

*John P. ...*

# FRONT!



**FRONT!** goes to Western Hotels offices . page 6

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Cover: Pretty Marty O'Sullivan at her receptionist's post outside Western Hotels Executive Offices located in the 12th floor rotunda of the Olympic Western Hotel. See page 6 for the story on Western Hotels, Inc.

## FRONT!

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

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## *from the President...*

I welcome this opportunity to talk to each of you directly. A few words from me will appear in this space in each issue of FRONT!

As a member of the Western Hotels family, I know that you share my pride in the service we offer to all Western America, including both of our newborn states. Your Western Hotels now cover the area from Alaska to Guatemala, from Hawaii to Colorado.

This is a far-flung, international enterprise operating in 28 separate communities. Each hotel is unique, different from all the others. But the thing that binds us together—the basic

commodity of our business, wherever we are located, is service.

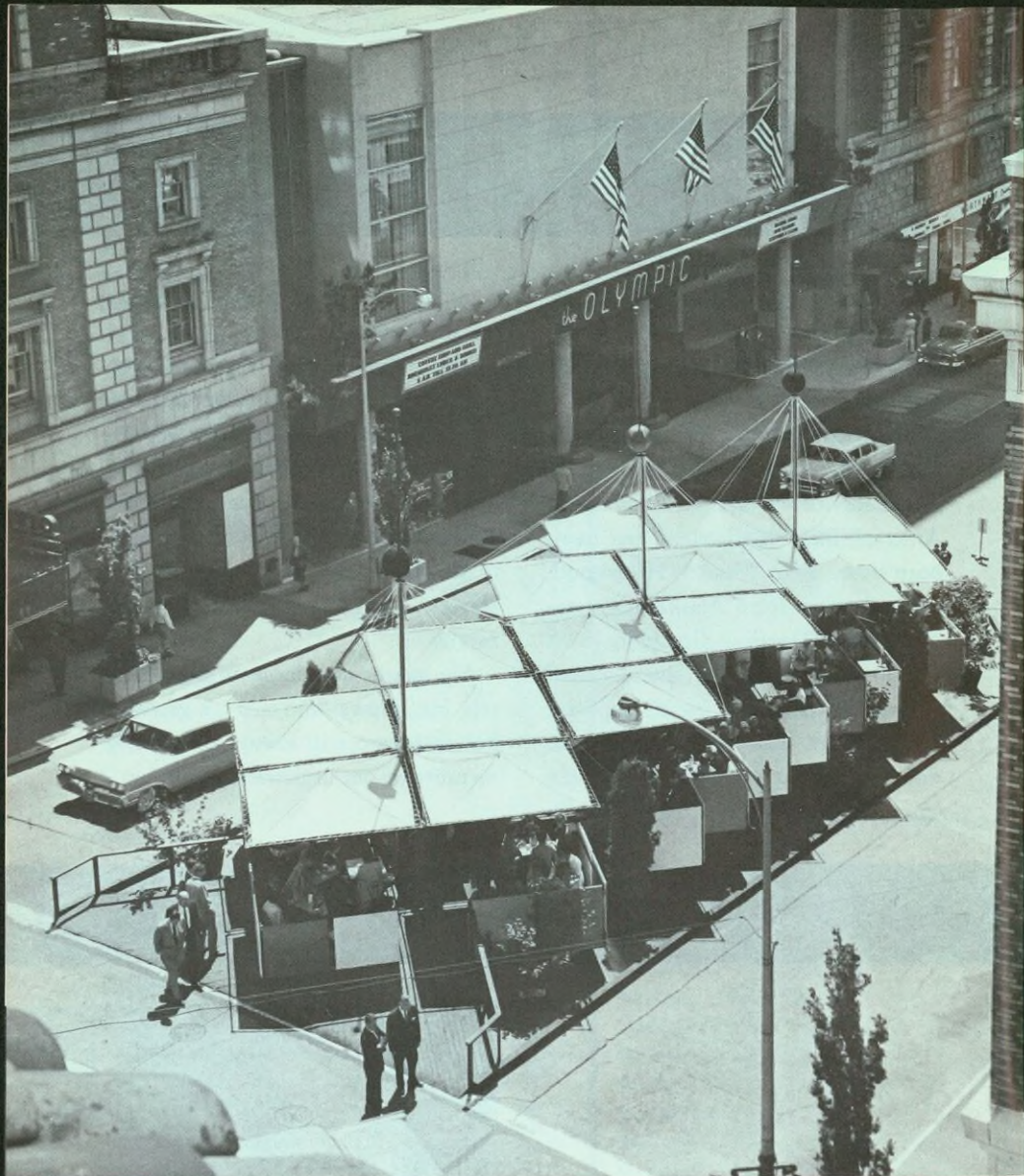
The thousands of travelers who stay at Western Hotels each year have come to expect the superior service we offer. This continuing excellence of service is the reason for our success. And because each of you, each day, is so intimately involved with this service, *it is you who have built this success.*

No matter how large Western Hotels, Inc., grows—and this *is* a growing business—you will always be the key member of our organization.

*S. W. Thurston*

S. W. Thurston, President





**PARIS COMES TO SEATTLE . . .** as the Plaza Sidewalk Cafe opens outside the Olympic Western Hotel. This unique summer attraction, built on a raised platform with traffic passing on each side, serves hundreds each day from 10:00 a.m. to 6:00 p.m. in the delightful open air atmosphere. Three tall centerposts support the colorful roof. Right, a bevy of beautiful Plaza waitresses. Left column, bottom to top, hostess *Tedi Simon*, *Loretta Hawkins*, *Eleanor Johnson*, *Kay Beeglex* and *Bernice Corbin*. Right column, *Ida Heinrich*, *Marie Olson*, *Julie Williams*, *Sally Wright* and cashier *Margaret Burris*.

