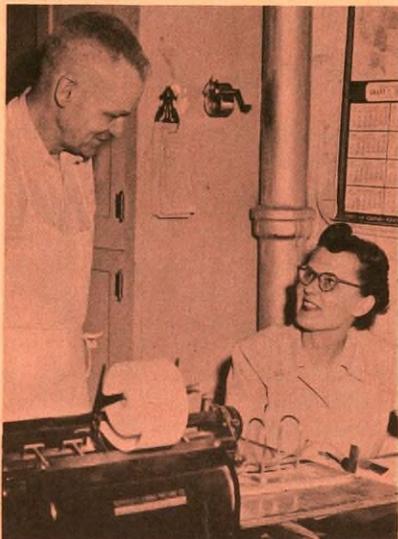
NEWLY UNIFORMED for the big push of tourists and conventioners headed toward the Georgia Hotel, are its elevator and entrance employees. Smart suits are worn by elevator girls (below), who, from left, are Mona MacDonald, Olga Zurba and Jean Horton. George Head (right), head bellman, is snappy in double breasted uniform, while doorman Jacob Bergen beams over fancy epaulets on scarlet uniform. Being an outdoor man, Bergen is a natural for his job, according to Charles Indermuchte, executive assistant manager and FRONT correspondent, who reports that Bergen spent most of his life commercial fishing in Canadian lakes before taking his hotel position. He is just the man to give the word to holiday hunters and fishermen.



How Many and How Much?

Rainbow Purchasers Check Prices

WHAT AND WHERE are two problems that face Bill Beers and Dorothy Branche of the purchasing department, Rainbow Hotel, as well as quantity and price. Figures don't daze them, and they work hard at reducing the ones with which they do work to equitable and profitable ones. Theirs is an important but little seen activity far from the front office.



Silk & Saddle Boys Score

RAINBOW BOWLING TEAM WINS TROPHY

BASIL MIAULLIS, executive assistant manager of the Rainbow Hotel, Great Falls, center left, stands with the Silk & Saddle Bowling Team and the elaborate trophy which they took as winners in first place in the Great Falls City Bowling Tournament.

Multnomah Participates in Education

JUD DOKES, purchasing agent for the Multnomah Hotel, Portland, shows the store room to a group of 30 school teachers whom he took on tour through the hotel during the local Business Education Day. Altogether 2700 teachers learned about Portland business, and 72 requested to see The Multnomah. After a morning tour, lunch was served in the Presidential suite, where Dick Nowell assisted in serving. The afternoon session was held in the Emerald Room, where talks were given by Bob Lindquist, Joe Mogush, Bill Williams, Bill Stoker and Dick Nowell on phases of the hotel industry.

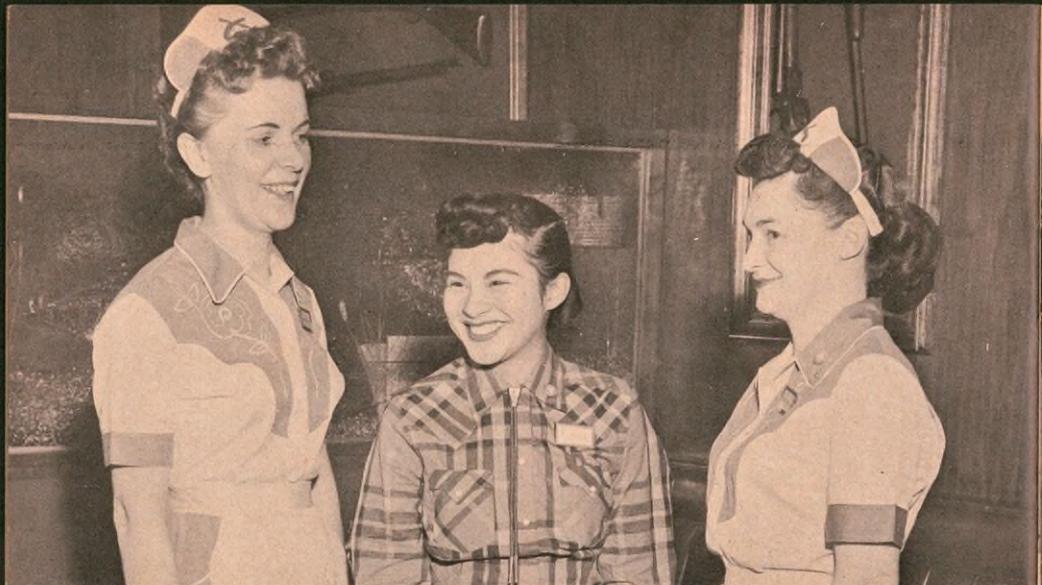
Camera Ready?

