

Western Hotels, Inc.

Front!

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...about Conventions



S. W. Thurston,
President,
Western Hotels, Inc.

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DURING the past year we have had many conventions in our hotels. I know that for most of you they have meant a lot of extra work, extra strain and perhaps irritation. Maybe you have wondered whether conventions are really worth all the trouble.

For one thing, they are a sort of institution with Americans. Behind all the play and entertainment lies a serious purpose. A convention is the means for businessmen to get together, to make plans, and whip up enthusiasm for greater achievement.

Conventions are a great source of revenue to the community and we have a responsibility to our communities to encourage and care for them. Last year Seattle, for instance, entertained 167 different convention groups composed of 54,275 delegates who spent an estimated \$3,356,000 in the city. This income quickly seeps through the entire community.

From our own personal standpoint, we need convention business in order to maintain a high average occupancy rate. We know that costs have climbed and are still climbing. In order to continue to earn satisfactory wages for ourselves, pay for improvements and leave something over for our stockholders, it is essential that we keep our occupancy up.

Most visiting delegates, too, are new people in our hotels. They represent an opportunity for us to win them over as regular guests. When they get home we want them to be able to boast about the service and facilities we offered them. Western Hotels has already earned a valuable reputation as being good to conventions. Let's preserve that reputation.

My very best wishes to you all for a Prosperous New Year.

It's a Family Tradition . . .

No. 4 in a series of articles on the men who helped build Western Hotels, Inc. into the organization it is today.

TO hotel supply salesmen, Troy Himmelman is a hard-hearted purchasing agent with a burning zeal to make a nickel go as far as it possibly can. They would be aghast if anyone were to suggest that he would invest his money in race horses or take a long-shot flyer into resort operation.

Yet he has done both, and a lot more, to rise to his present position as vice president of Western Hotels, Inc. As a member of the executive committee, he supervises purchasing and printing. These responsibilities involving the expenditure of hundreds of thousands of dollars seem to just gravitate his way because of his wide hotel operating experience.

Hotel operation is a Himmelman family tradition. As early as 1854, his grandfather operated a hotel in Mankato, Minn. where the younger James boys stopped overnight on their way from a Northfield bank robbery. The posse caught up with them the next day 35 miles out of town.

Grandmother Himmelman picked up extra money from the federal government making black hoods to put over the heads of 38 Indians hanged after an Indian uprising. In 1903 Himmelman's father built the Heinrich Hotel in Mankato, a 75-room house he operated in connection with a farm. Young Troy was put immediately to work in the hotel as soon as he was old enough. He worked in



TROY HIMMELMAN
Vice President
Western Hotels, Inc.

the kitchen, drove the hotel bus and eventually was made clerk at the liberal salary of \$75 a month.

As a young man, he was a dashing figure and showed considerable promise as an actor, playing in several productions of the local little theater group. He married his childhood sweetheart and in 1916, at the age of 28, started out on his own by leasing the brand new 38-room Fairmont Hotel in Fairmont, Minn. He accomplished this with \$400 savings and \$2,000 he was able to borrow from a bank.

The local Fairmont Sentinel said, "Fairmont is indeed fortunate to get Mr. Himmelman as landlord for its new hotel. He is not alone a young man of sterling business qualification and progressive ideas who is destined to become one of Fairmont's most loyal boosters, but he is as well a man whose entire life has been spent in the hotel business and who understands every detail of the same."

Launched with such a glowing tribute, young Himmelman could hardly miss. He operated the hotel for four years and during that time cut quite a swathe for himself in Minnesota. Within two years he was elected president of the state Hotel Men's Association, the first small-town hotel man to achieve the honor. He continued to be interested in

his home town and in 1921, with a partner, bought a movie theater there which he still owns.

About this time, Himmelman also dabbled in the horse racing business. With two other men he formed a company to breed high-grade trotting horses. They bought two colts from the Dan Patch stables, one of which won the \$5000 stake race at the Minnesota State Fair in 1918. He also operated a resort hotel called Interlaken, at Fairmont Beach.

Himmelman was an active member of the Ten Thousand Lakes Association which was formed to promote tourist and scenic attractions of Minnesota. In 1918 the governor appointed him to the Minnesota Land and Lake Attraction Board set up to publicize the state.

In 1920 he sold the Fairmont to the Arthur Roberts chain and went to Seattle on a trip. Not long after that he leased his movie theater to the Publix Theater Corp. (now Paramount), on a 35-year lease. In 1925 he re-entered the hotel business leasing the Istrouma in Baton Rouge, La. However, he couldn't get the Northwest out of his mind and two years later sold his interest in the Istrouma to his partner and headed back to Seattle.

There he became acquainted with H. E. Maltby and S. W. Thurston who had formed the

Maltby-Thurston Company operating five hotels in Washington. In 1927, with funds he had accumulated in his previous ventures, he bought considerable stock in that company and took over management of the New Richmond Hotel in Seattle. Six months later, Maltby-Thurston acquired the brand new Marcus Whitman Hotel in Walla Walla and Himmelman was sent there to furnish, equip and open it.

