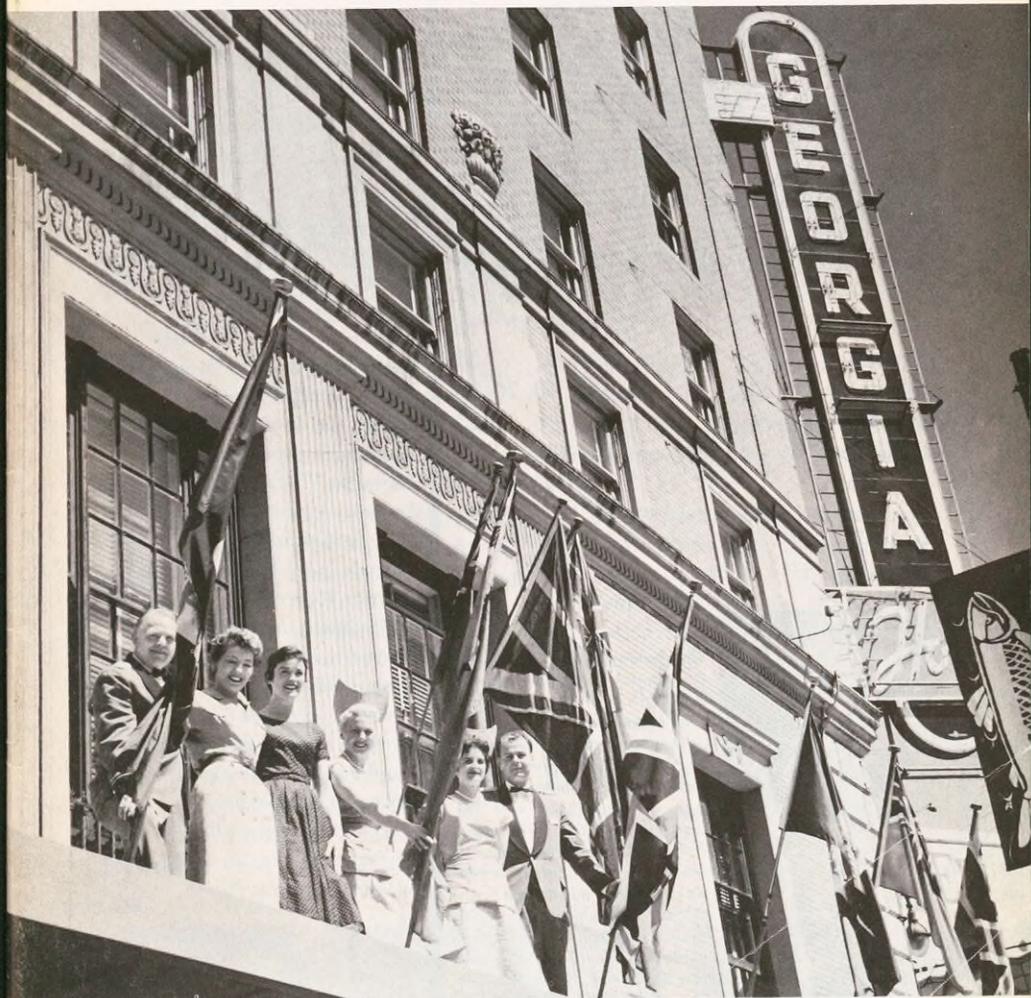


# *FRONT!*



*Front goes to the GEORGIA... page 12*

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This being British Columbia's Centennial Year, the Georgia is all decked out with flags and banners in celebration.

Gay and attractive group on the marquee are: George Head, Superintendent of Services, who has been with the Georgia for over 20 years; Patricia Cowan, trim and attractive mail clerk; Bette Keene, lovely Australian Front Office cashier; Frances Bell and Rose Doherty who decorate the Cavalier Grill, and Len Berberick, Bellman. (See feature starting on Page 12.)

