

Western Hotels, Inc.

Front!

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DAVENPORT OPENS MATADOR —Story, Page 4.



New Room . . . New Faces

CASCADIAN employees who have either received promotions recently or have just joined the Western Hotels family are gathered here in the hotel's new Continental Suite. The spectacular mural behind them shows the Great Northern streamliner coming out of the Cascade mountains into Wenatchee, Washington. Another mural shows the local Rock Island Dam. The two murals have helped make this new suite very popular for local meetings and local functions.

Identified from left in front row, the Cascadians are: Inez Campbell, new elevator operator; Jossie Grier, promoted to head banquet waitress; Mary Barry, new switchboard operator, and Gladys Lacina, promoted to dining room and coffee shop manager. In back row, from left: Parker Branch, new room clerk; Jack Jones, new bus boy; Marianne Helmer, new executive secretary; Opal Allen, promoted to head baker; Bonnie Blocher, new dining room relief cashier, and Bob Fowler, promoted from bellman to room clerk. Not pictured are Ed Feltault, new dinner cook, and Steve Szecskas, promoted to kitchen steward.

Win a Prize in This Quiz!

HERE'S your chance to cash in on what you know about Western Hotels, Inc. With this issue, *Front!* presents the first of a series of quizzes that will return \$30 in cash prizes to employees sending in the best answers. All hotel personnel, except managers, assistant managers and sales managers, are eligible to participate. First prize is \$15, second prize \$10 and third prize \$5.

Some of these questions are sure to be easy for you, others may require some "digging" to come up with the correct answers. You even may have to get out your atlas to answer a couple of the questions. You'll have fun doing it—spare cash for your efforts if you're one of the winners.

The contest officially closes April 20 and all entries must be post-marked no later than midnight of that date. In case of a tie, entries bearing the earliest postmark will be declared the winner. Answers should be sent to *Front Quiz*, Western Hotels, Inc., 1902 Second Avenue, Seattle 11, Wash.

WESTERN HOTELS QUIZ

1. What is the difference between a "confirmed" reservation and a "guaranteed" reservation?
2. Name five specialty rooms and the hotels in which they are located.

3. What is meant by the term "placement reservation?"

4. Name the cities in which the Western Hotels are located.

5. List three privileges extended to Western Hotels' Credit Card holders.

6. Which hotel is located on latitude 34° and longitude 116°?

7. Name all Western Hotels' that begin with the letter "B."

8. Name three Western Hotels' "guest room extras."

9. Who is the true "boss?"

10. List three Western Hotels' service features for the hotel guest.

11. Which hotel was named after an early English explorer?

12. Name the Western Hotels located in state capital cities.

13. Which hotel is located 1,374 car miles from San Francisco and 590 car miles from Denver?

Answers to these questions and names of the prize winners will appear in the May-June issue of *Front!*

BRADEN TAKES ON ADDED DUTIES

The Western Hotel Operations Committee has announced appointment of Cy Braden as director of the Credit Department to assist Credit Manager W. J. Griggs.

Matador Has Old World Charm

THE colorful Matador, newest of the new Western Hotels specialty rooms, opened recently in the Davenport Hotel, Spokane, and has captured in its decor the vivid overtones of excitement and gaiety that surround Spanish fiestas and bull fight arenas.

Throughout the new dining room and cocktail bar fine old woods, tooled leathers, artistic silver, fancy wrought iron and authentic bullfighting accessories add to the old world charm of the Matador. A costumed chef prepares dinner selections to order at a huge, hexagonal charcoal broiler. Waitresses serve specialties like "Cubos de Bistec," meaning choice cube steaks, on flaming swords.

The menu lists authentic Spanish food dishes that are introduced by phases familiar to bull fight patrons. Cocktails come under the heading of "Picadores," soups under the heading of "Ban-



WILLIAM ELLIS

derilleros," salads are listed as "Toreros" and main dishes as "La Principal Atraccion."

Assigned by Manager Gordon Bass to preside over the Matador is "Senor" William Ellis, who formerly managed the Stirrup Room of the Multnomah Hotel in Portland.

MATADOR OPENS WITH DOUBLE SHOT

They cut the same ribbon twice to officially open the Davenport Hotel's new Matador Room—and a lady managed the trick.

Spokane's mayor, Arthur Meehan, and Gordon Bass, manager of the Davenport, posed exactly as ordered by a professional photographer. At precisely the right second, the mayor snipped the big scarlet ribbon. The cameraman got his picture.

But from behind the crowd, just as the ribbon ends hit the floor, came a wail of despair. "My flash bulb didn't go off," mourned a feminine voice. "Would you cut it over again, please?"

The voice belonged to Mrs. Bass. Laboriously, the hotel manager bent to the floor, retrieved the severed ribbon and carefully fitted the ends together again. "Only a wife," sighed Bass, "would ask any man to do this."



MATADOR DINING ROOM is built around a hexagonal charcoal broiler in brilliant porcelainized metal, shown at extreme left of picture. The huge pink chandeliers are of interlaced Spanish wrought iron and are dotted with sparkling candelabra.

MATADOR COCKTAIL BAR is screened from dining room by brilliant colored panels and decorated with authentic bull fighters' regalia imported from Madrid.



Promote "Fly and Drive"

THE advantages of modern travel—from wings to wheels to the comfort of a Western Hotels room—were explained with "cheesecake" and champagne to several hundred travel agents and traffic managers of large corporations in a West Coast "Fly and Drive" promotion conducted during the month of February.