This was a period of fast growth and in hardly more than a year Himmelman was back in Seattle to open the Benjamin Franklin with great fanfare in February, 1929. It was the seventh hotel in the Maltby-Thurston Company. Himmelman took over as manager and his staff that year included two men who later became Western Hotels vice presidents. They were Charles Hunlock, assistant manager, and Edward Carlson, page boy.

The family tradition of hotel operation is being carried on. Following the war, Himmelman moved to the Western Hotels main offices to devote full time to his duties as vice president in charge of purchasing, and turned the reins of the Benjamin Franklin over to his son Lynn who had attended Cornell University School of Hotel Administration and served as assistant to Dan London, manager of the St. Francis in San Francisco. He becomes



Twenty-one years ago the manager of the new Benjamin Franklin, Troy Himmelman, and his assistant, Charles Hunlock, surveyed the lobby of their new domain the night before the grand opening.

the fourth generation of hotel-operating Himmelmans. Himmelman's other child is a daughter, and as might be expected, she married a hotel manager, Walter Wright of the Emerson Hotel in Hoquiam, Wash.

In Himmelman's opinion, the hotel business offers just as great, if not greater opportunities for advancement as it ever did. "Skilled, capable, ambitious managers are just as difficult to find now as they ever were," he says, "and opportunities for success are unlimited." Himmelman urges young men to get varied experience in all phases of hotel work. He warns against staying too long in a big city hotel. "You learn only one small job and you're lost. Get into little hotels in little towns for most valuable experience."

Managers' Meeting . . .

**Western Hotel heads review
year's progress, plan strategy for 1951.**

EARLY in September approximately 30 Western Hotel managers and executives journeyed to Salt Lake City to look over the "newer Newhouse" and then settle down to three days of hard work reviewing work of the past year and planning operations for the future.

The sessions themselves consisted of a series of panel meetings lasting three days. Managers had previously been assigned to panels on various hotel subjects. These were studied in individual group meetings for a month or so prior to the over-all gathering, at which time final conclusions were reported upon. The panels were composed of the following managers:

FOOD AND BEVERAGE: Bill

Shields, Bannock Hotel, chairman; John Pierce, Leopold; Larry Blair, Olympian; Al Schilling, Newhouse; Perry Bruce, Boise; Al Kelley, Owyhee.

MAINTENANCE AND IMPROVEMENTS: Lynn Himmelman, Benjamin Franklin, chairman; Tom Lee, Mayfair; George Horning, Marcus Whitman; Bill Boyd, Jr., Benson; Harold Gronseth, Waldorf.

PROMOTION AND ADVERTISING: Gordon Bass, Multnomah, chairman; Scotty Myles, Winthrop; Stewart MacKenzie, Cascadian; Ray Thatcher, Roosevelt; Sam Standard, Leopold.

PERSONNEL: Willard Abel, Sir Francis Drake, chairman; George Marble, Mayflower; Bill Boyd, Benson; Virgil McGee, Boise; Mark Malloy, Governor.

1951 CREDIT CARDS ISSUED

During November and December the Western Hotels credit office was busy sending out 25,000 credit card renewals for 1951. This mailing, according to Credit Manager Walter Griggs, is now complete and the department is now at work handling cards returned because of a change of address. On the basis of past years' experience, approximately 8% or 1500 cards will come back. This year's mailing received a boost when the Northern's credit list was added to it in November. In addition to all these, the Sir Frances Drake and Mayfair have credit lists of their own which are renewed on a continuing basis.

The 1951 cards are typed in green ink to distinguish them from the 1950 cards which are now invalid. Another innovation is the addition of the year of original issue on each card.

BUSINESS TRENDS AND COSTS: S. W. Thurston, president of Western Hotels, Inc., chairman; Frank Dupar, secretary-treasurer; Dewey Metzdorf, vice president; Frank Weston, auditor; Edward E. Carlson, vice president.

Highlight of the meeting was a review of Western Hotels' tremendous modernization and re-decoration program. Since the end of the war over one and a half million dollars have been spent on improving the facilities of the various hotels.

The Food and Beverage panel singled out the Benjamin Franklin's Outrigger Room as one of the outstanding Western Hotels attractions of the year.

The Advertising panel stressed promotion of the Western "Hoteletype" service and simplification of credit card procedures. Greater need for training of employees was stressed by the Personnel panel.

At the end of the meeting, each panel group summarized all of its findings plus the discussion at the open forum into a consolidated report complete with recommendations for future action. Each committee also discovered that it would have a continuous existence and have to bear some of the responsibility of seeing that their recommendations were actually carried out by Western Hotels management.



Let me make your hotel reservation FREE!

Western "Hoteletype" Service
Winthrop Hotel
BR 2141
(or any authorized travel agency)

VANCOUVER, B. C. Georgia	SAN FRANCISCO Sir Francis Drake Maurice	LOS ANGELES Mayfair	SEATTLE New Washington Benjamin Franklin Roosevelt
	SALT LAKE CITY Newhouse	PORTLAND Mullinmah Benson	Mayflower

also in Billings, Wenatchee, Boise, Olympia, Bellingham, Pocatello and Walla Walla



ADVERTISING for 1951 will continue to feature the popular "HOTELETYPE" service. The larger ad above is of the type that will appear in metropolitan daily newspapers. The smaller ad below at left is typical of those to run in small town dailies. Advertising will also appear in such publications as the Wall Street Journal, Sunset magazine and a large number of hotel publications. The small ad, below at right will appear in Business Week magazine.