## FRONT!

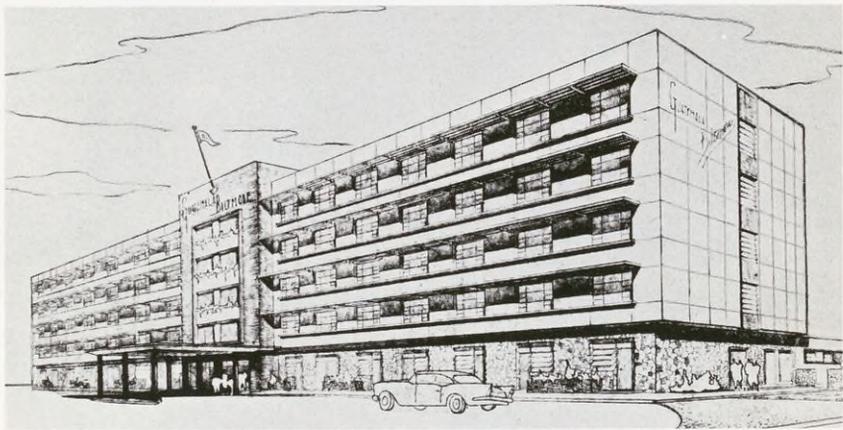
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*If list is out of date or otherwise incorrect please notify FRONT.*

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 Davenport, *Bill Ellis*  
 Finlen, *Ray Dodge*  
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 Rainbow, *Esther DeVault*  
 Roosevelt, *Pat Griffith*  
 St. Francis, *Elizabeth Bell*  
 Sir Francis Drake, *Lorraine Koenig*  
 Winthrop, *Patrica Miller*

## Western expansion into Central America announced Two Guatemala Hotels acquired, officers named



Architect's drawing shows Guatemala Biltmore as it will look when completed next March.

Formation of a new corporation, Western International Hotels, which will operate two hotels in Guatemala as a part of a continuing expansion program, was announced in Seattle by S. W. Thurston, president of Western Hotels, Inc. The new company represents an expansion of operations into Central America.



S. W. Thurston

The new company represents an expansion of operations into Central America.

Thurston said the new operating organization has signed management contracts and agreed to financial participation with E. H. Carrette and Associates of Guatemala for the opera-

tion of the Pan American Hotel in Guatemala City and the Guatemala Biltmore, now under construction and due to open next March 1, in Guatemala.

"My associates and I are pleased to have the opportunity to participate in the development of the Guatemala Biltmore Hotel, in the heart of the Embassy District in Guatemala City," Thurston said. "We are pleased, also, to take over management of the Pan American Hotel, which has been the leading commercial hotel in Guatemala City for many years."

Thurston will serve as chairman of the board of Western International

(Continued on page 26)

E. E. Carlson

W. E. Abel

L. P. Himmelman

Gordon Bass

F. A. Dupar

Fred Norman





## *More than 30 centuries of service honored at Olympic*

**PINS AWARDED**—Harry Mullikin, left, acts as Master of Ceremonies, while Thomas A. Gildersleve awards service pins. In foreground is Jennie Van Sickle, Auditing Department, who received a 15 year pin.

More than 30 centuries of service—3,080 years to be exact—were honored in April at the Olympic Hotel, with the award of service pins and a dinner attended by 336 persons.

Among the guests of honor was Mrs. Verna Ptolemy, who has worked in the Olympic's laundry department for 33 years. Others honored at the



**ORCHID FOR A LADY**—General Manager Thomas A. Gildersleve pins an orchid on Mrs. Verna Ptolemy, honored guest at Olympic service banquet. She's worked in laundry department for 33 years.

head table were Joe Davis, 30 years' service, and Walter Fletcher, Serge Romanoff and Nellie Weatherwax, each with more than 25 years' service.

The Olympic's catering department did a magnificent job of cake baking, producing a towering tier of cake suitably inscribed. Ed Sullivan acted as master of ceremonies, and music was supplied by Des Tanner and Mori Siman, Frank Sugia and group, John Bellour, Naomi, Joe Venuti and Clifford and Clark.

Employees honored included groups of over 30 years' service, over 25, over 20, over 15, over 10 and over 5—the classifications at which service pins are awarded.

Harry Mullikin served as master of ceremonies during pin presentations, which were made by Western President S. W. Thurston, Secretary-Treasurer Frank Dupar and General Manager T. A. Gildersleve.



**FIVE YEAR PIN**—Edward E. Carlson looks on while Gordon Bass copes with problem of pinning Five Year Service Pin to evening gown of Mrs. Pat Farrow, Olympic starter.



**SMOOTH SAILING** is no trite phrase for the marriage of George Olsen, manager of The Outrigger at the Hotel Benjamin Franklin, and his bride, the former Nancy Houston. Every spare minute the newlyweds, who live in a cottage overlooking Lake Washington, spend together aboard their handsome sailboat. "The Wild Goose."