## The European Touch at the Olympic

The Plaza Sidewalk Cafe opened July 6 for a two-month summer stand outside the Olympic Western Hotel, bringing the gay, European touch to the Pacific Northwest.

"I was impressed during a European trip with the color and popularity of their open air cafes," said *Edward E. Carlson*, Executive Vice President of Western Hotels. "Purpose of this project is to provide some of the same gaiety and color for downtown Seattle.

"It has become a popular tourist attraction during the summer months, and is stimulating interest in downtown Seattle."

The cafe occupies the middle of University St. near the drive-in entrance of the Olympic. Automobile traffic is not interrupted by the cafe, but passes on each side of the structure.

Built on a 30 x 80 foot raised platform, the cafe features colorful paneled railings and awnings overhead. Iron wire chairs and brightly colored tables carry out the European theme.

Menus include breakfast pastries and coffee, specially prepared luncheon sandwiches and dessert trays and beverages. Food is prepared in the Olympic kitchen and is served by waitresses dressed in the cafe colors.

The Plaza Sidewalk Cafe seats 150.



Three Olympic employees smile happily at the opening of the Plaza Sidewalk Cafe. Left to right, *Tedi Simon*, *Larry Morse* and *Delores Frodle*.

# **FRONT!** Goes to **WESTERN HOTELS, INC.**

Thirty-eight separate hotels and motor inns . . . over 10,000 guest rooms stretching across the thousands of miles from Alaska to Guatemala, from Colorado to Hawaii. Put them all together and they become one of the most vital factors in the world of innkeeping; Western Hotels, Inc.

Western Hotels, such a dominant element in the lives of all of us, is many things: a directing force, an accounting firm, a service and supply organization, a printing firm, a food and beverage director, a sales office and a clearing house for guest reservations. And Western Hotels, as distinguished from the individual hotels in the organization, is many places: Seattle, Yakima, Chicago, Portland, Los Angeles, San Francisco, Spokane and Boise.

HAZEL HOLTZINGER and ANN GRAY staff the Yakima Sales Office of Western Hotels, Inc. The girls are shown "in action" as they take reservations, give out information and type up confirmations.



EXECUTIVE OFFICES of Western Hotels, Inc. surround this attractive reception room on the 12th floor of the Olympic Western Hotel.

Western Hotels, exclusive of the hotels it serves, has approximately 70 employees who work for no individual hotel, but for the organization as a whole. You will meet many of these people in the accompanying pictures.

The main offices of Western Hotels are on the 12th floor of the Olympic in Seattle. Located here are the executives of Western Service & Supply, the accounting office, the food and beverage division, the central sales office, central Hoteletype, Boldt's Western



IN THE BOARD OF DIRECTORS' ROOM at the Western Hotels, Inc., executive offices in the Olympic Western Hotel are, left to right, Myrtle Winter, in charge of all files and records, and secretaries Dawn Van Norman, Vivianne Lehr, Juddy Noble and Mary Bryant. Mr. Thurston's office is in the rear.

Food Service accounting facilities and Western Federal Credit Union.

Another office is maintained in Seattle at 1921 5th Ave. At this location are the credit office, the new centralized cycle billing office and the Western Service & Supply Duplicating Department.

In addition, Western Hotels also maintains a sales office in Yakima, Wash., at 422 Holtzinger Bldg., a National Sales Office in Chicago at 37 South Wabash and a Portland Sales Office in the Multnomah Western Hotel. Other sales offices, serving individual hotels or groups of hotels, are located in Los Angeles, San Francisco, Seattle, Spokane and Boise.

WESTERN SERVICE & SUPPLY handles all the purchasing, decorating, new construction layouts, new material research and the financing of large scale purchases. Keeping the projects rolling is the responsibility of, left to right, *John Schwartz*, interior designer, *Jim Longo*, project director, *Chet Perala*, interior designer and *Don Robbins*, decorator-designer.



FORMS, FORMS, FORMS . . . the production of standard forms and promotion material is the job of the Western Service & Supply Duplicating Department. Left to right, *Dwight Mackey*, *Jim Allen*, *Ruth Ford*, *Don Capizzi* and *Fred Covey*.



ON THE PENTHOUSE TERRACE outside Western Hotels, Inc., executive offices the accounting office staff greets some visitors. Front row, left to right, *Walt Ketterling* of Boldt's Western Food Service, *Bill Ellis* of the Benson and *Dewey Metzdorf, Jr.* Standing, left to right, *Vern Ahola*, *Pauline Iverson*, *Irene Cummings*, *Jean McMorris*, *Avery Holmes*, *Myrtle Ott*, *Paul Matteucci*, *Marguerite Smith*, *Bob Fey* and *Mack Thomas*.





THE CHICAGO SALES OFFICE is manned by this hard-working trio. National sales manager *John Hickman*, his assistant, *Nancy Carey*, left, and *Phyllis McKeagan*, reservationist and general office assistant, posted an impressive record for June: 900 individual reservations, 40 group business bookings, 400 miscellaneous letters for future business in the new Eastern and Midwestern markets, service to over 2,500 travel agents in the territory, plus time out to celebrate the first year anniversary of the office.



THE PORTLAND SALES OFFICE steps up its program. "We have arrived," says *John Parker*, referring to both the new sales office and the fact that Western Hotels in Portland now offers bigger convention possibilities than ever before. *Juanita Prideaux*, Portland sales secretary, was with the Multnomah before moving over to her new post. Oregon's Centennial Year celebration, bringing in thousands of visitors, has been keeping the Portland office busy.