"Let me make your hotel reservations Free!"

... in the 14 cities where Western Hotels are located.

Just phone



or any authorized travel agency

Headin' for the Far West?



take advantage of these two important hotel services —

➤ **RESERVATIONS:**
 Western Hotels are located in 14 western cities including Los Angeles, San Francisco, Portland, Seattle, Salt Lake City, Billings and Vancouver, B. C. Write phone or teletype our Seattle office and we will arrange reservations at any of them without charge.

➤ **CREDIT:**
 We will be glad to issue Western Hotels credit cards to representatives of your company. They will enjoy the convenience of this card in cashing checks and charging accounts.

WESTERN HOTELS, INC.
 Executive Office
 1902 Second Avenue, Seattle, Wash.
 Teletype: Seattle 290

heading South?

we will hoteletype
your reservation
without charge...

to the

Mayfair

in Los Angeles...

...inquire at the desk



Elevator Reading

ized the advertising opportunity presented by this situation and most elevators display advertising messages of some kind. Last year Western Hotels put elevator advertising on an organized basis. Each hotel was equipped with a standard size frame so that advertising cards can be mass produced for lower cost and more frequent change. Various features of the entire Western family can now be plugged simultaneously in all the hotels. The first three cards discussed the "Hoteletype" service, coffee shop, and redecoration. A new series of three released last month announced the Northern Hotel, plugged the Outrigger cocktail lounge in Seattle and the Mayfair Hotel in Los Angeles.

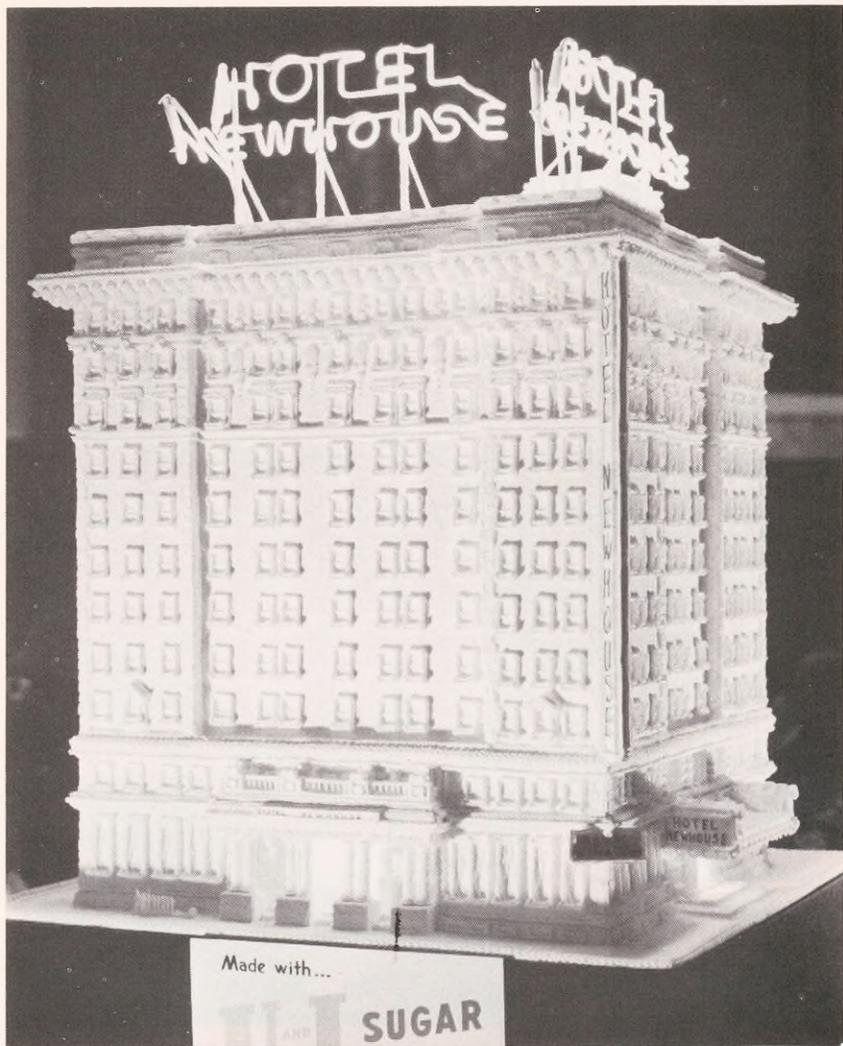
Eventually, all hotels with particularly attractive features will be able to advertise them to the thousands of guests in all the other hotels. Suggestions for ideas and hotel attractions for use in this manner are welcomed by the Western Hotels advertising department.

THE volume of traffic carried by airlines, railroads and buses is nothing compared to that handled by the greatest common-carrier of all—the elevator. In the 22 Western Hotels, there are approximately 45 elevators that probably carry in excess of 15,000 passengers a day. Though the elevator passenger's ride is usually a short one, there is little he can do with his time except study the operator's hair-do and gaze at the walls. He is what advertising men call a "captive audience."