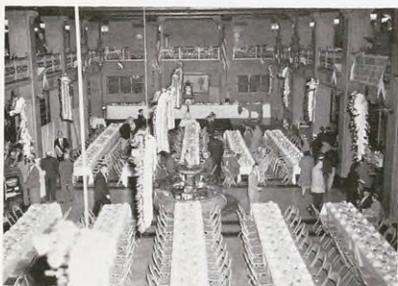


**HISTORIC CAKE**—A mammoth cake commemorating 3,080 years of service is the center of attraction. Left to right are Mrs. Verna Ptolemy, S. W. Thurston, president of Western Hotels; Walter Fletcher, doorman; Thomas A. Gildersleve, General Manager; Nellie Weatherwax, linen supervisor, and Serge Romanoff, waiter.

## Spokane Indians pitch teepee and whoopee at Davenport



**GOTTUM ROOM?**—*Nave Lein*, publicity manager for the Spokane Indians of the Pacific Coast Baseball League, "checks in" at the Davenport, but with mercenary intentions. Here he is shown trying to sell tickets to *Zelma Hartley*, *George Wolff* and *Norma Holquist* who cooperated in welcoming the new team to Spokane by getting decked out in Indian head gear. The Davenport management and employees, in typical civic spirit, got into the swing of things by decorating the lobby, going all-out for an enthusiastic welcome of the team, which marks the entry of Spokane into the newly rearranged Pacific Coast League. The whole city, including the Davenport, was jumping for joy over the new team.



**KICKOFF LUNCHEON**—Here's a view of the Davenport lobby as it was decorated, in the Indian motif, to welcome the team. The Athletic Round Table trick horse stands in front of head table, Indian headdresses hang from skylights.



**WAITRESSES IN THERE PITCHING**—Davenport banquet waitresses were in there pitching, displaying baseball spirit and uniforms at the same time. Here they line up behind head table before kickoff luncheon attended by 825 persons.

## Benson Honors Long Service



**THIS IS YOUR LIFE, NICK FLESSAS**—Front row, left to right, Tillie Elieff, sister-in-law of Nick; Bud Higgins, Master of Ceremonies; George Feles, Cocktail Waiter, St. Francis Hotel, San Francisco; Granddaughter Julie Flessas; Nick Flessas; Grandson Danny Nicholas Flessas; Mary Flessas, wife of the honored party. Back row, George Flessas, Nick's son; Yvonne Flessas, daughter-in-law; William Costi, friend; Mike F. De Cico, friend; Harry Biggs, friend; and Don Flessas, Nick's youngest son.

The 1958 Benson Hotel Service Award Dinner was held on April 30. There were approximately 30 employees in attendance, along with *Lynn P. Himmelman*, Vice President, Western Hotels.

The head table consisted of *Nicholas Flessas*, Room Waiter, who has his 40 year pin; *May Bartels*, Maid, 35 year pin; *Lee Yoke*, Baker, 20 year pin; *Sam Standard*, Manager, Hotel Benson, 15 years; *Billie Wright*, 15 years, and *Himmelman*.

Those in attendance receiving pins for this Award Dinner were:

*Billie Wright*, Superintendent of

Service, 15 years; *Nell Atkinson*, Cashier, 10 years; *Mae Stephens*, Maid, 10 years; *Mallena Darco*, Maid, 5 years; *Chris Skenas*, Vegetable Preparation, 5 years; *Reva Turner*, Waitress in the London Grill, 5 years; and *Betty Ady*, Secretary to the Manager, 5 years.

The program consisted of a short greeting by *Sam Standard*, the Manager; presentation of Awards by *Lynn Himmelman*, and a very special highlight of the evening was the presentation of "This is Your Life, *Nick Flessas*" honoring the favorite Benson on Broadway Room Waiter, who has been with the hotel 42 years.



### NEW PURCHASING AGENT—

Dan E. London, managing director of the St. Francis announces appointment of Henry F. Cayla to the position of purchasing agent for the Hotel. Cayla, on the right, is pictured with Ira E. Smith, who handled the purchases for the St. Francis for 17 years. His retirement will be a gradual one as he still comes to the office periodically in an advisory capacity. Cayla first worked at the St. Francis in 1935 as secretary to the Chef. He was made assistant purchasing agent in 1937, served with the Air Forces as food service supervisor during World War II, and when peace was declared returned to the St. Francis for a short time as chief steward. He left the Hotel to become a salesman of Fancy Foods, and later was the general manager for Juilliard Fancy Foods.