"Miss Fly and Drive of '55" was introduced to the travel and traffic men at cocktail parties February 9 in the St. Francis Hotel, San Francisco; February

11 in the Benjamin Franklin Hotel, Seattle, and February 15 in the Multnomah Hotel, Portland. Co-sponsoring the promotion were Western Hotels, Inc., represented by Wyatt Shallcross, southern sales manager; Western Air Lines, represented by Howard Smith, agency manager; and Western Gray Lines, represented by Alice Tanner Blanchard, advertising and promotion manager for Tanner Gray Lines.

In each city a glamorous "Miss Fly and Drive" was selected to

"MISS FLY AND DRIVE" OF SEATTLE, a University of Washington co-ed, examines six-foot cutout counterpart at cocktail party in the Benjamin Franklin Hotel. Aiding in the joint Western Airlines, Gray Lines and Western Hotels promotion, and pictured from left, are: Alice Tanner Blanchard, promotion manager for Tanner Gray Lines; A. H. Wenck, Avis U-Drive Company of Seattle; John Hickman, Seattle sales manager for Western Hotels; Howard Smith, regional manager of Western Airlines, Los Angeles; Neil Stewart, Western Airlines sales manager, and Al Schilling, manager of the Benjamin Franklin Hotel.

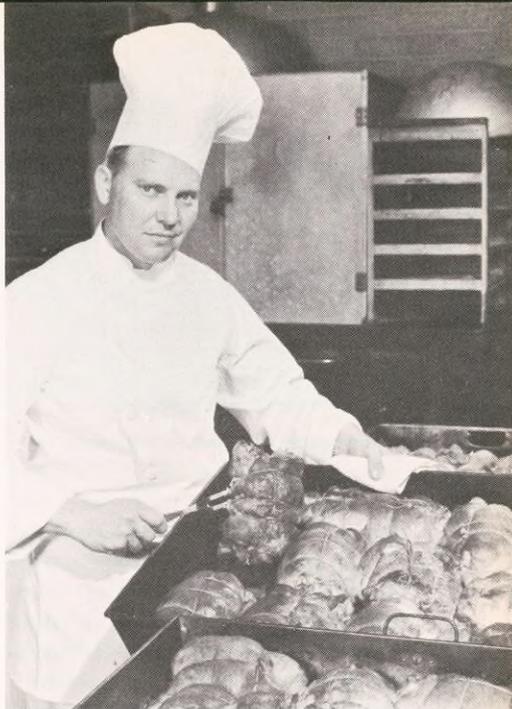


publicize the event at airport meetings, at luncheons for press, radio and television representatives and at champagne cocktail parties in Western Hotels for travel and traffic representatives. In their travels, Shallcross, Smith and Alice Blanchard took aboard the DC-6B Champagne Flight plane of Western Airlines a cut-out of a girl six feet high, which excited great interest among the airline passengers.

At the meeting, it was explained that all Gray Line operators on the West Coast are licensees for the international Avis Rent-A-Car system, which works closely with the management and personnel of Western Airlines and Western Hotels, Inc.

Although the "Fly and Drive" program has been in existence for some time, this is the first time a concerted effort has been made to demonstrate its advantages on the West Coast. As an example, a traveler can contact the Western Hotel in the city from which he is departing and use its Hoteletype to arrange for car rental and room reservations in the city to which he is flying.

Shallcross said the promotion has been so successful it will be extended April 8 to San Diego and Los Angeles. A press luncheon and champagne cocktail party will be held in the Rainbow Room of the Mayfair Hotel along the same lines as in the other cities.



OWYHEE HAS NEW CHEF

Maurice Manning has moved to Boise, Idaho, as chef of the Gwyhee Hotel after serving in a similar capacity at the Newhouse Hotel in Salt Lake City and the Bannock Hotel in Pocatello, Idaho. Chef Manning is shown making preparations for a banquet, which he does with comparative ease, because he learned to prepare food on a grand scale while serving in the United States Army. His wife faces a similar situation at home, as the Mannings have five children. Prior to joining Western Hotels, Manning was employed as a chef in Sun Valley, Idaho, from 1936 to 1937.

Many Get Awards

Hotels Honor Employees with Five or More Years' Service

THE list of Western Hotels employees entitled to service awards pins swelled rapidly during the past two months as various hotels held their annual Service Awards banquets. Many newcomers joined the select company of employees who have accumulated five or more years of service and each was honored with a gold pin in recognition of this achievement. At the same time, tribute was paid to those who moved into the higher brackets of service and to those who had received awards in previous years.

NEWHOUSE HONORS 14

At the third annual Service Awards banquet held January 25 in the Hotel Newhouse, awards

were presented to 14 employees. Twenty-five year buttons went to Joe Folca, superintendent of service, and to Otto Schwarz, carpet and upholstery man. Ten-year pins were presented to Melba Holt, cafe cashier, and to Eva Schmidt, banquet supervisor. Five-year awards were given to Bertha P. Clark, Dean Dastrup, Mabel Elliott, Myrtle Jones, Edna Peterson, Bertha H. Smith, Florence L. Young, Henry Hansen, Fred L. Monson and Wilfred J. Moon. The presentation of awards followed a full course steak dinner, enjoyed by 35 members of the Newhouse staff.

SIR FRANCIS DRAKE BANQUET

The Sir Francis Drake Hotel in San Francisco feted 171 employees

NEWHOUSE HOTEL awards banquet had 35 persons in attendance.





HONOR ROLL of Sir Francis Drake has 171 employees, shown at banquet. Of this number, 63 either were first time recipients of Service Awards or received pins for added years of service.

with five or more years of continuous service on its roll of honor at a big banquet held February 15. Willard E. Abel, president and general manager of the hotel, who previously had been the only 25-year man, was joined this year by nine veteran employees. They are Colin C. Birse, Laura A. Brewster, John P. Johansson, Constance C. Kurthy, Ralph V. Murchison, J. H. Schuyler, Mary P. Sinclair, Maude Z. Tucker and Frank F. Walsh. Four employees joined the 20-year "club." They are Winnifred S. Kline, Herbert H. Lohmann, Nora Regan and John M. Thomas.