CREDIT CARD DEPARTMENT shown grouped around the machine that prints the cards for Western Hotels, Inc. Left to right, *Eileen Lindsay*, *Maxine Denny*, *Elaine Engbloom*, *Cy Braden* and *Peggy Dougherty*.

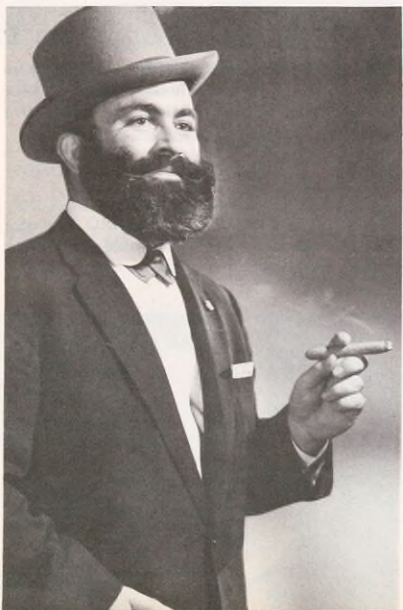


THE ENTRANCE HALL leading to Western Hotels, Inc. executive offices are lined with large color photographs of many Western Hotels specialty restaurants. Currently on display are photographs of the Multnomah Stirrup Room, the Sir Francis Drake Starlite Roof, the Davenport Matador Room, the Benson London Grill, the Gun Room of the Cosmopolitan, the Terrace Room of the St. Francis, the Hawaiian Village Tapa Room, the Cosmopolitan Outrigger, the Coffee House of the Benjamin Franklin and the Lampost Room of the Boise. Over the years, nearly every hotel has been featured in this gallery of fine restaurants and cocktail lounges.





MARCUS WHITMAN PLAYS HOST to hometown boy, Lt. Bob Beckel, a graduate in the first class of the Air Force Academy. Greeting the new officer and his bride are, left to right, Richard Sherwood, Don Mickey and Toni Pallis. The Beckels were given the same room used by President Eisenhower when he visited Walla Walla.



## Big Beard at Benson

Behind that prize-winning beard is *Stan Raile*, manager of the Benson's Piccadilly Bar. *Stan* grew this magnificent foliage as his contribution to the Oregon Centennial celebration.

The impressive growth was adjudged Grand Prize Winner in the Oregon Centennial Beard Growing Contest, a title that brought *Stan* over \$1,000 in prizes. In his pre-beard days, *Stan* achieved fame for his "Benson Cannon-ball" cocktail.

Mrs. Raile is reported to be looking forward to the end of the Centennial and the return to razor blades.

## New Faces at the Cascadian



SMILING DIAN ULRICH, switchboard operator. Something of a traveller, Dian was born in California, then lived on a Montana ranch before coming to Wenatchee. Swimming and dancing are her favorite pastimes.



BRUNETTE DARLINE ELLS, switchboard operator, another charming addition to the Cascadian staff.

BLONDE HILA MORRISON, cafe cashier. Hila attended Brigham Young University before coming to the Cascadian.



ATTRACTIVE CONNIE MAE MELCHER, elevator operator. A native of Nebraska, Connie Mae was a farm girl before moving to Washington.



PERT IMOGENE CHRISTENSEN, a Cascadian waitress. The mother of three, Imogene's hobbies are dancing and reading. She is a native of Idaho.

PRETTY MARY LOUISE HOWARD, elevator operator. Born in Arkansas, blue-eyed Mary Louise has lived most of her 19 years in Wenatchee.

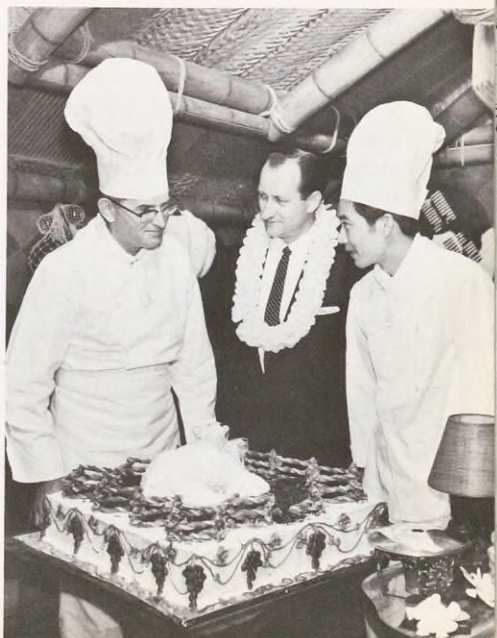




**NIXON VISITS ANOTHER WESTERN HOTEL** for a Young Republican Rally at the Cosmopolitan's Silver Glade. Left to right, *Ed Green*, assistant manager in charge of beverages, *Mrs Nixon*, the Vice President and executive assistant manager *Jack Bellman*.

## *Cosmopolitan Feast Features Sugar Lamb*

A pastry lamb highlights a Cosmopolitan banquet in Denver. *George Jung*, left, chief pastry chef, shows *Ted Bomolak* of the American Lamb Council a lamb-shaped cake. The unusual dessert, complete with a fence to hold the lamb in, was the feature of a banquet for officers and staff of the American Lamb Council at the Cosmopolitan's Outrigger. *Jerry Young*, right, prepared the special dinner. The main course: lamb, what else!



## New Directory Like Encyclopedia

A new "Directory of Services" covering detailed information about all Western Hotels is now being sent to Western managers. The 142 page directory has been compiled to give finger-tip information on any Western Hotel to front desk employees, hotel-type operators and reservation clerks.