## St. Francis Face Lifting Creates Bright Rooms

The two pictures at left show the remarkable "before and after" comparison of the work being done at the St. Francis, where rooms are being completely refurbished under the direction of Roscoe Cox.

In top picture, John Milgrew, left, and John Higuera are perched in the process of painting. The second picture shows the happy result, the same room completed in bright new colors and smart furnishings. Response of guests has been outstanding, according to Correspondent *Betty Bell*.

The redecorating, started the first part of 1958, will take about two years to complete.





**GREETINGS TO GREETERS**—Pictured above are members of the Sir Francis Drake staff who attended the recent Hotel Greeters of America Installation Dinner at the Sir Francis Drake Hotel. Left to right—first row—Jack Hempsted, Michael Currie, L. J. McGrath. Second row—Ed Sequeira, General Manager, Gordon Edwardson, Bill Boyd, George Parton, Jim Longo, Jack Carder, Bill Hinkley, Jeff Scholzen and Cecil Tanner.

At right, the dignitaries of the evening at the Hotel Greeters dinner try their luck at assisting with the entertainment being furnished by the Hawaiian Starliters.

Left to right: Victor Lono, Teddy Yap, Jack Fletcher, President of the San Francisco Chapter of Hotel Greeters; Leon Schlosberg, International President of Hotel Greeters of America, from Camden, South Carolina; Ed Sequeira, General Manager and Master of Ceremonies and Mingo Perry.



**TOAST TO SECRETARIES**—Toasting the President of Executives' Secretaries, Inc., at their French Night dinner at the Sir Francis Drake are left to right: Mary Slusher of Foster & Kleiser; Lori Koenig, Secretary to Ed Sequeira; Peggy Springer, Secretary to Willard E. Abel. Seated is Miss Alvina Burkhardt of Eastman Kodak Company and President of Executives' Secretaries, San Francisco Chapter. Pouring the wine is Daryl Chrisman, Catering Manager who donned the French costume for the evening. Those strange looking outfits Peg and Lori are outfitted in are not dunce caps—chef's outfits.



## *Bannock Banquet Honors Service*

Service award banquet for employees at the Hotel Bannock was held April 3. Cocktails were served followed by a magnificent dinner prepared by the Bannock's new chef, *Everett Campbell*.

Appropriate remarks were made by *A. W. Stoker*, Bannock Manager. *Willard E. Abel*, vice president of Western Hotels, Inc., presented awards to employees. Employees receiving awards for the first time were *Mary Bodily*, room clerk, 5 years; *Frances Brower*, maid, 5 years; *Tom Blazing*, Bar manager, 5 years; *Grace Bloom*, Hostess, 5 years; *Alta Carney*, waitress, 5 years; *Pauline Herridge*, waitress, 5 years; *Delpha Webb*, waitress, 5 years; *Velma Haislip*, waitress, 5 years; *Norma Steed*, waitress 5 years; *Dorothy Ortega*, waitress, 5 years; *Matba Hackworth*, waitress, 5 years.

Employees with previous service awards included *Alice McMillin*, maid 29 years (guest of honor); *Clemence Karaboyas*, head auditor, 21 years; *Mae Womack*, maid, 12 years; *Ida Christensen*, coffee shop cashier, 12 years; *Lene Liljenquist*, maid, 11 years; *George Girany*, porter, 11 years; *Verda Gibson*, waitress, 11 years; *Elva Schenk*, maid, 9 years; *Harold Erickson*, purchaser, 9 years; *Oscar Marek*,



**GUESTS OF HONOR**—Head table guests of honor at Hotel Bannock's award banquet include, left to right, *Emily Kelsey*, 14 years; *Alice McMillin*, 29 years; *Willard Abel*, Western Hotels' Inc., vice president; *William Stoker*, Hotel Bannock's manager; *Clemence Karaboyas*, 21 years; and *Ida Christensen*, 12 years.