An impressive list of 25 employees received 10-year pins, including Elsie G. Ancira, Leslie Carter, Aristos Christos, Chun W. Fong, Marion D. Fabrique, Hazel C. Greenan, Leontine Hebert, Robert O. Helms, Frances Hicks, Charles D. Highsted, William T. Higgins, Mirta Hill, Frieda Hof-

acker, Lilly Hoseit, Rose Z. Jung, Elliot S. Parker, Flora G. Peterson, Pio T. Quiming, Mildred Sellers, Clifford J. Shea, Francisco M. Soriano, Nellie H. Timofejevs, Palmer O. Tollefson, Nataline Vandiveer and Lester C. Waters.

The ranks of five-year award winners were swelled by the following personnel of the Sir Francis Drake: Mary P. Benton, Mae M. Berg, Johnnie Black, Barbara Burgmeyer, Barbara Carruthers, Martha Chipman, Isabelle D. Craney, Helen Culver, Nemesio A. Dancel, Marie A. Daubeuf, Mary Dullea, Harry G. Edwardson, Harry H. Fischer, Doris M. Grogan, William Hilton, Hom S. Kay, Louis R. Lopes, Belarmina Marti, James J. McGilley, Elizabeth W. McElroy, Callie Memmott, Zen Mullins, William J. Newman, William C. Parsons, George H. Parton, Dora Rando, Erna Rehfeld, Rebecca C.



25-YEAR SERVICE AWARD is being pinned on Maude Z. Tucker by Willard E. Abel, president and general manager of the Sir Francis Drake. In center are E. E. Carlson, executive vice president of Western Hotels, Inc. and Mary P. Sinclair, awaiting her turn to receive 25-year award citation.

Rogers, Gertrude Shaw, Abdon R. Sorronda and Anne C. Wheeler.

The employes feasted on roast prime ribs of Omaha beef and were entertained by Accordionist Florence del Turco. After greetings by Manager Abel, the awards were presented by Edward E. Carlson, executive vice president of Western Hotels, Inc. Program chairman was Clifford J. Shea, resident manager of the Sir Francis Drake.

23 AT MULTNOMAH

Three hundred years of loyal service were represented by the 23 employes who received Service Awards at the annual banquet held February 4 at the Multnomah Hotel in Portland. After an elaborate banquet, introduc-

tions were made by C. R. Lindquist, Multnomah manager. The awards were presented by Gordon Bass, vice president of Western Hotels, Inc. Hans Rampmeier, bellman, and Hippy Dacanay qualified for 35 year pins. Tillie Huntley was given the 25 year award and, as an interesting sidelight, it was pointed out that she and her two sisters have a total of 80 years' service among them at the Multnomah. Margaret Mayers was the recipient of a 15-year pin. In the 10-year class, awards went to Edith Gunsauls, Gertrude Hardiman, Grace Patterson, Florence Alsleben, Lucille Brundige, Evelyn Newlin, Sam Ranieri, Danis Margaris and Ann Elms. Five-year pins were presented to Pa-



MULTNOMAH BANQUETEERS gathered to honor Service Award winners. Of the group, 23 employees either received their first five-year pins or awards for additional years of service.

tricio Balmoja, John Cavanaugh, Glenn Martin, Emma Miller, Walter Rudolph, Einar Carlson, Lois Sorahan, Emmanuel Williams, Harold Church and Henry Brimm.

CASCADIAN HONORS 6

In addition to 17 hotel employees, three members of the executive staff of Western Hotels, Inc. attended the Cascadian's Service Awards banquet in Wenatchee, Washington, February 17. Lynn P. Himmelman, Western Hotels vice president, presented the 15-year pin to Oren

Dodd, head houseman, and five-year pins to Robert Dupar, manager; Ann Phillips, housekeeper; Louise Mead, waitress; Gladys Lacina, coffee shop manager; and Larry Trudell, lobby porter. Other guests in attendance were William W. Shields, director of food and beverage for Western Hotels, Inc., and James Durham, secretary of the Operations Committee. Roast prime ribs of choice beef were on the dinner menu, served in the Continental Suite, and songs were enjoyed during the program.

HIPPY DACANAY of the Multnomah being congratulated by **C. R. Lindquist**, manager, and **Gordon Bass**, Western Hotels vice president, for 35 years of service. At left is **Tillie Huntley**, a 25-year award winner.





AT CASCADIAN AWARDS BANQUET. From left Raymond A. Dodge, assistant manager; Sigmund Larson, cook's helper; Iva Herzer, maid; Jim Durham, secretary Western Hotels Operations Committee; Louise Mead, waitress, 5-year award; Robert Fairchild, bellman; Larry Trudell, houseman, 5-year award; Ann Phillips, housekeeper, 5-year award; Robert Dupar, manager, 5-year award; Lynn Himmelman, vice president of Western Hotels, Inc.; Gladys Lacina, coffee shop manager, 5-year award; Oren Dodd, head houseman, 15-year award; Ellen Christensen, maid; Lois Jackson, waitress; William Shields, Western Hotels director of food and beverage; Jim Spence, bell captain, and Carrie Colson, waitress.