ONE SIMPLE, APPEALING picture taken at a Western Hotel, around home or on a vacation trip can win some Western employee \$100.

Western Hotel's third annual amateur photographic contest has added something new—a sweepstakes prize of \$100 for the best color transparency (slide) as well as the usual \$100 for the best black and white picture. Trophies will be awarded in both classifications.

Closing date of the contest is Sept. 1, 1957. Check with the Photography Chairman at your hotel for contest rules and regulations.





GUN ROOM BRASS

GUN ROOM GIRLS pose before the blue leather sign, richly framed in walnut and lettered in gold, at the Cosmopolitan Hotel in Denver. From left they are Helen Prowers, cashier, Olga Sorensen, relief cashier, and Lola Montano, head hostess. Florine Aquilo, center, above, shows off the typical western outfit in which she serves coffee to breakfast guests the instant they sit down and passes the pastry and dessert cart from table to table during lunch. Gun Room waitresses, Helen Skulivek, left, and Ellen Meehan, who flank Florine, display new uniforms of two-tone green and walnut brown with kick pleated skirts and crossed pistols embroidered on the head-bands. Both girls wear 10 year service pins.



CLEAN-UP - PAINT-UP - PICK-UP



BUTTE'S Clean-up, Paint-up, Pick-up campaign sponsored by the Chamber of Commerce lasted one week during May and everybody did. This photograph was taken on street washing day, when a hilarious Finlen Hotel crew washed and mopped streets and handed out coffee. Girls from left are Nina Cowdrey, reservation clerk, Marilyn Stewart, cigar stand cashier, Alva Morrison, relief clerk and front desk cashier, Retta Ocks and Eva Williams, Gun Room waitresses. Men from left, are Jim Harold, program director and Tinny Twerrell, announcer for KOPR, who added to sudsy confusion by interviewing passing citizens. Also James E. Durham, general manager of The Finlen, Warren R. Anderson, assistant manager, and E. H. McNabb, chef.

IMPRESSIVE PROSPECT



EDWARD C. SEQUEIRA, new manager of the Sir Francis Drake Hotel, San Francisco, recently entertained department heads from the St. Francis Hotel at lunch. Above they are admiring the spectacular view from the Starlite Roof. From left are David N. Plant, assistant manager, Sequeira, Don Le Cornu, cashier, Charles Greenland, assistant manager, L. S. Cronander, chief engineer, Robert Enright, assistant manager, Emile Iversen, beverage manager, John Stevens, assistant manager, Bert Hill, paymaster, and Robert Snider, in charge of staff planning.

Cascadians Rally to Fight Fire

The Cascadian Hotel in Wenatchee was the center of big excitement this spring when Miller's Department Store across from it was lost in a spectacular blaze.

Thousands of spectators jammed the Cascadian and its periphery, while radio station KPQ set up a mobile unit on the 7th floor in order to give a running account of the disaster.