*cook*, 9 years; *La Preal Pellum*, pantry cook, 9 years; *Pearl Parris*, housekeeper, 8 years; *Louise Read*, maid, 8 years; *Odessa Hanes*, maid, 8 years; *Bernice Fore*, waitress, 8 years; *Zelda Rice*, assistant housekeeper, 6 years; *Francisca Rojas*, maid, 6 years; *Imogene Campbell*, pantry cook, 6 years.

Two awards were postponed; *Joe Ellis*, engineer, 24 years and *Clayne Dice*, Room clerk, 5 years. *Joe Ellis* was home with a broken ankle and *Clayne Dice* was out of town. Special guests included *Gena Tucker* of Western Hotel's Research Kitchen; *David Cliff*, newly appointed Assistant Manager of food and beverage at the Bannock; *Dave Jones*, newly appointed Chief clerk at the Bannock; *Chef Campbell* and *Loah Morrison*, catering manager who did a splendid job of making this banquet a success.



### *Guests at Leopold pitch in to prepare Prize Winning Float*

Our Bellingham correspondent, *Mary McLeod*, writes to FRONT! this month with a glowing report of the fine feeling that exists at the Leopold Hotel among the guests. Pictured above is the result of their hard work—a prize winning float—and below, a scene of the guests hard at work, helping hotel employees put the float together!

The Blossomtime theme this year was "Melody in Bloom." So the Leopold theme, for their float, was "When Day Is Done—The Queen Sleeps Here." Employees and permanent guests built the whole float. Several transient salesman guests also helped put it together.

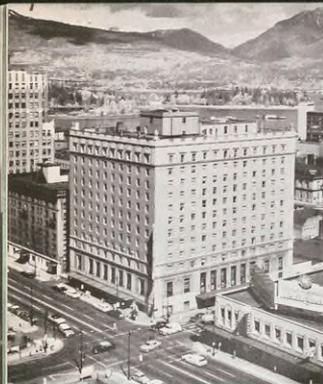
They took First Place in the Commercial Division, and have a beautiful gold trophy to prove it! There were over 20,000 hand made aqua flowers on the float, made by employees and permanent guests.

The flower making activity is pictured here, showing a typical work party of permanent guests, working like mad to prepare the flowers.

"We think it's rather unusual to have guests working so hard on a hotel project," writes *Mary*.

Everyone will agree, we are sure. It goes to show what cheerfulness and good service will do for a hotel—it builds loyalty and admiration among the people you serve.





## FRONT GOES TO THE GEORGIA

**CHOICE LOCATION**—Here we have a full view of Hotel Georgia, showing its location in the center of downtown Vancouver, with the beautiful view of Burrard Inlet and the North Shore mountains in the background.

By RICHARD D. SHERWOOD  
*Executive Assistant Manager*

"The Little City," as *Bill Hudson* likes to call Hotel Georgia, was opened May 7, 1927. Since then it has entertained everybody from Royalty to a group of over 100 unemployed who in 1932 camped in the lobby and refused to move until given an interview by the Mayor.

Now highly regarded across Canada and on the Pacific Coast as a "leading hotel" it has entertained notables in the business world, those of theatre and movie fame—and even two Siamese princes in 1934.

In 1927 the then Prince of Wales (now Duke of Windsor) attended a Ball given in his honour by the Seaforth Highlanders, and an entire floor was set aside for his entourage.

The Georgia has made tremendous strides since those days. It weathered the depression well, catering to an unbelievably large number of monthly guests. Then came the war years, when furnishings and materials were hard to procure. Thus by 1945 al-

though the hotel was in excellent condition physically, the furnishings throughout had become "hodge podge."

In 1947, for the first time, a decorator was employed to formulate an over-all plan of re-decorating all rooms, over a three-year period. Since then, two other face liftings have occurred, and by the end of 1958, every room will have been completely re-furnished in modern, pleasing decor—including six special parlour suites. *Roscoe Cox*, formerly of Parvin Co., and now Interior Decorator for Western, has just refurnished and re-decorated seventy bedrooms in delightfully new decor.

In 1954, liquor by the glass was granted in B. C. to approved outlets. This opened the way to a new concept in dining. Within eighteen months, the entire main floor was completely remodelled. A new and extremely interesting cocktail lounge, with adjoining grill, was opened on the Georgia Street front. The Cavalier has achieved a wonderful reputation for outstanding meals and excellent service since its opening.

The Coffee Garden, a beautifully conceived informal dining area, was opened in 1955, and the entire kitchen remodelled. The latter is capable of handling another 2,000 meals per day if necessary.