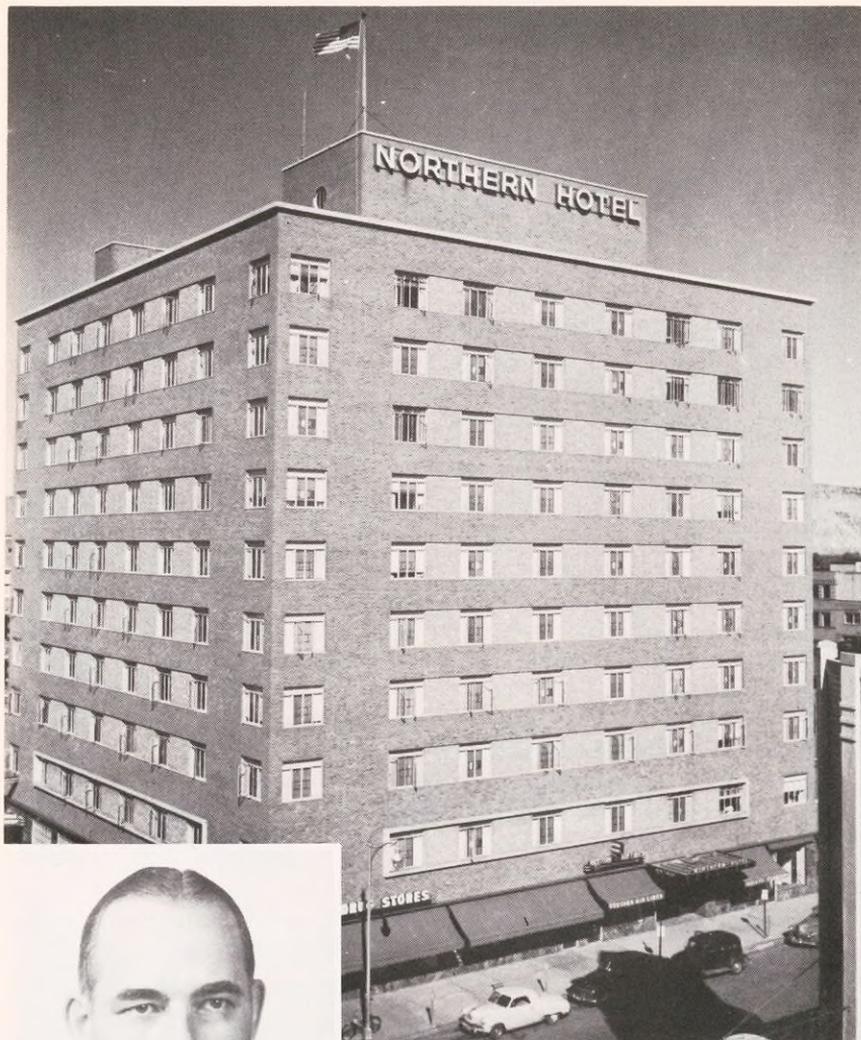
Hotel managers long ago real-

BOISE ENGINEER RETIRES

On August 31, Henry Smith retired as chief engineer at the Boise. He had been with the hotel for ten years and has now taken over the position of manager of the exclusive Boise Hills Village which has 200 apartment units. His successor is his son-in-law, Kenneth Poe. Kenny has had considerable experience in building, plumbing and construction and has already launched several remodeling projects at the Boise.



A SWEET HOTEL—The above replica of the Newhouse Hotel in Salt Lake City is a huge birthday cake baked in celebration of its first year as a Western Hotel. The anniversary was November 1. The cake is covered with 150 pounds of Utah-Idaho sugar. The U. & I. Company was so proud of it they are running pictures and stories about it (and the hotel) in their own publications. The replica is complete in every detail, with real life neon lights on top.



THE NORTHERN HOTEL in Billings is 10 stories high and the tallest building in Montana. It is one of the most efficiently designed hotels in the country. At left is Lester W. Carter, Northern's general manager.

Northern Now "Western"

ONE of the most famous hotels in the Rocky Mountain area became a member of the Western Hotels family in November. It is the Northern in Billings, Montana which now becomes the most eastern Western.

Billings is a bustling little city of 24,000 on the Yellowstone river in the south central portion of the state. It is at the junction of Highway 10 running from Seattle to Minneapolis and U.S. Highway 87 running north from Denver to Calgary. This is an important crossroads and calls for a top-notch hotel, which the Northern definitely is.

In fact, it is one of the outstanding small-city hotels in the nation, designed by the firm of Holabird and Root who also designed the Washington Statler and the Los Angeles Statler now under construction. According to the architects, "there are less cubic feet of wasted floor space in the Northern than in any other hotel in the country."

The Northern was opened July 7, 1942, one of the last hotels to be built until after the end of the war. It was erected to take the place of the old Northern which burned down in 1940. The structure is earthquake-proof reinforced concrete. The exterior is

faced in rainbow red granite. The building originally had 225 guest rooms but at the present time an addition of 63 rooms is being made with completion due in February. With these additional rooms, the Northern will be the largest hotel between Minneapolis and Spokane, also the largest north of Denver, Colorado.