Employees served food and coffee through the night from 9:30 to 3:30 to spectators. *Larry Trudell*, lobby porter heaved sand bags in place to keep water out of the lobby, while *George Weyrauch*, engineer, and hotel fire marshall spent harassing hours keeping spectators off the hotel roof. Dining Room manager *Bonnie Blocker* returned after working a full shift to help make and serve coffee to firemen; *Lew Roberts*, front office manager answered thousands of questions and soothed guests; waitress *Ruby Vorderbrueggen* also returned after work to assist in the coffee shop where *Helen Olsen*, *Gladys Lacina*, *Vivian Proctor* and *Alice Rogers* remained on duty after closing hours. *Lonnie Wagg*, evening fry cook, and *Joel Warner*, bus boy, were not at their hotel posts, but fighting the fire,

being volunteer firemen.

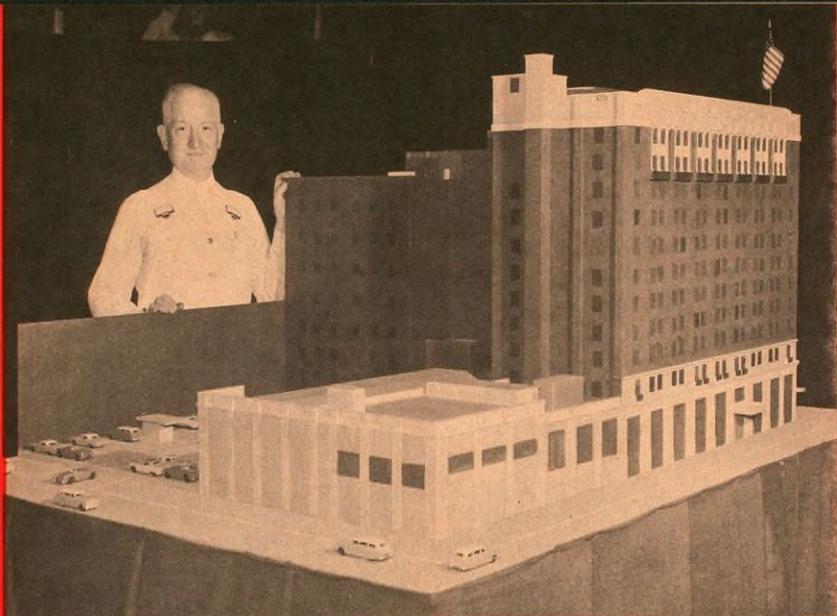
Manager *Roland Richter* was in the thick of things with arrangements for the KPQ staff, while his wife, *Jane*, helped him and *Bonnie Blocker*, as well, in the coffee and dining room emergency.

While the staff stood by, rendering all possible service in the crisis, two members suffered personal losses. *Lois Jackson*, waitress, and *Frances Goety*, maid, resided in apartments over the store. Although they were able to escape uninjured, *Frances* lost all of her personal belongings, and *Lois* a large share of hers.



AT ROSE ROOM

CHARLIE MASON, desk clerk at the Owyhee Hotel, formerly was with the Sun Valley Trio. The Owyhee has taken advantage of this special experience to present his music in the Rose Dining Room, which has added much to its relaxed and pleasant atmosphere, according to *Gilma Martinson's* report.



MODEL HOTEL . . . CARPENTER GEORGE ROTHWEILER poses beside the model of the Cosmopolitan Hotel which he built himself. Few details of the building could escape George, who worked for the hotel for 18 years. He scaled the replica to $\frac{1}{4}$ inch, so that the dimensions are 50 x 67 inches with a height of three feet.

MULTNOMAH TRAINEES

TWO TRAINEES from the Washington State Hotel Administration have been working at the Multnomah Hotel in various departments since their graduation and doing themselves proud. At left is Don Mickey, while at right is Dwight Call. Both have seen military service, are married and have children.



Going Western . . .