The lobby and mezzanine lounge were also completely re-decorated.

All this work was in the capable hands of Arthur Morgan and Associates, and it must be said that nothing but praise is heard on every hand for the ultimate results.

The convention floor consists of the Regal Ballroom, seating 400, also five other salons seating from 20 to 90 persons.

"To my mind," says General Man-



**POPULAR PEOPLE**—Proof that the Coffee Garden is popular for more than its excellent food. Drawing admiring glances are Dorothy Wilson, Hostess, also Betty Littlejohn, Eleanor Elgert and Eileen Wademan.

ager *Bill Hudson*, "the Georgia is one of the outstanding hotel properties on the Pacific Coast. Recent expenditures of approximately \$650,000.00 were made to achieve these results."

Recalling the early days of the Georgia, *Hudson* stated:

"It was the first modern hotel built in Vancouver since the old Hotel Vancouver was completed in about 1910. After two good years, the depression hit, and we were in serious trouble."

*Bill* was room clerk in 1927, Assistant Manager in 1928, and promoted to Manager when Western Hotels leased the property in 1931—27 years ago. At this time, *Mr. Sydney Wilson* became President of Hotel Georgia Co., a position he still holds.

The next six years required all the ingenuity possible to weather the storm. Drastic cuts in wages and staff, and unusual efforts to promote business, made it possible to pull through, although it was tough going until the war years brought a boom in business. Rates and wages were frozen, how-

(continued on page 26)



**AT YOUR SERVICE**—Heard, but not seen, the efficient girls at the switchboard at Hotel Georgia are often highly commended by guests for their pleasant assistance. Here we show *Jennie Moxey*, *Fanny Sorenson*, and *Ina Coward*. *Mrs. Coward* is in charge of the operation, and has been with Hotel Georgia for sixteen years. Second in charge is *Miss Sorenson*, who has been on the staff for twelve years.

## Many Miss Money At Outrigger Room

Money changers in the Hotel Benjamin Franklin and The Outrigger were paying off in triplicate value and on up during the Pacific Northwest Numismatic Association Convention there. Manager *Al J. Kelly* had *Forest Dunham* buy up a number of outdated coins from visiting money men and have them distributed in regular change over the three days of the convention.

There were 21 Seated Liberty 50c pieces, dated from 1849-75, worth \$1.50 apiece; two Liberty Head 50c pieces, 1829-75, worth \$2.00 or more; a roll of Indian Head pennies discontinued in 1909, each worth from 15-25c, and a 1908 San Francisco Mint Indian Head penny worth \$6.00, to name some. Probably the most valuable coin was a 1933 50c piece. Delaware Tercentary Commemorative, which in its mint condition (the numismatists nearly cried to see this pristine piece go into a till where it would be scratched by common money) was valued at \$15.

**SPECIAL SERVICE**—*Al J. Kelly*, manager of the Hotel Benjamin Franklin, Seattle, grins an Irish grin and presents with aplomb tall glasses of cool milk to *Dana Noble*, alternate Dairy Princess, of Deer Park, Spokane, and American Dairy Princess *Sandra Sue Stout*, from Piedmont, Oklahoma. The two girls shared a suite at the Benjamin Franklin this spring and were only too happy to settle back, sans shoes for a little high-priced service from The Boss Host before continuing their round of regal duties.



**WINNIFRED WILSON**, Coffee House cashier at the Hotel Benjamin Franklin, smiles over old coins held by a San Francisco numismatist before they are distributed with current monies in her till to be palmed off on unsuspecting guests. To a man, guests pocketed the old coins without a blink of recognition.

Saturday night it was given in change at The Outrigger to a Seattle banker, who, like everybody else, noticed nothing unusual, leaving it as part of his tip for waiter *Ted Jue*.

The *Kelly* idea paid off, getting space in both Seattle dailies and lots of post change conversation among customers still combing their pockets for an Indian Head.





**SPECIAL SERVICE AND DISPLAY**—At left, Manager Al J. Kelly at the Benjamin Franklin Hotel pins an orchid on Mrs. Helen Appel, while her husband looks on. It was part of the day's festivities when she was honored as the 100,000th visitor to the "kibitzer's grandstand" which overlooks the building site of the Norton Building, new office structure being built in downtown Seattle. At right, a model of the Norton Building is shown in the Olympic Hotel, where William Bryant, Staff Planner, and Marianne Laskares, his secretary, take its measurements. The fully detailed model attracted a great deal of interest as part of the Olympic's lobby display.