The Northern has 14 sample rooms, seven of these being combination sample rooms; one private dining room, the Green Room; plus a ball room and connecting assembly room that will seat 450 people. The hotel recently installed a \$30,000 laundry and acquired a garage building two blocks from the hotel.

Lester W. Carter, general manager of the Northern, is just as dynamic as his hotel. He remains as general manager and president of the Northern Hotel Company, Inc., under Western Hotels supervision. He was launched into the hotel business as a boy in Thermopolis, Wyoming where his father was a practicing physician as well as a hotel operator. As soon as he was old enough to leave home, Carter took jobs in other hotels in Wyoming and became manager of the Henning Hotel in Casper. It wasn't long before he became manager of the Plains

Hotel in Cheyenne. Eventually he organized a new company of which he became president and general manager of the hotel. In 1937 Carter sold his interest in that property and leased the Grand Hotel in Billings. He also acquired the Carter Hotel in Hastings, Nebraska and the Pioneer in Cheyenne. When the Northern was rebuilt, he negotiated a deal with the builders whereby he became one of the principal owners as well as managing director.

Ex-Northerner at Multnomah

Lloyd Gausvik, bellman at the Multnomah for the last five years, found his past catching up with him when the Northern became part of Western Hotels, Inc. It was at the old Northern Hotel that Gausvik first started in the hotel business about 18 years ago.

"I was there when the old building burned down," he recalls. He was a bellman at the

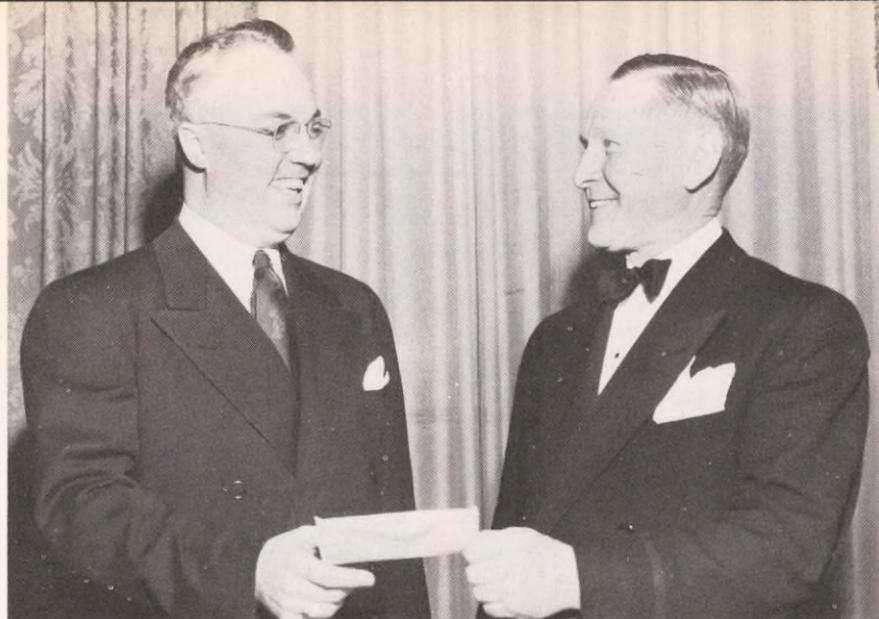
GAUSVIK AND SON



Carter is active in all phases of hotel work. He is past president of the Montana Hotel Association, was president of the Rocky Mountain Hotel Association for three years, and for the last five years has been national director of the American Hotel Association, representing District 12 which consists of New Mexico, Colorado, Wyoming, Montana, Utah, Idaho and Nevada. For the last two years he has served on the A.H.A. budget committee.

time and was one of the last persons to leave the building after helping to get all the guests out safely. While the new Northern was being built, Gausvik moved over to the Grand Hotel in Billings as a bellman. Lester Carter was manager of the Grand at the time and when he moved over to take charge of the new Northern, Gausvik came along as head bellman. He recalls that the building opened during the war and even though every room had a shower or bath, many of them had no fixtures. "I'm sure they've all been installed by now," he says.

In 1945 Gausvik came to the Multnomah. "The Northern," he says, "is a very nice new modern hotel—as nice as anything in Portland. I feel very much at home here at the Multnomah. It and the Northern are quite similar. They both get the best trade."



S. W. Thurston, above, beamingly presents two scholarships to Donald Greenaway, head of the Department of Hotel Administration at Washington State College.

Western Hotels' Scholarships

IN a move to interest more qualified college students in hotel careers, Western Hotels will award two scholarships next year to students of Hotel Administration at Washington State College. The scholarships will be in the amount of \$150 each.

Details of the awards are being worked out with the college's department of hotel administration but, in general, the scholarships will be awarded on the basis of general scholarship and aptitude for hotel work, as well as exhibited leadership in student activities.

Such a scholarship will be

given to a junior student at the end or upon completion of the junior year and be made available to him in his final year. The recipient will have to take certain hotel administration courses, as specified, and accomplish some research. The scholarships will accumulate each year if no qualified candidates are available.