Tabbed sections of the new directory include information about the management, location, banquet facilities, specialty rooms, parking accommodations, and transportation to and from each hotel. In addition, photographs of the hotel's exterior and interior are included. A copy of the hotel's brochure concludes each section.

The new Western Hotels "Directory of Services" was several months in preparation. Periodically additions and corrections will be made to it.

According to *Robert Dupar*, administrative assistant in the Western Hotels executive offices, the new directory is much like an encyclopedia and will prove both helpful and interesting to any Western employee who wishes to learn more about other hotels in the group.



## Notes and Jottings From the Finlen

Many new faces have appeared on the Hotel Finlen scene, including: *Mike Good*, host for the newly redecorated Gun Room. *Mike* recently completed a tour of duty with the U. S. Navy. He attends the Montana School of Mines . . . *Mrs. Kay Zindt*, new secretary to the manager. *Kay* is married and has two children, *Karri* and *Gary*. No stranger to the business, she was employed at the Hotel Finlen during 1953-54 . . . *Virginia George*, front office cashier. *Virginia* was formerly cashier in the Coffee Shop. She is married and has a daughter, *Sandra* . . . *Rita McDonald*, a new member of the auditing staff . . . *Vera Galpin*, Coffee Shop cashier. *Vera* is married and has three children, *Billy*, *Don* and *Roni* . . . *Chuck Winscot* is a new bell-boy on the Finlen staff. *Chuck* is married and the father of one . . . *Dinny Foley* has rejoined the staff for the summer. *Dinny* is a high school student . . . *Al Armbuster*, new store-keeper. The father of four, *Al* has three girls and a boy.

Recent renovation has given a new look to Hotel Finlen public areas. Redecorated are the Silver Bow Ballroom, Coffee Shop, Rose Room and the Gun Room. The lobby area has been completely renovated with a new Chamber of Commerce office, new flower shop and new front desk. All are finished in handsome walnut paneling.

## Davenport Doings



**NEW PERSONALITIES** to go along with the Davenport's new look. Left column, bottom to top: Ed Moss, John Stevens, Hans Ottesen, Frances Balon, Richard Lowery, Gerald Kellog, Lilly Perkins, Muriel Lundy, Jane Wheeler, Linda Fredekind, Larry Westendor and Russ Hill. Middle column: Gerene Appell, Margaret Bedtke, and Judy Davis. Right column: Charles Critenden, Sharon Newman, Etta Stumbaugh, Ada Niekens, Donna Balch, Grace Lowery, Sue Duval, Sophie Jacob, Bonita Reick, Marie Atabelo, Evanne Vee, Irvin Jessee and Bill Newman.



**SURPRISE PARTY** in the Matador Dining Room for Nick Nikitas, assistant manager of food and beverage at the Davenport. Singing "Happy Birthday" to Nick are, left to right, Shirley McCuller, Sue Duval, Beverly McLaughlin, Paul Knauls, Leora Moffatt and Lorraine Lloyd.



**GONE TO THE DOGS.** George Porte, Matador Dining Room captain at the Davenport, shows his talent as a professional dog handler and wins another blue ribbon for his subject. George has been asked to be a judge at a September dog show in Tacoma, Washington.

**MODEL EMPLOYEES AT THE DAVENPORT.** Young ladies who, in addition to hotel duties, are also fashion models, display charms at an Employees' Day gathering. Left to right, Carol Miller, Doris Slaaen, Carol Barnhill, Helen Carpenter, Muriel Lundy and Lila Chamberlain.





**BEHIND-THE-SCENES** at the Hawaiian Village. Pictured is the maintenance staff which is headed by John E. Beall. First row, left to right: L. Doversola, R. Chang, J. De Veas, R. Akana, A. Pareisa, G. Izumi, W. Kozuki, S. Matias, and A. Timario. Second row: J. Mariano, A. Brown, J. Jakahi, E. Pascual, K. Uehara, A. Kinoshita, B. Pigao, B. Barros, M. Takekawa, John E. Beall, J. Ariola, T. Alejado, E. Ogino and E. Monje. Not pictured: L. Shimamura, P. Manandic, M. Naipo, J. Smith, D. Llacuna, C. Sheeley, P. Asuncion, A. Chu Hing, M. Nino and K. Nitta.



**HAWAIIAN VILLAGE FEATURED IN TV SERIES.** Left is series star Connie Stevens as the cameras get ready to roll. Entitled "Hawaiian Eye," the new series features the Hawaiian Village Hotel in each of the 26 one-hour segments, as the main characters of the series have headquarters at the hotel.



**WELCOME TO WALLA WALLA.** Marcus Whitman Hotel chief clerk *Elzada Saunders* greets an incoming guest. *Elzada's* chief hobby is keeping up her lovely home in Walla Walla with its beautiful landscaping. She is sending her son, Don, through college.

## *TV Star Visits The Northern*

Greeting Duncan Renaldo, the "Cisco Kid" of movie and TV fame, is *Colleen Hutcheson*, catering secretary at the Northern Hotel. She has been named Hospitality Queen of Billings for the coming year.

*Colleen*, who shared honors with "Cisco" and his screen villain "Black Jack Matt" in leading the Western Days Parade, presented the TV stars with sterling silver cuff links and life memberships in the Society for the Perpetuation of Western Hospitality.

*Colleen* worked as desk clerk and cashier at the Northern from 1956 to 1958. She returned in February of this year as secretary to *Jerry Schaeffer* in the catering office. In her spare moments she keeps busy at home with her three children, Billy, Debbie and Claudia.