WINTHROP BANQUET

Awards were presented to nearly 50 employees December 16 in the Wedgewood Room of the Winthrop Hotel in Tacoma, with Manager Scotty Myles and Charles Indermuehle as hosts. This year's Winthrop awards roster included most of the previous award winners. In the 25-year group were Sally Bjelland, chief

telephone operator; Anna Ebel of the Daffodil Room; John Glenn, senior member of the engineering staff, and Roy Insel, genial desk man. Those in the 25-year group who were unable to attend were Ida Corrie of the main pantry, Anna Reimer of the Daffodil Room and Augustine Ragasa, who was vacationing in the Philippines at the time. The 15-year

HONORED AT WINTHROP. In 25-year service group at left are Roy Insel, John Glenn, Sally Bjelland and Anna Ebel. In casual group at right are Beryl Shaw, 10-year award; Laura Mathias, 15-year award, and Mary Mayer, 5-year award.





GET CITATIONS IN BOISE. William D. Eberle, vice president of the Owyhee and Boise Hotels, is shown congratulating Service Award winners Leona Fee, Hotel Boise; Martha Strutt, Hotel Owyhee; Margaret Heath, Hotel Boise; Andy Horton, Hotel Owyhee, and Lorraine Kimery, Hotel Boise.

group included Orin Stager of the laundry; Engineer Louis Burson; Laura Mathias, telephone operator, and Anne Bremner of the Daffodil Room. The presentations were made by Lynn P. Himmelman, vice president of Western Hotels, Inc. Included in the evening's program was entertainment by the Kord Kings, a quartet of instrumentalists from Everett, Washington.

16 AWARDS IN BOISE

Employees of the Owyhee and Boise Hotels gathered February 11 in the Candlelite Room of the Owyhee Hotel to enjoy a full course dinner and see their fellow workers receive recognition for loyal service. Ten Owyhee staff members and six Hotel Boise employees were recipients of the

Service Awards.

Mrs. Martha Strutt, assistant housekeeper of the Owyhee, and Andy Horton, headwaiter of the Rose Room, qualified for 20-year pins. Members of the Owyhee staff receiving five-year pins were Mrs. Billie Compton, Mrs. Edyth Adsmond, Mrs. Ann Ellis, Mrs. Helen Poulson, Mrs. Betty McCuin, Mrs. Mary Bryant, Assistant Manager V. G. Nikitas and Manager Al Kelly. Receiving awards from the Hotel Boise were Lorraine Kimery, 15-year pin; Margaret Heath, Leona Fee and Ann Schulte, 10-year pins; Joe Ploeger and Jake Fainerman, five-year pins. William D. Eberle, vice president of both the Western Hotels in Boise, made the presentations.



BIG PACKAGE



. . . . HOLDS SMALL GIFT

“Big” Farewell Gift

WHEN Chef Pete Moran prepared to bid farewell to the Bannock Hotel in Pocatello, Idaho, prior to taking over a similar position at the Benjamin Franklin Hotel in Seattle, fellow employees presented him with this mammoth gift at a going-away party. Manager Walter S. Wright in center at left hands Moran the ‘big surprise’ as the Bannock’s newest staff member, Dolly Valentine, looks on. Miss Valentine had just transferred to the Bannock as manager of the hotel’s food department, after serving as catering manager of the Mayflower Hotel in Seattle.

When Chef Moran started unwrapping his package, however, it kept shrinking in size, but not in value or sentiment, as he finally discovered. His fellow employees had remembered him with a fine automatic wrist watch. In the background, above, right, smiling broadly as the lengthy unwrapping ceremony comes to an end, are Mrs. Ralph Van Noy, wife of the assistant manager; Manager Walter Wright and Van Noy.



FAREWELL FOR CALLIHAN. Employees of the Newhouse Hotel in Salt Lake City held a farewell party January 20 for Joe B. Callihan, executive assistant manager, prior to his departure for Seattle to become assistant manager in charge of food and beverage at the Benjamin Franklin. Well wishers shown above, standing from left: Enna Moore, Vern Turner, John Mitchell, Chuck Comstock, William Henline, Frank and Mrs. Robinson, Nona Heimbucher, Hank Swanson, Norma Morrison, Ed Cummings, Dora Perry, Donna Comas, Elwin Dutson; seated, from left: Irene West, Ruth Turner, Melba Holt, Dean Dasrtup, Carol Nicholes, Wynne McMahon, Lawanna Redmond, Shirley Brown, Shirley Freeman, Eva Schmidt, Betty Anderson and Manager William E. Boyd Jr. Shown below is an informal group at Joe Callihan's farewell party at the Newhouse, identified as follows from left: Mrs. Callihan, Bertha Smith, Addie Butts, Norma James, Sykie Brown, the guest of honor and Lee Vance.

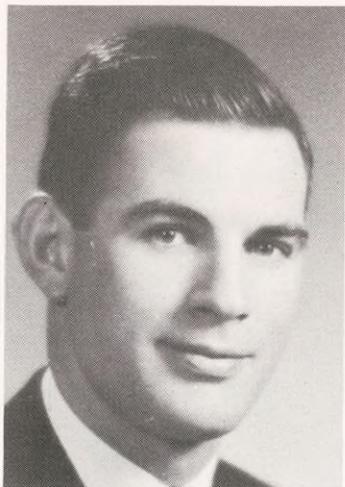




JACK MATHUS, first prize winner in the Western Hotels Suggestion Contest, and his wife board plane March 3 in Seattle for week's paid vacation trip to San Francisco.



CHARLES INDERMUEHLE
Second Prize



DICK MORTON
Third Prize



MARY CUNNIEN
Fourth Prize

within the structure of the T and D Company. Mathus believes that such a department could save money by cutting down waste and duplication and would give added value for the money expended through planned continuity.

He figures this would relieve the advertising agency representing Western Hotels, Inc. of much detail work and permit it to devote full time and effort to the broader, general goal of selling Western Hotel services to the public and of interpreting the objectives that all hotels in the group have in common.