Awarding scholarships is not new to Western Hotels, Inc. During 1947 and 1948, summer school scholarships to Cornell University School of Hotel Administration were awarded to Western Hotels employees on a competitive basis.

Promotions

Standard, Mueller move to more responsible posts

AS the year drew to a close, two more names were added to Western Hotels' list of promotions for the year. Sam Standard, genial resident manager of the Leopold, was brought back to Seattle as manager of the New Washington. Charles Mueller, assistant manager of the Multnomah, moved to Salt Lake City to become executive assistant manager of the Newhouse.

Standard was raised in Seattle and obtained his first hotel experience at the Rainier Club there, where he worked for four years in purchasing and as chief clerk. It was from the Rainier Club that he first joined Western Hotels, coming as chief clerk at the Roosevelt, where he eventually became assistant manager, just prior to the beginning of the war. During the war he served as bosn's mate in the navy and with military government in the Marianas.

Upon returning home, Standard opened his own fountain lunch on Whidbey Island, Wash., later selling this business to take over management of Sunrise Lodge. Late in 1948 he returned to Western Hotels as assistant manager of the Benjamin Franklin. Standard turned his attention to sales promotion and within a year was given a newly-created title of sales promotion manager for all Western Hotels in Seattle.

An emergency situation gave Standard his first chance at managing a Western Hotel. John Pierce, manager of the Leopold, was touring the Orient when his assistant, George Hogendobler, who was running the hotel in Pierce's absence, died suddenly. Standard was promptly hustled up to Bellingham to take over until Pierce returned.

Upon arriving home, Pierce was so pleased with the way his

"RAPTUROUS" LEOPOLD

Small hotels need hold no candles to big-name establishments when it comes to getting comment on their distinctive cocktail concoctions. When the travel news reporter of the Cleveland Press visited the Leopold in Bellingham last summer, he was moved to write the following paragraph for his paper.

"The bar of the Hotel Leopold provides on interestingly descriptive menu. Here's an offering I enjoyed reading about 'RAPTURE. A small drink, gin blended with the juice of the Passion Fruit.' I blushed so hard I didn't dare peruse the specifications of the following item, named 'RAPTURE SUPREME'."



SAM STANDARD
Manages New Washington

hotel was being run that he insisted Standard remain as resident manager, which he did until moving to the New Washington in December.

Mueller, Cornell Winner

Mueller is another man who has been in and out of Western Hotels. In 1947 he drew the attention of company big-wigs when he won a summer scholarship to Cornell University School of Hotel Administration for his essay on the "Six Most Important Fundamentals Essential to Good Management in Establishing a Satisfactory Relationship Between a Guest and the Hotel." The contest was sponsored by Western Hotels.

Born in Switzerland, Mueller came to Portland at the age of 12



CHARLES MUELLER
Moves to Newhouse

with his parents who were cheesemakers. He attended Reed College there for two years before taking a job as bus boy at the Multnomah. He served as an elevator operator, bellman, clerk, cashier and night auditor. In 1941 he left to become manager of the Union Station Restaurant in the same city. He held that job until 1946 when he returned to the Multnomah as relief clerk. He was desk clerk at the time he won the Cornell scholarship. He later became assistant manager until his present promotion as executive assistant manager of the Newhouse. His main hobby is golf (he shoots in the low 80's). He and Mrs. Mueller enjoy motor touring and have been over almost every road in Oregon.



BOISE KEGLERS—When Seattle Western Hotelites formed a women's bowling team in 1949, they issued challenges to other Western Hotels to do likewise. Last year, under the captainship of Chuck Indermuehle, the Multnomah formed a men's team which copped third place in the Portland Hollywood league. This year, however, no team was organized. The Boise Hotel now has an active squad. They are above, front row from left, Sam Fujita, Dick Johnson, captain, and Minor Aono. Back row, Ronald Moore, John Ryan and Shiro Imai. The Seattle girls still have hopes for inter-hotel competition. In any event, they will get plenty of action this May when 20,000 women flock to Seattle to attend the Women's International Bowling Conference.

Mayflower Chef

. . . says Americans becoming better food connoisseurs

AMERICANS are becoming more discriminating in their food tastes, according to Alexis Ozeroff, chef at the Mayflower in Seattle. Ozeroff has been at the Mayflower for four years and has noted a steady increase in the number of customers who are seeking variety in their meals and who are insistent upon skilled preparation and top quality.

As one might suspect, Russian-born Ozeroff offers his customers variety in the form of popular dishes from his native land. Several of the favorites are Borsch, Beef a la Stroganoff and Russ Rassolnik (a soup). Russian dishes, says Ozeroff, are very popular for banquets.

