

# front!

VISITS BENSON AND  
MULTNOMAH, PORTLAND

Nov 1962



THE  
PRESIDENT'S  
CORNER



In this issue of your magazine, we're paying tribute to the employees of the Benson and Multnomah Hotels in Portland.

These fine operations prove the philosophy of Western Hotels—a philosophy practiced by the men who founded our organization in 1930. I doubt very much that the premise I'm talking about was ever put down on paper by Mr. Thurston, Mr. Dupar or Mr. Maltby. They were too busy operating hotels.

To spell out this philosophy, I'll borrow a phrase used successfully by one of the banking operations here in the West: "People Make the Difference at Western Hotels." The Multnomah and Benson Hotels are favorites with the traveler because of the attitude of our people who are in daily contact with the public in Portland. The *extra effort* they expend creates lasting friendships.

In the months to come, we will be able to meet the threat of added competition by continually providing better service than is expected. Again, congratulations to our friends in the Rose City from all of us.

EDWARD E. CARLSON  
President  
Western Hotels, Inc.

# front!

A bi-monthly publication written and edited for employees of Western Hotels

COVER

Opening of the Golden Knight calls for a colorful pageant in the lobby of the Multnomah every evening. In the first rank, from left, Charles Patterson, floor cook; Jeanne Piche, wine stewardess, and William Cross, floor cook. Waitress directly behind them is Joan Hayes and then march four pretty waitresses—Marian McDonald, Winnie Hawkins, Betty Miles and Dorothy Buckley. Meat bearers are Lee Silby, front, and Louell Motley, cooks. Hugh Williams, floor cook, holds the torch at right rear.



BENSON ON BROADWAY . . . . . Page C

It has the London Grill and the London Bar and Trader Vic's. Perhaps even more important, the Benson has a corps of hard-working people who are always eager to make every guest comfortable.



FINE FOOD, EXCELLENT SERVICE

AT MULTNOMAH . . . . . Page F

An intimate picture story of the men and women behind the scenes at the Multnomah Hotel—one of the cherished landmarks of this Pacific Northwest metropolis.



GOING WESTERN . . . . . Page H

Four pages of news briefs and photographs that report what's going on in your hotel.



DRINKS OF THE MONTHS . . . . . Page L

The Matador Room at Spokane's Davenport Hotel and the London Grill at the Benson contributed to this issue's feature on featured refreshments.

# front! CORRESPONDENTS

This is the list of FRONT! correspondents. Please get in touch with your correspondent if you have any news for your magazine:

Alameda, *Alfredo LaMonte, Jr.*—Anchorage—Westward, *Brent MacDonald*—Bannock, *Richard Fisher*—Bayshore, *Fred Oakley*—Benjamin Franklin, *Betty Bowen* and *Cornell Schwan*—Benson, *William Carlson*—Boise, *Gail Morgan*—Cascadian, *Ray Eakins*—Cosmopolitan, *Doug Richards*—Davenport, *Gayle Jewell*—Edmond Meany, *Dwight Call*—Finlen, *Bob Wilhelm*—Georgia, *Michael Lambert*—Guatemala Hotels, *Dianne Benford*—Leopold, *Trudy Peters*—Marcus Whitman, *Bea Boatman*, *Elzada Saunders*—Maurice, *John N. Grant*—Multnomah, *Hal Carey*—Northern, *Allan Woodrow*—Oasis, *Ruth Avery*—Olympic, *Sylvia Froula*—Owyhee, *Kaye Spicka*—Rainbow, *Esther De Vault*—St. Francis, *Lesley Thomson*—Sir Francis Drake, *Harry M. Payne*—Winthrop, *Patricia Snead* ■ INDUSTRIAL DIVISION: Seattle, Boeing: *Russ Kozak*—Other: *Dave Hartstein*—Montana: *Jim Longo*—South Dakota, *Don Mickey*—North Dakota, *Frank Meyer*—Missouri, *Fred Eckel*—Western Hotels Executive Office, *Sylvia Froula*.