As an initial phase of his plan, Mathus has launched a "Promotion of the Month" to be used in various hotels. It consists of a

simulated newspaper to be left in guest rooms, a folder that can be used as an enclosure with statements and official hotel correspondence, and an elevator card. Initial promotion was on the latest Western Hotels specialty room, The Matador, which recently opened in the Davenport Hotel in Spokane. Subsequent promotions will be on service features. The one planned for March gives a detailed explanation of Hoteletype service.

Mathus has been with Western Hotels for three years and this is the second year in a row he has won a suggestion award. Last year he placed second in the contest. Mathus spent four years as advertising manager and editor of the American in Anacortes,

Washington, while it was a weekly newspaper and also did public relations work for the Anacortes Chamber of Commerce before joining Western Hotels, Inc.

SECOND PRIZE, a television set, was won by Charles Indermuehle, assistant manager of the Winthrop Hotel in Tacoma. Indermuehle contributed an idea for creating a Western Hotels Purchasing Guide, which would list company contracts and single out outstanding buys on products commonly used in the hotels.

He believes that considerable money could be saved by making information on purchasing opportunities available to each of the hotels. Indermuehle started his hotel career at the age of 14 as a bus boy at the Multnomah Hotel in Portland. He advanced to night auditor and then to clerk of the Multnomah. Late in 1952, he was made assistant manager of the Roosevelt Hotel in Seattle and transferred from there to his present assignment at the Winthrop.

THIRD PRIZE in the contest, and proof that relatively new members of the Western Hotels family have equal chances in

submitting suggestions, went to Dick Morton, room clerk of the Benjamin Franklin Hotel in Seattle. He earned a \$100 Savings Bond for suggesting that department heads make individual performance ratings of their employees. Morton came to the Benjamin Franklin in November, 1954, after having served as a relief clerk in the Mayflower Hotel in Seattle. He is a graduate of the Cornell University Department of Hotel Administration.

FOURTH PRIZE, a \$50 Savings Bond, went to Mary Cunnien, secretary to the general manager of the Sir Francis Drake Hotel in San Francisco. Miss Cunnien suggested that each hotel set up a book shelf, containing books and periodicals pertaining to the hotel industry, to provide employees with up-to-date information on everyday problems they encounter in hotel work and to provide source material for various phases of the hotel business with which they are not familiar. She suggested that employees be permitted to take these books and periodicals home, checking them out in a manner similar to that used by libraries.

HONORS SHOWER ON WINTHROP EMPLOYEE

John Mangini, catering manager of the Hotel Winthrop in Tacoma, had so many honors heaped upon him in one evening he virtually had to run from one meeting to another. In addition to taking first place in a speech contest, Mangini became vice president of his Dale Carnegie class and was elected treasurer of the Pierce County division of the Washington State Restaurant Association, all in the same evening.

"People Eat with Their Eyes"

**Benson Banquet Manager Kept
His Open to Build New World**

HAD it not been for a chance meeting with the head of a big watch company, Max Birnbach might never have bridged the long gap between Vienna and Portland to become banquet manager of the Hotel Benson.

Birnbach's eventful life began 41 years ago in Vienna, Austria, where his father owned a dry goods store. During the Nazi reign of terror, all the family's



MAX BIRNBACH

property was confiscated and life was made miserable for the Birnbachs. After unbelievable mistreatment, Max escaped to Switzerland in 1938. He was detained by the Swiss government for illegal entry into the country and assigned to kitchen detail in a work camp. There he became intensely interested in the preparation and serving of food. The young refugee used every spare moment to study about food, finally was permitted by the authorities to work in hotels and restaurants. By 1944, frugal Birnbach had saved enough money to enter the Hotel and Restaurant School in Zurich. He graduated in 1945 and took a job as waiter in a Swiss hotel, where he later advanced to captain.

It was while he worked as a room waiter that Birnbach got one of the luckiest breaks in his life. He was assigned to serve Artde Bulova, owner of the Bulova Watch Company. The service must have been extraordinary, because when Bulova got ready to return to this country he offered Birnbach a sizeable sum of money, which the young man refused. Birnbach confided to the watchmaker that his greatest dream was to live in the United

States. Bulova promised to help get him to this country.

After long years of unhappiness, Birnbach could not believe that such good fortune could come his way. But come it did, in the form of a passport, money and all the necessary papers. When Birnbach arrived in New York in the fall of 1947, he went to Bulova's office and asked if he might work in the watch factory. Bulova advised against it, saying he knew that Max loved hotel work and should continue in his chosen career. In a few days, Birnbach got work as a waiter and bartender in a German restaurant and stretched his stay in New York to two and a half years. During the hot summer months he worked in a Catskills hotel. Seeking a change of climate, he was advised by a friend to go West and, in the fall of 1949, gathered his belongings and came to Portland.

He was hired as a banquet waiter by the Benson Hotel and mastered his job so thoroughly that on January 1, 1955, he was promoted to banquet manager. In addition to being happy with his job, Birnbach is happy he came to Portland for another reason. He met his wife there. She is the only woman civil engineer in the state of Oregon and specializes in bridge construction. They have one son, two and a half years old.

About his job, Birnbach says, "I enjoy preparing all kinds of food and, in preparing these dishes, my one thought is of the customer. How can I best satisfy him? I make sure that everything I serve appeals to the eye, as well as to the taste. My motto is: People eat with their eyes first, so make every dish attractive." And as Watchmaker Bulova long ago suspected, that's what makes Birnbach tick in hotel work.

NEW WASHINGTON SOLD

Sale of the 300 room New Washington Hotel by Western Hotels, Inc. to the Doric Company of Seattle at a price "substantially in excess of a million dollars" was announced jointly on February 3 by officials of both companies. The new management took over operation of the 14-story New Washington on March 1. The hotel was built in 1908 and became a Western Hotel in 1930. Extensive renovations were completed in 1949. The transaction was described as the biggest hotel deal in Seattle in 25 years. Under terms of the sale, Western Hotels will be able to retain its office space in the hotel for six months.