Ozeroff was born in a small village in Moscow and left his home as a young man in 1921 after the revolution. He went first to Shanghai, where he lived for two years, working at every type of job. In 1923 he came to the United States, landing in Seattle. That was his last stop. Not being able to speak English, Ozeroff had to take a job as a dishwasher in a cafe. As he learned the language, he also learned the cooking and food tastes of the people



THIS TRIO at the Mayflower radiated happy smiles after looking over their records for 1950 in food and beverage sales. They are, from left, Frances Keller, coffee shop hostess; Alexis Ozeroff, chef, and Bob Sullivan, head bartender in the Carousel. Sullivan has been at the Carousel since April 7, 1949 when the room opened. His staff includes Chester Nagle, night bartender, and Marlis Petersen, waitress.

in his newly adopted land. He moved from restaurant to restaurant in the city, and at one time opened an American-Russian restaurant in the University district.

At the Mayflower, Ozeroff, along with Frances Keller, coffee shop hostess, and John Mangini, catering manager, have built up a steadily increasing popularity for the hotel's coffee shop.



RAY THATCHER

WESTERNERS ELECTED

Six Western Hotelites were elected to offices in Seattle Greeter Chapter No. 9 this fall. They are Ray Thatcher, manager of the Roosevelt, president; Boyd Hagen, Mayflower, 2nd vice president; Robert Metzdorf, assistant manager of the Benjamin Franklin, 3rd vice president; Clarence Schlosser, assistant manager of the New Washington, and Walter Hope, assistant manager of the Roosevelt, board of governors; Mrs. Vivianne C. Lehr, Western Hotels secretary, secretary-treasurer. Installation ceremonies were held September 15.



MORE WESTERNERS ELECTED

Western Hotels men captured high positions in their respective Hotel Association elections for 1951. William Boyd, Jr., assistant manager of the Benson in Portland, (at left) was elected president of the Oregon State Hotel Association. Edward E. Carlson, vice president and assistant to the president of Western Hotels, Inc. (right), was elected vice president of the Washington State Hotel Association. Willard Abel, manager of the Sir Francis Drake, was elected president of the California Northern Hotel Assn. William Shields, manager of the Bannock in Pocatello, was elected president of the Idaho State Hotel Assn.

Olympian Engineer

John Young helped build hotel he has worked in for 30 years

JOHAN B. YOUNG, engineer for the Olympian Hotel, knows every ache and pain in the building and what to do about it. He ought to. He helped build it.

Young was born in Yakima in 1891 and came to Olympia in 1916 to work in the shipyards as an electrician during World War I. When the war ended, Young took a job building forms for the Olympian Hotel building. When the hotel was formally opened in June, 1920, John Pierce, who was its first manager (now manager of the Leopold in Bellingham) offered Young the job of maintaining the hotel. Young took it and has been there ever since.

As a maintenance engineer he takes care of all the plumbing and heating problems of the hotel along with room service. His kind of "room service", however, is quite different from that encountered by the bellmen. It involves checking, repairing and replacing the various items in individual rooms that break or wear out. These include mirrors, towel bars, light fixtures, electric plugs, radiator valves and steam traps.

A light bulb lasts approximately 30 days, according to Young. The

greatest single trouble-making item in a room is the bed lamp, he maintains. They burn out frequently and need repairs often.

Young does little painting himself but lays a lot of carpets. There are discouraging moments in an engineer's life, according to Young. "The day before we opened the Olympian I worked real hard to install all the brackets that go alongside mirrors in the bathroom," he recalls. "The next day we opened up as hosts to a convention. After that I had to replace almost half of all my brackets."

JOHN B. YOUNG



Stirrup

There were other problems connected with the opening of the hotel. He remembers that the originally installed air line valves for the radiators didn't work and he had to replace them immediately with 325 steam traps. Young is particularly proud of the hotel's elevator system and heating plant. He has never had an accident on the elevator in the entire history of the hotel. He has replaced cables only once and, when he did so, he put on $\frac{5}{8}$ -inch cables to give him a 10-to-1 safety factor.

The heating plant boiler which he originally fired with four-foot slab wood has since been converted to automatic oil. The city steam system is hooked into the hotel system for use in an emergency, but other wise the hotel furnishes its own heat. Young maintains he has the most simplified foolproof pre-heating system in existence. He constructed a tank and float pump alongside the boiler which receives the condensation from the radiators. When this condensed steam reaches a certain level, it is pumped back into the boiler. This saves pre-heating, which saves fuel. It also reduces deterioration of pipes by reducing heat in the return lines. In 30 years he has had to renew only one steam line. Young's main hobby is fixing radios and he has repaired hundreds of them.

ON November 8 the Multnomah's Stirrup Room inaugurated a feature attraction that has all of Portland champing at the bit. It is a Western Chuck Wagon Lunch serving the "finest roast beef in the whole U.S.A.—and we include Texas"—just to quote some of their modest advertising. Crowds on opening day were the most phenomenal the hotel has seen for some time, and there has been a waiting line every day.

The "Chuck Wagon" is actually a shiny chrome steam table illuminated with a battery of infra-red lights that keep the food really hot. Service, however, is not cafeteria style. After being properly stimulated, the customers sit as usual at tables and give their orders to the waitresses dressed in cowgirl outfits and white boots.