VSP SERVICE  
COMES NATURALLY  
at the  
BENSON  
on  
BROADWAY



Doorman Jack Solomon

From the time you step out of your taxicab or car at the entrance to the Benson Hotel until you check out of this fine hotel you will be impressed.

You'll be impressed with the warmth of your personal greeting, with the decor and treatment of the lobby area, and the elegance of your room. This feeling you would experience as a guest in the hotel is also shared by native Portlanders. They are proud of their Benson too, and like to display its advantages to their guests.

For the sixth consecutive year, Holiday Magazine has selected the London Grill as among the nation's

finest in excellent cuisine.

It's more than that. Visitors rave about the London Grill and Trader Vic's, but they also talk about the fine, courteous treatment they receive at the Benson. At Nassau in the Bahamas, a Toronto businessman was overheard to tell his companion at pool side:

"I've stayed in a lot bigger, more expensive hotels, but I've never received better treatment than I received at the Benson in Portland, Oregon."

Such walking advertisements are no accident. They are the result of hard work and a constant desire to please those who stay or eat at the Benson.

# LONDON GRILL AND TRADER VIC'S ARE



Dennis Crook, left, and Frederick Brewer, cooks in the London Grill, watch while Ancer Haggerty pours coffee.

# FAVORITES



Dorothy Chin serves Janice Mitchell, manager of the Benson reservations department, in Trader Vic's. Frank Huey is the bartender.

Beautiful paneling makes the Benson lobby one of the nation's most unusual. Behind the desk, from left, Cashier Autumn Spear, Room Clerk Ron Rentfrow and Assistant Manager Fred Hodge with Bellman Jim Gimarelli.



FINE FOOD  
PLUS  
EXCELLENT  
SERVICE  
at the  
MULTNOMAH

For many, many years, the Multnomah Hotel has been looked upon as the social center of Portland.

Women whose wedding receptions were held at the Multnomah were proud to plan their own daughters' parties at this fine hotel and now take their grandchildren to lunch in the Golden Knight.

The Multnomah is also the scene of many civic functions—largely because the personnel takes pride in its reputation for fine food and matchless service. Likewise, many businessmen traveling to Portland from all over the United States and Canada are proud that the Multnomah is their address.

Bus Boys Wick Prideaux and Frank Schakols set up a banquet table in the Empire Room.





Ed Pangburn, relief cook; Jason Jones, fry cook; Beverly Blomquist, Golden Knight waitress, and Jeanne Piche, wine stewardess—in the Multnomah kitchen.

In the Stirrup Room, Waitress Peggy Giddings is at bread slicing table. From left, Bartender J. R. Samson, Chef Morris Busby, Dorothy Abbey, Dorothy Myers and Darline Macom.



# GOING WESTERN



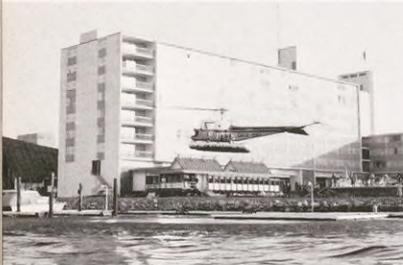
## ALAMEDA

Blue eyed Rosa Eugenia Vives, left, is the secretary to Jose Brockman, vice president of Western International Hotels, Inc. ... hobbies are different south of the border: for example, Eduardo Chavez Del Valle, assistant executive manager of the Alameda, is an ardent bull fighter ... the hobby of Gilles De L. De Prevoisin Jr., director of sales, is more conventional. At the wheel of his Le Mans Jaguar, he has been at the top of the list of Mexican sports drivers and in sixth place among international competitors.