# Test Your Knowledge with Wes



1



2

**Score of 18 to 20:** Exceptional. You are among the most informed Western employees.

**Score of 15 to 18:** Above average.

**Score of 12 to 15:** Average.

**Score of 10 to 12:** You should have recognized the Cascadian!

**Score of 10 or below:** Do you think you would recognize your own hotel with all identification gone?



3



4



7



5



6



8

# Western Hotels' Quiz for Employees



9



10

The Western Quiz for this issue is devoted entirely to pictures. These are all exterior photographs of Western Hotels. Some should be recognized easily from their style of architecture, others from their size and surrounding area. Do you think you know Western Hotels? How many of these can you identify? Answers on page 20.



11



14



12



13



15



16

*(Continued on Page 18)*



17



18



19



20



## *At the Bannock*

New room clerk *Ralph Bogar* registers a guest as *Ken Seamons*, who recently joined the Bannock staff as a bellman, awaits the room key. *Ralph* works the evening shift on the desk while attending Idaho State College days. *Ken* is active on the Idaho car racing scene and is a member of the South Eastern Idaho Racing Association.

*Bob Wentworth* is the new dining room host at the Bannock. An education major at Idaho State College, *Bob* plans to become a teacher upon graduation.



## Western Hotels Junior Executives Go Back to School

The second Western Hotels Management Workshop, designed to prepare assistant managers for future responsibilities, was held recently at the Olympic Western Hotel.

Special advanced training in all phases of innkeeping kept the 13 "students" busy during 5 work-filled days.

The intensive study course covered such subjects as leadership, accounting, food and beverage, sales and promotion, maintenance and construction, personnel policies and community relations.

The staff conducting the various workshop courses included *Edward E. Carlson*, *Gordon Bass*, *William W. Shields*, *Lynn Himmelman*, *Bruce Pierce*, *Bob Dupar* and *Bill Bryant*, all of Western Hotels, Inc.; *Robert Lindquist*, Multnomah manager; *Joseph T. Bradley*, head of the Hotel and Restaurant School at Washington State College and *Lee Jacobi* of Cole & Weber Advertising Agency.

Attending the Western Hotels Management Workshop were: *Don Allison*, Multnomah; *Jack Bellman*, Cosmopolitan; *Dwight Call*, Mayfair; *Tom Dupar*, Cascadian; *Karl Eitel*, Sir Francis Drake; *Tom Gee*, Winthrop; *Ron Kirtland*, Ben Franklin; *Brent McDonald*, Roosevelt; *Don Mickey*, Marcus Whitman; *Nick North*, Georgia; *John Stevens*, Davenport; *Ed Sullivan*, Olympic and *Ralph Van Noy*, Benson.

A similar five-day workshop for junior executives was held in February.



LYNN HIMMELMAN discusses some of the problems of the hotel business with junior executives attending the Western Hotels Management Workshop.

JUNIOR EXECUTIVES examine new room layouts while attending the Western Hotels Management Workshop. Left to right, *Bill Quinn*, Hawaiian Village, *Ralph Van Noy*, Benson, *Karl Eitel*, Sir Francis Drake, *Ed Sullivan*, Olympic and *Jack Bellman*, Cosmopolitan.



## St. Francis Lobby Redecorated



Larry S. Cronander

The main lobby of the St. Francis has taken on a new look of splendor with redecoration under the direction of *Larry S. Cronander*, building superintendent and chief engineer.

The change from old to new was managed with a minimum

of interference to the thousands of people who are in the lobby each day. The ceiling and balcony railings were painted and scarlet damask panels set in the wall. Five hundred yards of carpet was laid on the marble floor in just two nights.

Then executive housekeeper *Mrs. Gibbs* and her department moved in on the heels of *Larry's* crew with the furnishings so the new lobby made its appearance complete at one time.

*Larry* has been with the St. Francis since 1947.



The new St. Francis lobby

### ANSWERS TO WESTERN QUIZ FOUND ON PAGES 16 THROUGH 18

1. Maurice—San Francisco
2. Sir Francis Drake—San Francisco
3. Tzanjuyu—Lake Atitlan, Guatemala
4. Hawaiian Village—Honolulu
5. Leopold—Bellingham
6. Cosmopolitan—Denver
7. Mayfair—Los Angeles
8. Bannock—Pocatello
9. Oasis—Palm Springs
10. Olympic—Seattle
11. Rainbow—Great Falls
12. Georgia—Vancouver
13. Roosevelt—Seattle
14. St. Francis—San Francisco
15. Owyhee—Boise
16. Davenport—Spokane
17. Winthrop—Tacoma
18. Finlen—Butte
19. Marcus Whitman—Walla Walla
20. Multnomah—Portland

## Ben Franklin Guys and Dolls



**GOLF MINDED** Luann Smith, left, and Vicki Siegel, Benjamin Franklin Hotel secretaries, are busy organizing a Western Ladies Golf Tournament between Seattle and Portland. They have already interested a number of Olympic Hotel girls.

**THEATRICAL STARDUST IN THEIR EYES.** Leibecked Mary Wong, Outrigger hostess at the Benjamin Franklin, and waiter Herman Rivera have both known the bite of the acting bug. Mary did bit parts and extra work for almost all the big Hollywood movie companies at one time. Herman has studied acting at Seattle's famed Cornish School.



**WHEWI** says Leon McGill, head houseman and banquet man at the Benjamin Franklin since 1954, as he rests for a moment for a quick cup of coffee at one of his own freshly spread banquet tables.



**ORDER COMING UP** from the kitchen crew at the Benjamin Franklin. Left to right, Pete Moran, Nancy Miller, Aaron Binggel, Ethel Atwood, Harry Burswrich, Pearl Munday, Bernice Bremness, Judy Huntington and Benny Parangan.