DURHAM SCRIBE FOR OPERATIONS COMMITTEE

James Durham, formerly assistant manager of the Benjamin Franklin in charge of food, took over new duties January 24 as secretary to the Operations Committee. His headquarters are in the executive offices of Western Hotels, Inc. in Seattle.



MILK BARTENDER. Mack Regudo, banquet steward, does a neat pouring job for Ann Killeen, banquet waitress, at "White House luncheon" served recently at the Roosevelt Hotel in Seattle for the purpose of popularizing milk at meals.

Making Most of Menus

An unusual menu often makes a meal memorable, as the catering departments of two Western Hotels recently demonstrated.

On January 21, the Roosevelt Hotel served a "White House" luncheon to 45 representatives of Seattle service clubs and of the dairy industry. The luncheon was identical to one that had been given a few weeks before by President Eisenhower in the White House for the purpose of increasing the national consumption of milk. The menu featured such dishes as oyster soup, rock fish baked in milk, scalloped potatoes, chinese cabbage and, of course, large glasses of milk.

As at the White House, service club representatives were urged

to make milk available at their luncheons to help relieve problems created for the government and the taxpayer by surplus milk. To emphasize the point, tall beakers of milk were set at every place in the Roosevelt dining room, with plenty of refills available.

MENU FEATURES COLORADO

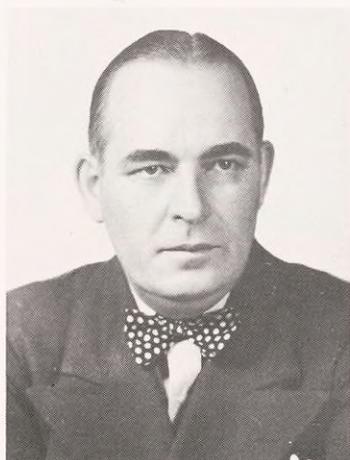
In Denver, when Governor Thornton gave a farewell luncheon January 10 in the Century Room of the Cosmopolitan Hotel, only Colorado products were used. The menu also demonstrated that mouth-watering descriptions can be written in English, without resorting to French or other foreign phrases.

Carter Looks Ahead

“DON'T let yesterday use up too much of today!” That's the forward-looking advice given to his friends and associates by Lester W. Carter, general manager of the Northern Hotel in Billings, Mont., who recently was named first vice president and president-elect for 1954-55 of the American Hotel Association.

Carter has been active, for many years, in all phases of hotel work. He served two terms from 1946 to 1949 as director of District 12, comprising the states of New Mexico, Colorado, Wyoming, Montana, Idaho and Nevada; moved up as secretary of the American Hotel Association, 1949 to 1951; became the association's second vice president in 1952-53, and now as first vice president is in line to head the national organization. Regionally, Carter served as past-president of the Rocky Mountain Hotel Association for three terms and as past-president of the Montana Hotel Association.

Carter is enthusiastic over the future role of the American Hotel Association. His ambition is to see the AHA insignia established as a sort of merit award. “That is the thought that must be created in the minds of all who travel,” says Carter. “You and I must do that part in our individual hotels. Standards mean nothing to the



hotel man who does not have the business of hotel-keeping in his heart.”

Carter posed three questions for the hotelman as a measuring stick to determine if his hotel rates as the top facility in his town: Can I accompany my guests to every room in my hotel and feel pride in that room when the door is opened? Could I sit across the table from him at breakfast, lunch and dinner in my coffee shop or dining rooms and see him smile at every meal? Could I stand at the elbow of every service employe and hear him extend the welcome which our guests expect and deserve?

“If you can answer ‘yes’ to these questions,” Carter concluded, “you are a real hotel man and I congratulate you.”



MANAGES STIRRUP ROOM AT MULTNOMAH

Hercilio de France, familiarly known as "Franz," recently was advanced from head bartender to manager of the Multnomah Hotel's Stirrup Room.

De France was born in Madeira, an island in the Atlantic near Morocco that is famed for its wines. He came to this country in 1939 to join his father, who at that time was engaged in the import-export business. While in New York City he worked as a bartender in the Rathskeller, Churchill's and the Paramount Hotel.

Since De France holds a degree from the Lyceum in Madeira, he was invited in 1943 to teach Portuguese at the University of Oregon. After teaching there for several years, he decided to broaden his education and took post-graduate courses.



NEW COSMOPOLITAN SECRETARY

After several years in fast-paced radio and real estate work, Maxine M. Moore became secretary to Tom Lee, general manager of the Cosmopolitan Hotel in Denver late in January, and maintains that hotel work is the most fascinating occupation of them all. A native of Denver, Miss Moore was schooled in Colorado Springs and graduated from Colorado College, where she was active in music and drama circles. After moving to Denver, she was secretary to the president and general manager of Radio Station KLZ for almost five years. Prior to joining the Cosmopolitan Hotel staff she was secretary to Senator Will F. Nicholson, president of a well known Denver real estate company. Miss Moore is an active member of National Secretaries Association, Inc.



NEW BELL CAPTAIN

"Chuck" Weaver has been appointed head bellman at the Multnomah Hotel in Portland to succeed Jack Murray, who has gone to the Riviera Hotel in Las Vegas, Nevada. Murray had worked for the Multnomah for 13 years.

BENSON ADVERTISING PAYS

When Sam Standard, manager of the Benson, and Curt Hawkins, assistant manager in charge of food, tackled the problem of increasing Sunday dinner patronage during the slow month of February, they recalled the big hit a \$2 full-course meal had made when served on Christmas Day.