## BANNOCK

Everett Jordan, formerly assistant manager in charge of food and beverage has been named acting manager to replace Ray Dodge who resigned to accept a position as general manager of Avis Car Rentals, Gray Line Sightseeing and Imperial Travel Bureau in Portland. Harold Brown, left, formerly bar manager, is acting food and beverage manager.



## BAYSHORE

Everyone here is excited about the fact that the Bayshore Inn was the only North American hotel selected as among the world's most luxurious by Life Magazine in July: ... left, the new helicopter available for transportation to the airport and for sightseeing trips around scenic Vancouver.

## BENJAMIN FRANKLIN

This proclamation is given to each guest as he registers at the Benjamin Franklin. Because of the press of incoming business during the Fair, Manager Don Allison devised the Baggage Muster, performed every noon to the delight of amateur photographers. One of the two doormen, Ron or Don DeMers, dressed in Revolutionary War costumes; Page Boy Doug Torgeson and one of the front office crew form a triumvirate in front of the hotel. A doorman beats a bass drum, a front desk man carries a World's Fair flag and Torgeson beats the snare drum. They march into the lobby where Doug reads the proclamation from a scroll.

### *Benjamin Franklin Proclamation*

**BAGGAGE MUSTER** will now take place when the sun transits the 120th meridian (high noon), due to the remarkable heat of wayfarers traveling from afar, weary and faint to rest. Prithes, good guests, your indulgence in this matter during these exhilarating but congested times, when it is arduous at best to serve all who need be. We bid Godspeed to those departing our sheltered confines into the astonishing world of Century 21, and we hope for their return—with reservations!

## BENSON

Peter Egner and his London Grill staff are strutting these days. For the sixth straight year, the Grill won the Holiday Magazine award for topflight cuisine ... highlight of the annual awards dinner was the presentation of a 40-year-pin to Henry Tomita of Ruth Turner's housekeeping department ... only Bensonite to top Henry's record is Nick Flessas who can claim 46 years ... Diane Richards edits the Benson Brevities, a mimeographed employee magazine ... Pastry Chef Fred Harter resorted to candlelight when he moved into a new home before the electricity was turned on ... Bill Wright is the Benson's top golfer, but he has plenty of challengers ... Chef Henry Hodler leads the Benson's corps of fishermen who include Ivan Runge, Ed Milbauer, John Phillips and Darrell Neimeyer.

## BOISE

It was a warm day when Connie Harding, right, changed from her Lampost waitress uniform to something cooler and tried her hand at redecorating the Crystal Ballroom. The Boise has completely remodelled and refurbished its banquet rooms. This and a complete, extensive face lifting program causes employees to say the Hotel Boise is the pride of the Treasure Valley.



## COSMOPOLITAN

A former waitress here, now a Seattle resident, has returned nine silver plated spoons and two linen napkins she pocketed 17 or 18 years ago. General Manager Tom Lee exhibited the unsigned letter and stolen items in the lobby. The woman said her conscience bothered her ... new solid birch doors have been hung on all guest rooms, maids' and trash closets. Three new automatic elevators are being installed and the foyers have been remodelled.

## DAVENPORT

is now completely air-conditioned. The \$280,000 worth of equipment gives each individual room an independently controlled unit — supplying cool, refreshing air now and warm air when winter comes ... and of course this is the season for the Aqua Terrace whose manager, Dino Decembrini, checks the menu with Diane Pappas, mail clerk, left.



## GOING WESTERN continued



### GEORGIA

New faces include, left, Diane Larsen, front office cashier, and John Egan, room clerk ... Minnie Thornber has been head pantry girl in the Georgia's kitchen for 18 years ... Doug Giles has been promoted from bus boy to barman in the Cavalier ... the new \$250,000 parking building is complete. It accommodates 160 cars in a covered building adjoining the Georgia and there's a convenient entrance from the north end of the lobby.



### MARCUS WHITMAN

Nick North, formerly manager (now manager of the Imperial Inn in Victoria, B.C., Canada) greets Vice President Lyndon Johnson. The Vice President stayed at the Marcus Whitman while in the area to dedicate the Ice Harbor Dam.