**FIRST ANNIVERSARY** for Archie Lemieux as manager of the St. Francis Liquor Store. Archie worked as assistant manager of the store for 12 years and he considers it the outstanding liquor store in San Francisco.



**HAPPILY PLACING AN ORDER** with waitress Thelma Torres in the coffee shop of the Caravan East in Phoenix are Joan Lorry, Oasis Room hostess, and George Beljean, front office clerk.

**A TASTE OF HOME.** Miss Hawaii, Patricia Visser of Honolulu, sips a pineapple drink with Edward E. Carlson as George Olson, maitre 'd of "The Outrigger" at Seattle's Benjamin Franklin looks on. Miss Hawaii was in Seattle to discuss the Pacific theme for the Century 21 Exposition to be held in 1961-62. Carlson is president of the international exposition.



## *Leopold Hotel-Motel Opens Soon*

The Leopold Western Hotel in Bellingham is nearly ready to open its new hotel-motel operation.

Work on the 24-unit motel addition, complete with landscaped swimming pool and parking area, is in the final stages.

The new L-shaped motel has been built on the former parking lot at the rear of the 260-room hotel. A concrete parking deck will replace the old parking lot. The swimming pool will be heated and available to both hotel and motel guests. The pool is accessible from the hotel through a covered arcade.

First of its kind in Washington state, the new structure will be named the Leopold Motor Inn. The new Motor Inn will cost \$200,000.



**BROTHERS OF THE BRUSH**... three mustached members of the Rainbow staff. The lip adornments were grown to keep the trio in the spirit of Great Falls Diamond Jubilee Year. Left to right, Bob Simpson, Everett Jordan, new assistant manager, and Dave Vincent. The Roloids Jordan is holding were a gift from departing assistant manager Tom Sneberger.



**ANDRE MAS** recently joined the staff of the Hotel Georgia as assistant catering manager. Andre was born in France and trained in the Ecole Hoteliere in Nice. He speaks four languages fluently and has travelled in 37 countries. Not a bad record for a man only 27 years old.



**CARAVAN INN, LANCASTER**—members of the dining room staff take a moment off to pose. Left to right, Vera Lee, Jeane Long, Ginger Utter, Bev Perkins and Ruth Hoerner. Kneeling, Jack Sagert, food and beverage manager, and Ron Noblin.



**"MAID OF THE MOUNTAIN"**—Stella Miller, manicurist in the Olympic barber shop was honored recently by Vestri, an Icelandic Literary group. The lovely blonde was chosen "Maid of the Mountain," symbol of Iceland's independence from Denmark. Stella, a native of Iceland, has been an Olympic employee for five years.

**SHARON TONEY, JOAN WHITE and SONJA SPILSETH** of the Central Hoteletype Office. Sharon and Sonja are enroute to Honolulu and Joan looks as if she is holding on in hopes of being taken along.



## *New Vancouver Hotel Planned*

Western Hotels, Inc., will build a 300-room luxury hotel in Vancouver, B. C., to open next summer.

Plans and financing have been completed and construction will begin immediately on an 8½ acre waterfront site on W. Georgia St. between Bidwell and Cardero Sts. Marwell Construction Company, Ltd., will build the four million dollar hotel.

A Polynesian specialty restaurant designed and operated by "Trader Vic" Bergeron will be featured.

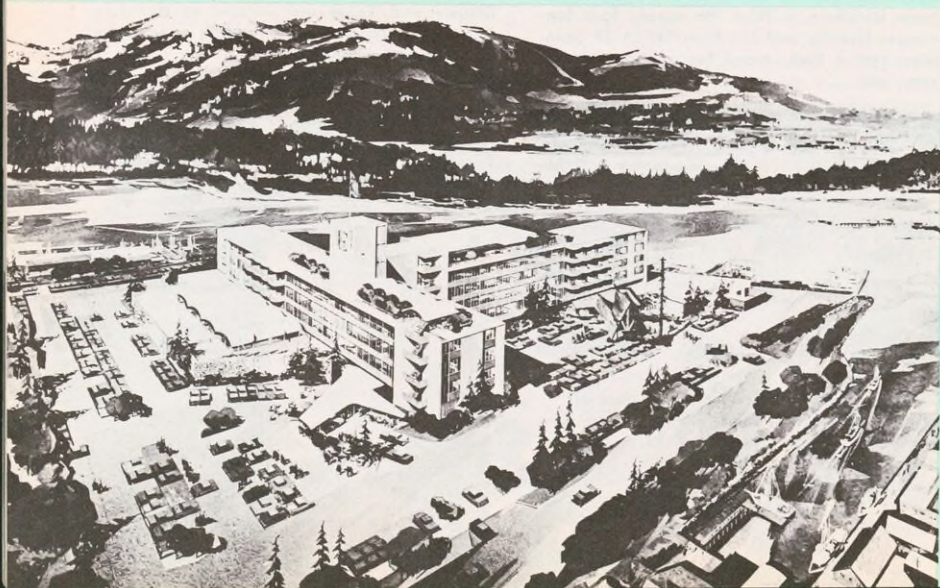
Designed in a T-shape to take maximum advantage of the view, the hotel will have one wing of five stories and one of six, with provisions to add three more stories and a penthouse.

A marina will be operated in conjunction with the hotel. The main

courtyard will include a swimming pool. The coffee shop, dining room and cocktail lounge will overlook the marina. An arcade for specialty shops, and banquet facilities for 600 guests also are planned.

"We are pleased to be associated with *Douglas Welch*, chairman of the board; *Hugh Martin*, president, and others at Marwell in this important project," *S. W. Thurston* said.