They decided to repeat the Oak Room dinner and advertised it by saying: "So many people have asked us when we would again serve the wonderful \$2 dinner that was enjoyed by so many of you on Christmas Day . . . here it is . . . this Sunday's menu."

The advertising attracted 175 persons to the Oak Room on February 6, more than four times the usual number of Sunday diners.

So many people

have asked us when we would again serve the wonderful \$2.00 dinner that was enjoyed by so many of you on Christmas Day . . .

Here it is—
This Sunday's menu

\$2.00

Iced Relish Tray
Chilled Juice or Seafood Cocktail
Clear Vegetable Soup or Crisp
Green Salad, Special Dressing

Entrees

Roast Baron of Beef, Au Jus
Roast Oregon Tom Turkey,
Sage Dressing, Giblet Gravy
Baked Columbia River Salmon,
Lemon Butter
Baked Premium Ham, Cumberland
Sauce
Veal Scallopini with Ravioli
en Casserole

Potatoes

Snowflake

Baked

Vegetables

Green String Beans

Buttered Asparagus

Beverage • Rolls • Butter

Desserts

French Vanilla Ice Cream

The Benson Hot Apple Pie

Rice Raisin Custard Pudding

We suggest reservations.

ATWATER 9611
THE OAK ROOM
HOTEL BENSON

"Good as a Blue Book"

**St. Francis Head Waiter
Determines Social Standings**

WHO goes where in San Francisco society is largely determined by a man with a highly developed memory for names, faces and social backgrounds. He is Ernest Gloor, head waiter of the St. Francis Hotel's Mural Room. Although Gloor was not named, many a San Francisco socialite raised a knowing eyebrow when she read this item in a recent issue of Time Magazine:

"To keep tab on the climbers, society reporters in San Francisco turn out every Monday for lunch at the Mural Room of the St. Francis Hotel. There the head waiter's placement of socialites at tables in the center or corner of the room is as good a rating as any blue book."

Gloor has been at the St. Francis for 33 years. He was born in Switzerland, where he learned his trade; later worked in Naples and London. He first came to San Francisco in 1906 and has worked there most of his life as

a head waiter, with the exception of brief intervals in Portland, Tacoma and Seattle.

And how did he acquire this enviable position as one of San Francisco's leading social arbiters? Simply by watching the present generation of society people grow up—and move up the social ladder. He keeps track of their marriages, their children and advancements made by heads of the families; scans the newspapers and magazines for latest happenings in the social world; remembers faces and, in general, acquires all the background material he can about Mural Room guests.

So impressed were Ted and Dorothy Friend, authors of the popular San Francisco Chronicle society column, "This Is the Life," that here is what they wrote about "The Importance of Being Ernest:":

"Ah the woes of being a head waiter! You must be a genealogist, diplomat, expert in human

NEW HOTEL BOISE DESK CLERK

Miss Beryl Jensen, who has dimples and a charming smile to help her forge ahead in hotel work, transferred to the Hotel Boise as desk clerk in February after having served as relief night auditor at the Bannock Hotel in Pocatello, Idaho, since November, 1954. Her previous experience was confined to Navy duty, from 1951 to the time she joined the Bannock staff.

relations. You must be sentimental, adroit, firm, urbane. You must be skilled in delivering food, drink and service. You must be in your right mind when others are out of theirs, kindly when they are belligerent, happy when others are sad.

“In other words you must be Ernest of the St. Francis Mural Room.”

Gloor figures that it is a head waiter's responsibility to remember, and he invariably does. There are, for instance, the traditional tables that have been occupied for decades by the same patrons. There are new generations that come to celebrate with the old. There are those who celebrate year after year at the same table, ordering the same dinner they had on their wedding night. Gloor knows the dining habits of all these first families of the Mural Room, and he knows equally well how to please visitors from all parts of the globe.

Gloor also has a “place” for demanding guests who are not too well versed in the social amenities. The trick is to seat them where they can see, but can't be seen. That's when the pillars of the Mural Room do more than a job of holding up the ceiling.

“Some day,” said Gloor, “I am going to design a supper room that has nothing but ringside tables, then everybody will be happy.”



ERNEST GLOOR

NEW CLERK AT BANNOCK

Donald Novis, shown here, was advanced from superintendent of service to room clerk of the Bannock Hotel in Pocatello, Idaho, when Morse Terry was transferred recently to the Northern Hotel in Billings, Montana. Novis is only 21 years old and came to the Bannock as bell boy after graduating from the Pocatello high school.



MULTNOMAH PERSONNEL CHANGES

Several changes took place recently in the Multnomah Hotel staff in Portland. Following her return from the Phillipines, Dorothy Dunn transferred from the elevator to a front office assignment. Wally Proux is the new storeroom assistant, Ernest Swanson the new assistant storekeeper. Joining the bellman staff was Bert Kuch of Edmonton, Canada. Pat Schaup became Coffee Shop waitress on the night shift. Presiding over a shiny new cocktail service bar added to the Multnomah's dining room is Bartender Jim Lazenby. Helen Feters recently was transferred from the curtain making department to assistant housekeeper and Sharon Smith moved from the front desk to the accounting department.

BOISE CREDIT UNION ELECTS

Maurice Galipeaux of the Owyhee Hotel is new president of the Associated Industries Credit Union, which is sponsored by the Hotel Owyhee and Hotel Boise and originated in March, 1954. The credit union includes employes of several other companies in Boise, Idaho, and now has an enrollment of 149. At the annual meeting held January 26 in the Hotel Owyhee, the treasurer's report showed the union to have shares valued at \$9,377.24 and outstanding loans of \$8,634.66. To date, the union has made 91 loans totaling \$14,450.20.