JAN LIPPIATT upper left, is the new secretary to *Al J. Kelly*, manager of The Benjamin Franklin. She replaces *Judy Noble*, who has moved to the desk of reservations secretary. *Chuck O'Leary* has transferred from the Seattle Hotel to the Davenport, to occupy a new position in The Matador Room. *Pat Smith* has moved from the Boise to the Rainbow where she is superintendent of service in the front office. Front office relief there is *Virginia Nelson*, another newcomer. *Ed Quaschnik*, chief engineer at the Davenport, and *Louise Foisy*, payroll clerk were married May 11 in Spokane. *Phil Clark*, banquet steward at The Rainbow, and his wife, *Verna*, were parents of a 7 lb. baby girl, their first child, born May 15. *Charlie Miles* and his bride, lower left, are pictured after returning to Great Falls from a honeymoon in Seattle. *Charlie* is bar manager of The Silk & Saddle. *George M. Olsen*, manager of The Outrigger, at The Benjamin Franklin, Seattle, has purchased a new 8 meter sailboat, the Wild Goose. *A. K. Beard*, assistant manager of The Cosmopolitan, and his family took a motor trip to West Virginia to visit the "folks," this spring. *Charles Tarr*, Cosmopolitan engineer, has bought a new house and is practicing home engineering after work. *Larry Martinez*, manager of the Cosmopolitan Outrigger recently married former Cosmopolitan staff member and nurse, *Florence Bruggeman*. *Esther De*

Vault, secretary at The Rainbow, reports that the Rainbow Gift Shop, operated by *Jim Kovich*, jeweler, opened this spring to add a sparkling touch to the front desk. New background music in the lobby, Silk & Saddle and banquet area at The Rainbow inspired a note from the Chamber of Commerce to manager *Joe Callihan*, saying: "Roses are Red, Violets are blue, Now we have music, And we thank you." *Jack Hyder* has been promoted to assistant manager at the Owyhee Hotel where he formerly was the chief clerk.

Gena Tucker has joined the Research Kitchen in San Francisco, leaving her post as assistant manager in charge of food at The Boise Hotel, Boise. *William Stoker*, formerly assistant manager of The Hawaiian Village, has been appointed assistant manager of The Multnomah. *James Longo* is the new assistant to the general manager at the Sir Francis Drake Hotel. *Charles Durell* is the new operations analyst there. *William Milner* has resigned as executive assistant manager from the Sir Francis Drake to go into business for himself. *Frank Ferris*, upper right, has been promoted to banquet captain at The Cosmopolitan which he joined 9 years ago as a waiter and worked up to the position of bartender. *Clarence C. Watson*, lower right, Cosmopolitan Gun Room host was guest speaker at the recent Rocky Mountain Hotel Convention held in Sun Valley Idaho, where he spoke on "What the Hotel and Restaur-



JAN LIPPIATT



FERRIS



MR. & MRS. CHARLIE MILES

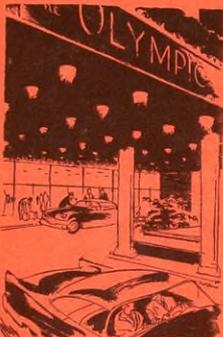


WATSON

ant Graduate has to offer industry." He emphasized the practical training he received at The Cosmopolitan in addition to his courses at the University of Denver Hotel School. *Ralph Cabal* has been promoted to bartender in the Cosmopolitan Imperial Room after serving there for 5 years as waiter. His old job is filled by *James Patterson*. Cosmopolitan room service has a new waiter, *Richard E. King*. *Al Proffett* has returned to the

Mayfair front desk after a winter at The Oasis. *Valerie Grove* is the new reservations secretary at The Mayfair. *Louie P. Gee*, long-time bus boy at The Maurice, San Francisco watches the food habits of guests and employees alike. He recently amazed telephone operator *Adele A. Bowes* who ordered a salad because she is on a diet. He refused the order, insisting that she select something more nourishing.

"The Olympic is a delightful Seattle landmark" ...