"Growing popularity of Vancouver as a base for yachts influenced the decision to build a marina to accommodate 70 boats. It is felt many yachtsmen will make the hotel and marina their headquarters during visits to the Pacific Northwest. A variety of boats, from cabin cruisers to luxury yachts, also will be available for charter."



## Benson's "Trader Vic's" Opens

Construction is complete on the \$300,000 "Trader Vic's" specialty restaurant at the Benson Western Hotel in Portland.

Part of a 3½ million dollar expansion program at the Benson, the room has been designed and is operated by nationally famous Victor "Trader Vic" Bergeron.

"This will be Portland's outstanding eating place, and an important part of the service offered at the new Benson," said *S. W. Thurston*.

According to *Sam Standard*, Benson manager, entrances are on Stark Street and from the south side of the Benson lobby.

"The new 'Trader Vic's,' seating 300 people, includes four separate dining rooms and a large kitchen," *Standard* said. "Among the kitchen features is a five-ton Chinese oven, used to cook many of the exotic dishes for which Trader Vic is famous."

One of the largest specialty dining rooms in the Pacific Northwest, the room is decorated with actual items from the South Seas, including primitive art, giant clam shells and native weapons.

Famous as a man who blazed a new trail in the restaurant field, Trader Vic operates restaurants in San Francisco and Oakland, at the Benjamin Franklin Western Hotel in Seattle and the Cosmopolitan Western Hotel in Denver. He also has Trader Vic rooms in New York, Chicago, Havana and Los



Angeles. Food specialties include authentic Polynesian and Chinese cooking, and a variety of drinks with the "Trader Vic" touch.

The new "Trader Vic's" gives the Benson two specialty rooms, the other being the famed London Grill.

## Doings at the Drake

The annual Sir Francis Drake—St. Francis golf tournament was played at the Presidio Golf Club in San Francisco. A turnout of 31 included three ladies, all cocktail waitresses at the Starlite Roof. *Spencer Sargent*, room clerk at the Drake won the trophy.

Modeling the new summer costume in the Starlite Roof is pretty *Virginia Callison*. Each waitress chooses her favorite color for the bright cotton florals. . . . *Ruth Osborn*, catering secretary, sailed on the Dutch freighter SS Dintledyk for a nine-day cruise up the West Coast . . . Two new room clerks

*Virginia Callison*



*Ed Sequeira and "Queen"*

at the Drake are *Peter Coakley* and *Mike Conley*. *Peter* is attending City College of San Francisco studying Hotel Management in addition to working on the desk. *Mike*, a graduate of the University of Maine, transferred to the Drake from the Oasis.

*Ed Sequeira*, Drake general manager, showed the magnificent view of San Francisco from the Starlite Roof to Mrs. Ruth Crosson. Mrs. Crosson, a recent "Queen for a Day" winner was awarded a trip to the Bay City and two days at the Sir Francis Drake with her husband and daughter.

*Lori Koenig*, FRONT! correspondent, attended the Executives' Secretaries National Convention in Denver as a representative of the Drake.

## Western Hotels Hobby Lobby

*Victor Clavadetscher*, receiving clerk at the Georgia, is one of the few people who has taken up the dangerous sport of jumping from an airplane just for the fun of it.

He is seen here just touching down after a descent from the skies, the wind still filling his striped parachute. Perfect physical condition is a requirement for this perilous pursuit.

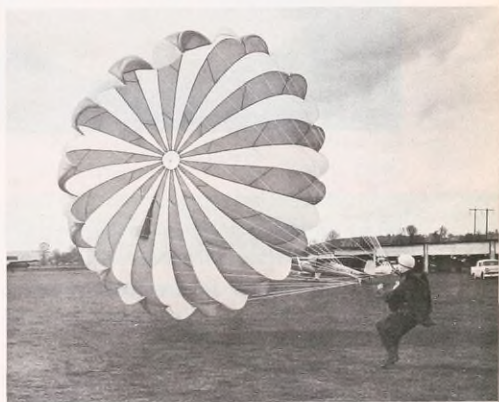
An all-'round athlete, *Victor* trained the 1948 Chilean Olympic Ski Team and was also in the Swiss Bobsled Team that year.

The spare time hobby of *Vic Fischer*, Bannock cook, is reupholstering furniture. *Vic* is so skilled at his hobby that it has become a profitable sideline, as well as being relaxing.

*Vic* got into the food industry at the age of 15 washing pots. He plans to make cooking a career. One big thing

that has impressed him with Western Hotels is the Western Research Kitchen and the man in charge, *Chef Kellar*.

A big, even-tempered redhead, *Vic* spends from two to six hours a day in his workshop reupholstering furniture. He and his wife Loretta have two sons.

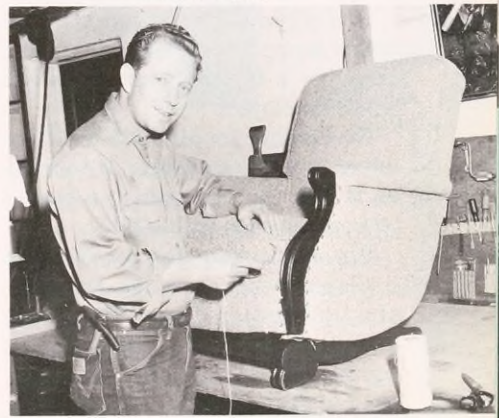


Wind-blown *Victor Clavadetscher*

*Vic Fischer* at work . . .



. . . and at play





*Evelyn Butalla*

## *Miss Western Entrant*

Latest entrant in the Miss Western Contest is *Evelyn Butalla* of the Hotel Boise.

This charming young lady has worked as a cocktail waitress for three years in the Boise's Lampost. (Note the earrings that are in keeping with her place of employment).