As might be expected, the specialty is Roast Baron of Beef. There are also ranch-style baked beans, delicious French bread and salads. The lobster salad served on opening day made an outstanding hit. Each day there is a "Cook House Special" which might be anything from Ranch House Spaghetti and meat balls to barbecued spareribs. The room boasts "coffee always on the table," for which it receives much favorable comment. In fact, Dick

Room Spurred

Fagan, one of Portland's top newspaper columnists, called the Stirrup Room "one of the few eating places in Portland with real atmosphere."

The Stirrup Room's success was no easy stroke of luck. For several years manager Gordon Bass, assistant manager Del Milne and their assembled crews of idea men, cooks and waitresses have struggled to find the right formula. Only a year ago it was called the Bronc Room. The name was changed to the Stirrup Room to appeal more to women.

The Stirrup Room represents the Multnomah's supreme effort to compensate for its one great unhappiness—the lack of a cocktail lounge. State laws do not permit them in Oregon. It is, of course, legally possible to buy a cocktail in Oregon, but it is rather involved. The Multnomah does the best it can for its thirsty guests by printing on the Stirrup Room menu "Yes, indeed . . . liquor is available in Oregon. However, here you purchase it in state-owned stores . . . then check your



The Stirrup Room preceded its grand opening with a series of small ads utilizing its "Looking in the Rose Bowl" column and three 30-inch ads, such as the one above, in Portland papers.

bottle with the bartender, who will pour you the desired drink from your bottle." The menu then lists a number of the more popular cocktails and prices for which the bartender will serve them, using the guest's own liquor. The menu itself is an ingenious die-cut folder which, when unfolded, takes the shape of four western bad men all pointing their revolvers at the reader.

COVER PICTURE

This month's cover picture shows Frank Alfano, cook at the Multnomah, sharpening his knife to slice a huge chunk of "the finest roast beef served anywhere, including Texas." The stainless steel "Chuck Wagon" is lit up with infra-red lights to keep the food hot and is wheeled into the Stirrup Room for all the diners to behold.



HOLIDAY HOUSEKEEPING kept these Hotel Boiseans up in the air during December. Edna Atkinson, housekeeper, climbed the ladder to put finishing touches on the hotel's Christmas tree while Ann Phillips, assistant housekeeper, beautified the lower branches.

Hotel Salesmanship

Western Hotels in Boise, Idaho are directly attacking the problem of "selling" their hotels. According to Virgil McGee, managing director of the Hotels Boise and Owyhee in that city, hotel "selling" is a problem for everyone on the staff who might conceivably come into contact with the traveling public.

With this in mind, he called a mass meeting of all employees of both hotels on November 27 to inaugurate a plan of employee training in salesmanship and public relations. Principal speaker of the evening was Dr. Royal Garff, professor of speech at the University of Utah. He emphasized the importance of maintaining good public relations, stating that "every employee, regardless of position, is a potential salesman and good will ambassador." Educational films obtained from the American Hotel Association and Western Hotels, Inc., were shown.

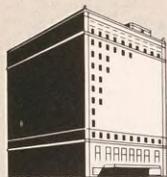
Perry Bruce, resident manager of the Boise, officiated as master of ceremonies. Many prominent business and civic leaders of Boise attended the meeting. According to McGee, similar joint meetings will be held in the future as well as individual meetings in each hotel.



The Portland Community Chest won hearty support from these two groups of Multnomah Hotel employees who were 100 per cent in making contributions to it. Above, first row, left to right, Claribel Reed, Virginia Thum, Julia Trusty, Grace Durnam, Helen Metzger. Second row, Buna Walters, assistant housekeeper, Ethel Gladding, Jane Hain, Esther Claseman, Martha Kuntz, Sadie Brannan, Emily Erickson, Louise Spurgeon, Vivian Gabriel. Third row, Mable Olson, Gladys Hegge, Lydia Wuthrich, Edith Gunsauls, Afton Bontrager, assistant housekeeper.

Below, seated, from left, Daisy Wegener and Emlyn Holmes. Back row, Matilda Carlson, Elizabeth Moore, Neta Cox, Martha Bayer, Helen Fetters, Mary Nash, Minnie Malmedal, Theresa Graham, Christina Wishart, assistant housekeeper, Florence Hungerford, Selma Mc Duffy.





GEORGIA
Vancouver, B.C.



LEOPOLD
Bellingham, Wash.



NORTHERN
Billings, Mont.



ROOSEVELT
Seattle, Wash.



MAYFLOWER
Seattle, Wash.



WALDORF
Seattle, Wash.



NEW WASHINGTON
Seattle, Wash.



BENJAMIN FRANKLIN
Seattle, Wash.



CASCADIAN
Wenatchee, Wash.



MARCUS WHITMAN
Walla Walla, Wash.



WINTHROP
Tacoma, Wash.



GOVERNOR
Olympia, Wash.



OLYMPIAN
Olympia, Wash.



BOISE
Boise, Idaho



OWYHEE
Boise, Idaho



MULTNOMAH
Portland, Oregon



BENSON
Portland, Oregon



BANNOCK
Pocatello, Idaho



NEWHOUSE
Salt Lake City, Utah



SIR FRANCIS DRAKE
San Francisco, Calif.



MAURICE
San Francisco, Calif.



MAYFAIR
Los Angeles, Calif.



Dine better, Sleep better at a Western Hotel