Mr. George Killam of San Francisco, President American President Lines.

"I always make it a point to stay at the Olympic (Western Hotel) when I'm in Seattle," says George Killam of San Francisco, president of American President Lines, several nationally famous round the world steamship service. "It's a big hotel in size and accommodations—but it's not too big to make every guest's stay a pleasant one."

The Olympic's new motor lobby and convention hall are examples of how this hotel is keeping pace with the Pacific Northwest's growth. In my book, the Olympic is a delightful Seattle landmark.

Our thanks to Mr. Killam, of course, for his appraisal of the Olympic Western Hotel. We sincerely hope that all of you who have made the Olympic your Seattle headquarters feel the same and that all of you who visit it for the first time find your stay a rewarding experience.

For at the Olympic—as at all Western Hotels—you get more pleasure from every travel dollar.

For Reservations, Call Any Western Hotel Listed Below

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INCORPORATED

S. W. Thurston, President

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Your stay will be more pleasant when you stay at the Mojave Western Hotel. It's the downtown hotel with a unique outdoor swimming pool and cabana.

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DENVER?

You'll find the peak of hospitality and personal service at the Cascade Western Hotel—famous in the mile-high city.

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Example of Western Hotel's advertising for the second half of the year. The large advertisements still feature the specialty rooms of the various hotels but the headline quote of the featured personality has been given more prominence. The signature has been relocated and the Western Hotel listing is given in paragraph form. The smaller advertisements have a new headline treatment and feature the Hoteltype, Family Plan and Western Hotel hospitality. Advertising appears in 25 newspapers in 7 states throughout the West and British Columbia.

"I always stay at the St. Francis."



THE ST. FRANCIS HOTEL—style in Continental elegance—in the newest modern corner of the St. Francis Hotel.



David R. Simpson, Portland, Oregon, property factor.

"I've made frequent business trips to San Francisco for many years," says David Simpson, vice president of Navis, Begg & Simpson, property factor, "and I always stay at the St. Francis."

To me, the St. Francis is San Francisco. It's wonderfully convenient, right on Union Square, in the heart of the city. The St. Francis is clean, yet warm. In spare good taste tells you that you're in one of the world's great hotels. And I'm sure the elegant new Terrace will soon be another San Francisco landmark!

Our thanks to Mr. Simpson for this opinion of the St. Francis Hotel. This summer—should convention, vacation or business send you anywhere in the West—remember, instantaneous Hoteltype reservation service—Credit Card privileges—and the attractive Family Plan—are available to guests of the St. Francis at all Western Hotels.

For Reservations, Call Any Western Hotel Listed Below

Western Hotels
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In these states, the finest hospitality is offered by Western Hotels. In the Blue and October in Boise, the Rainbow in Pocatello, the Falls in Coeur d'Alene, the Rainbow in Great Falls, and the Northern in Billings.

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SEATTLE?

The city that never sleeps! Like all Western Hotels, offer the very finest accommodations, convenience and personal service.

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HAWAII?

You'll find the Hawaii of your dreams at the Hawaiian Village Hotel—a luxurious vacation paradise located on Waikiki's largest beach. All sporty sports, 3 swimming pools, superb dining and specialty restaurants, and entertainment. Wide range of accommodations.

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SAN FRANCISCO?

You'll find a central location, a modern and warm hospitality at a Western Hotel in the St. Francis, Sir Francis Drake or the Maunac. Family Plan rates and free Hoteltype reservation service.

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SALT LAKE CITY?

The Newhouse Western Hotel should designate your stay in Salt Lake City. Splendid accommodations, convenient location, and warm hospitality—plus Family Plan rates and complimentary Hoteltype reservation service.

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PORTLAND?

Portland's two great hotels—the Macdonald and Benson—are both Western Hotels. Like all Western Hotels, they combine warm hospitality and excellent service. Family Plan rates and free Hoteltype reservation service.

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