### MAURICE

Donna Swanson is the new P.B.X. operator, replacing Estelle Peterson, retired ... Joseph F. Russell recently checked into the Maurice for the 26th annual visit ... Assistant Manager Jack Grant was taken aback when he suggested twin bed room for two lovely women, one middle aged and the other in her mid-eighties. The older woman said one bed was enough because "I always sleep on the floor." ... Amerigo Percivale, elevator man for the past 15 years, is retiring and will visit his native Italy ... Ardelle Beligh, waitress in the coffee shop and her husband have adopted Gulumsen Gurcay, 14-year-old Turkish miss.



### OASIS

Patty McNamara, left, Teletype Department at the St. Francis, and Ruth Auery, reservation manager at the Oasis. Patty has returned to San Francisco after spending six days at the Oasis and has a gorgeous tan to prove it.



### EDMOND MEANY

Mrs. Alma Lathrop has rejoined Western's family as housekeeper here. Formerly at the Winthrop, Mrs. Lathrop moved to California for a short time, but is now back "home".

# GOING WESTERN continued

## OLYMPIC

They're still talking about "his" visit here. "He" is Prince Philip and everyone who was privileged to serve the distinguished British visitor is walking on clouds. Among those were Mrs. Pat Farrow, and Birgitta Bodin, elevator operators, and Mrs. Lillian Elkins, supervisor, who described him as a "heart throb".



## OWYHEE

Eddie Orebea, left, head bellman and an employee of the Owyhee for 30 years, received the "Ski Patrolman of the Year" award from Jim Countryman. Eddie has spent 21 years in the National Ski Patrol ... this year's Culinary Art Display was held here in connection with the Idaho State Restaurant Association meeting and was a huge success.



## WINTHROP

Greeting Golden Sabre guests in their new, colorful costumes are, from left, Twila Sizemore, Janet Kindle, Chef Ellis Vines, Lora Lee Berryman and Lorie Reid ... Chief Clerk Bob Neal recently completed three American Hotel Institute courses in six months. The courses were front office procedure, food and beverage control and hotel accounting. Several other Winthrop employees have enrolled in these valuable courses.



## BACKSTAGE

In the next issue of WESTERN GUEST is a mouth watering color photograph of salads as served in Western Hotels. The quality of this spread and the seafood feature in the last issue are no accident. Flanked by Mrs. Gina Tucker, Assistant Director, Food and Beverage and Dick Ferris, Cole & Weber account executive, Executive Chef Reinhold Keller puts the finishing touches to the salads mounted on blocks of ice. In foreground, Bill Stewart, left, Cole & Weber art director, and Thaine Manske, cameraman for Fred Milkie Photographers.



# Drinks of the Months

The featured Drinks of the Months are the Gin 'n Tonic (top) and the Matador Old Fashion (bottom). Whether your guests call for the long or the short, both provide a full helping of liquor and a cooling escape from warm, late-summer days. The Gin 'n Tonic is by heritage of the Southern Seas or, more specifically, the Kingston-Jamaica area. By historic adoption and association, however, it is terribly British. The tonic, which gives this drink its distinctive flavor, is a sparkling water containing one grain of quinine. Despite how it sounds, the end result is a deservedly popular drink in all Western Hotel specialty rooms. It also happens to be one of the featured drinks at the London Bar and Grill in the Benson Hotel, Portland. You may assure your guests that your recipe is the same.

If there is any other drink that suffers through more controversy than the noble martini it is the Old Fashion—with biters, without bitters, with water, with soda, with lots of garnish, with little garnish. For this reason you might expect specific instructions from guests who order it. Whatever their particular tastes however, the purest, Old Fashion fan will enjoy this Matador version—a feature and a specialty in the Matador Room, Davenport Hotel, Spokane. Good serving!