*Evelyn's* sunny smile and knack of always saying just the right thing have made her a favorite with guests and fellow employees.

The deadline for Miss Western Contest entrants is nearly here. If your hotel is not yet represented, submit a photograph soon to FRONT!

We are looking for the Western employees with attractive faces, figures and personalities. The lovely *Evelyn*, whose picture appears here, is typical of the young ladies already entered in the contest.

## *In What Hotel Does This Girl Work?*

If you said one of Western International's Guatemala hotels, you're wrong.

The costume is a typical Peruvian Indian dress. But attractive *Yolanda Voysest* is an employee of the Anchorage Hotel housekeeping department.


As a matter of fact, *Yolanda* has been on the Anchorage payroll longer than any other employee. She first started to work in 1951 after coming to Alaska from Lima, Peru.



*Yolanda Voysest*

A cheery smile and pleasant disposition have won many friends for the beautiful South American girl.

*Yolanda* and her husband *Alfred*, who is an employee of Northwest Orient Airlines, have traveled through many parts of the world. Their vacation trips have taken them through Canada, Mexico, Cuba, Europe and back to their native Peru.



going **W**estern

Stork-line from the Benson: auditor *Bill Ellis* and night auditor *Jim Funk* entering the diaper derby for the first time . . . to be followed shortly by *Louis Jodry*, liquor controller, who is expecting #3. Lovely redhead *Phyllis Harmon* of the Benson has been wearing a workman's helmet while remodeling goes on about her reservations desk.

*Esther Myers*, secretary to the manager of the Maurice for many years has retired. Taking her place is *Mrs. Mabel E. Carter*, a former Alaska resident . . .

*Elizabeth Keene*



*Frances Montoya*

*Charles D. Ashby*, front desk clerk at the same hotel, is going into the hospital for a bit of surgery. Hurry back, *Charles*.

*John White* has joined the staff of the Northern as dining room and bar manager. He has had more than 15 years experience in the hotel business . . . Wedding bells rang for *Dorothy Olin*, former dining room manager at the Mayfair on June 13 when she became *Mrs. Norman Geers*.



*Pat McDowell*



*John White*

Mayfair waitress *Emma Elias* has just returned from Buffalo, New York, where she attended the Women's International Bowling Congress . . . *Paddy McEwan* has been assigned as host in the Mayfair's Butlery after recovering from a recent illness . . . *Tom Sneberger* of the Rainbow was prepared for his transfer to the Westward



going **W**estern

Hotel in Anchorage. He came to his farewell party dressed in an Eskimo parka.

*Felix Wicka* and *Eddie Mathson* of the Rainbow look happy as they prepare for a banquet . . . Rainbow manager *Warren Anderson* dons an old time "medicine peddler's" top hat as he gets into the swing of Great Falls Diamond Jubilee Year.

Beautiful *Elizabeth Keene*, front office cashier at the Georgia, suns herself after swimming at Vancouver's English Bay . . . *Charles Shelton*, of the catering department at the Davenport, is a new groom. He is shown setting out for a honeymoon with his lovely bride, *Peggy*.

Cosmo Clippings: Head pantry lady *Frances Montoya* displays fancy fruit baskets she created for the Rocky Mountain Hotel Association Convention . . . *Ed Green*, catering manager,

*W. Emil Zoubovitch*

*Ed Green*



*Felix Wicka and Eddie Mathson*

and executive chef *W. Emil Zoubovitch* display the trophy they received for winning first prize at the Colorado Chef de Cuisine Food Show held at the Cosmopolitan. Chefs *Kay Kawaski* and *George Young* were also responsible for the success of the display.



*Charles and Peggy Shelton*

*Ed Pilkerton* has been appointed bell captain at the Bannock. *Ed* was formerly with the Boise Hotel . . . *Clayne W. Dice*, FRONT! correspondent at the Bannock, is all puffed out with pride. Reason: the arrival of second child, 8 lbs. 7 ozs., daughter *Deborah Anne*.

*John Bellour, Walter Roth, Marie Embow and Thomas A Gildersleve*





Tom Sneberger



Warren Anderson



George Weyrauch

Men at Work! At the Multnomah. Painters *Henry Anderson, Boise Kermeier, Fred Pellum* and *Larry Eddins* recently redecorated the lobby in rich red and pure white with brushed gold. Looks like Henry is goofing off on the job.



*Henry Anderson, Boise Kermeier, Fred Pellum and Larry Eddins*

*Bill Newman* is a new member of the sales staff at the Davenport . . . New face at the Benson, but not to Western Hotels, is *Jack Borg's* now assistant manager. With Western since 1951, *Jack* has worked at the Mayfair, Northern, Hawaiian Village, Mayflower and Ben Franklin.

Olympic general manager *Thomas A. Gildersleve* is shown congratulating staff members on the Fifth-of-a-Century certificate the hotel received from the Duncan Hines Institute. With *Gildersleve* are *John Bellour, Walter Roth* and *Marie Embow*.



Jack Borg



Bill Newman

*Pat McDowell* has joined the Hawaiian Village Sales Office in San Francisco as secretary to *John Leith* . . . The Cascadian's "Miss Western" choice, *Carol Lee Larsen*, got married . . . Bartender *Ray Eastman* of the same hotel will be a married man by the time you read this . . . FRONT! correspondent at the Cascadian, *George Weyrauch*, is seen playing peek-a-boo from inside the boiler. Some people just can't get warm!

Phyllis Harmon





The new Hawaiian Village folder—as colorful as the Islands themselves—is already luring first-time visitors to this plush playground of the Pacific. This is the latest in the series of Western Hotels folders that project the warm friendliness of each link in the Western chain.