Other officers chosen at the annual meeting were Ray Olsen, Hotel Owyhee, vice president; Margaret Carson, Hotel Boise, secretary; Howard Deeds, Gordon Smith Accounting office, treasurer. Jack Hyder of the Hotel Boise is one of the three new directors.

JOINS MULTNOMAH "200 CLUB"

Louise Matheson of the Multnomah Hotel Coffee Shop bowled a 216 game several weeks ago for the hotel team and is now a member of the exclusive "200 Club."

TWO AT MULTNOMAH MARRIED

Wedding bells rang out February 2 for Doris Davies of the Multnomah Hotel catering office, who is now Mrs. Charles Harvey. Two days later, Iris Webb, Multnomah elevator operator, changed her name to Mrs. Bill Cusack.



BROWNIES GANG UP ON FAMILY PLAN

Little girls who believe everything they read on signs recently created quite a stir at the Bannock Hotel in Pocatello, Idaho, which received an envelope addressed: "Very *importunt* for the owner of the Bannock." The letter read:

"Our Brownie Girl Scout *trupe* saw your sign and we would like to come and stay in your hotel free for one night. The sign says free for children under 14. All 24 of *us is* under 14. I don't know how old our leader is though. We have our meeting at St. Anthony's Hall tomorrow night. so please call me before then so I can report if you keep your promise. Thank you. Your loving friend, Patti Ann Smith, Brownies 46."

Not wanting to disappoint a "loving friend," Manager Walter Wright invited the whole troop to the Bannock Hotel, but instead of furnishing room accommodations he treated them to ice cream and cookies—which thrilled the girls and made their mothers happy.

WHITE GOES TO BENJAMIN FRANKLIN

Gordon White, former manager of the sheet metal plant of Lang & Company of Seattle, manufacturers of stainless steel food service equipment, joined the Benjamin Franklin Hotel staff in mid-January as purchasing agent. White started as a salesman with the Greene-Winkler Company in 1946, parent company of Lang. He has two other brothers in the hotel business. His elder brother, C. M. White, is manager of the Hilton Roosevelt in New York and his younger brother, Donald White, recently started his hotel career as a desk clerk at the Commodore Hotel.

MRS. YOUNG JOINS OWYHEE STAFF

Mrs. Trellis Young has joined the Owyhee Hotel staff in Boise, Idaho, where she has been placed in charge of teletype service and also is doing liquor control work. Mrs. Young has lived in Boise for the last year and has a son, Douglas, aged nine years.

UTLEY MOVES TO NEWHOUSE

Don Utley, executive assistant manager of the New Washington Hotel prior to its recent sale, has been named to a similar position at the Hotel Newhouse in Salt Lake City, effective March 1.



Preview of hotel rooms for guests is demonstrated above by Oasis employees. From left: Paul Smolen, bellman; Thelma Hamilton, social director, shown taking part of a registering guest; Helene Westphal, room clerk; Lucille Brandt; room clerk; Josephine Pavlich, secretary and front office manager; Ethel Woodside, relief clerk.

Oasis "Hoteviewer"

THE average Western Hotel is pretty much a compact unit, with all rooms under one roof ready for inspection within a matter of minutes. A notable exception is the Oasis Hotel in Palm Springs, Calif., which sprawls over five acres and has guest accommodations in virtually every scenic nook and corner of the property.

R. A. Metzdorf, manager of the Oasis, became acutely aware of this space problem when he studied the time it had been taking front office employes and the bellman to show available accommodations to prospective guests. At first, it looked as though it might take a helicopter

to solve the situation.

Metzdorf and his staff finally hit upon a simple solution. They introduced the "Hoteviewer." Colored photographs were taken of all guest units at the Oasis. Six-inch by 8-inch transparencies are run through a picture viewer, permitting incoming guests to see colored photographs of all rooms available for their selection.

"The 'Hoteviewer' has proved a definite convenience to our guests as well as a time-saving device in our own organization," commented Metzdorf. In addition, the Oasis has benefited in a promotional way from the many fine compliments it has received on the new viewer.



New at The Newhouse

COMPLETELY redecorated and with Parisian backdrops establishing a gay mood, the new Coffee Shop of the Newhouse Hotel in Salt Lake City was opened on January 25. Featured in the room are soft decorator colors in grays, greens and pinks; indirect cove type lighting and pin-point fixtures; new metal chairs finished in satin copper, with pink woven reed plastic covering over foam padding; new, white plastic-covered counter stools, deep padded carpeting and two-tone green vinyl tile floor along counter.

Colors and design were selected by Mrs. Esther Burton of Seattle. A beautiful 36-foot wallpaper mural showing Parisian scenes adds interest to the coffee counter

wall. Large mirrors resembling windows, with pink draperies, add warmth to the other walls of the room. The cashier's counter is attractively topped with pink formica. Wired music adds to the atmosphere. Waitresses wear black skirts and pink and white candy-stripe blouses, with black ties and headbands for contrast. A pink carnation is on every table.

Hundreds of compliments have been received both from traveling guests and Salt Lake City people, who are pleased with the setting, the prompt and friendly services and the Western Hotels fine food that is served. Manager William E. Boyd, Jr. reports that business has picked up considerably since the opening.



FRONT! GOES BI-MONTHLY

Starting with this March-April issue, *Front!* becomes a bi-monthly to keep up with the fast pace of Western Hotels, Inc. Instead of being issued quarterly, *Front!* will come to you every other month with fresher, more complete news and pictures of Western Hotels personnel and activities.

This more frequent schedule has been made possible by the steady increase in contributions sent in to *Front!* by Western Hotels employes and correspondents in all hotels—keep 'em coming!