## Apparel Group Calls Gildersleve "Most Cooperative"

Thomas A. Gildersleve, Olympic Hotel General Manager, has been honored with a title which reflects credit upon all the employees of the hotel. The board of governors of the Women and Children's Apparel Salesmen, Inc., have named him the "Most Cooperative Hotel Manager of 1957.

The national group has 10,000 members in the United States and Canada. They conduct four showings a year of their merchandise at the Olympic. Howard Hanlon, president of the Pacific Northwest Apparel Association, presents a plaque to Gildersleve in picture here.

"We have been pleased with the helpfulness of Mr. Gildersleve and his entire staff," said Hanlon. "The cooperation of the hotel in setting up our shows has contributed a great deal to their success."



**SERVICE TO SPOKANE**—Here's a display in the Davenport lobby—promoting an "Industry of the Month"—which the hotel donates as a public service in cooperation with the Industrial Development Committee of the Chamber of Commerce, showing local products. Assistant Manager Donald L. Allison reports enthusiastic reception by Spokane people.

## FRONT! FINDS FOOD A FASCINATING SUBJECT AT CON



**CHEFS TOGETHER**—Holding menus and appearing happy are the men who make the meals for Western Hotels. Left to right, front row, Reinhold Keller, executive chef; Clovis Soubrand, Multnomah; Chester Griffin, Winthrop; Peter Moran, Benjamin Franklin; Paul Debes, St. Francis; Henry Hodler, Benson; Xavier Hetzman, Georgia. Pictured behind them are Edwin Mathison, Rainbow; Matt Berger, Cascadian; Albert Bohley, Northern; Everett Campbell, Bannock; Anthony J. Pallis, Marcus Whitman; Fred Adler, Hawaiian Village; Dean Atkinson, Davenport; E. H. McNabb, Finlen; Hans Grundman, Sir Francis Drake; Emil Zoubovitch, Cosmopolitan; Edgar Feltaut, Mayfair; Maurice Manning, Owyhee.

"An eye for showmanship and an ability to count calories in the preparation of hotel menus are both necessary items in a modern chef's training," Reinhold Keller, executive chef of Western Hotels, said at the 1958 Western Hotels Food Conference in Seattle.

Keller, who is in charge of menu preparation for the 24-hotel Western

organization, was in Seattle from San Francisco with chefs of other Western Hotels, attending a two-day food conference. The training sessions also were attended by the assistant managers in charge of food and beverage departments.

"Latest trends in the eating habits of the public are toward more and more awareness of the calories they consume," Keller said. As a result, menus today feature not only low calorie "Diet Specials," but are carefully regulated to maintain a calorie and nutrition balance throughout.

"Even on a la carte items that are not listed as "low calorie" meals, we keep a close watch on the number of calories that go into them," Keller said. "For instance, in place of two starchy items on a meal, we will substitute something else, such as carrots, for one of them. If you find lima beans being served, it is likely that potatoes will be missing."



**THEY KNOW THEIR BEANS**—Gena Tucker, food research associate, and Reinhold Keller, executive chef of Western Hotels, discuss servings of vegetables at Western's 1958 Food Conference, at which many phases of food operations were studied.

## CONFERENCE OF CHEFS AND ASSISTANT MANAGERS



**ASSISTANTS TOGETHER**—The men and women in charge of food and beverage—assistant managers—are shown here together at food conference. Front row, from left, Tom Sneberger, Winthrop; Bob Wilhelm, Mayfair; Basil Miaullis, Rainbow; Daryl Chrisman, Sir Francis Drake; Elvira E. Graves, Leopold; Myrna Whittington, Marcus Whitman; Lucille Brundige, Multnomah; Norma Craver, Boise; Hercilio De Franz, Multnomah, and V. G. Nikitas, Davenport. Back row, Arthur Oades, Georgia; Edward Green, Cosmopolitan; Jack Bellman, Roosevelt; Ralph Van Noy, Benson; David E. Clift, Bannock; Bill Quinn, Hawaiian Village; Lou Chavey, St Francis.

"The first rule in fine food preparation is high quality of materials or ingredients," *Keller* emphasized. The second is to allow the individual chef to exercise his own training and ingenuity, to provide variety and appetite appeal.

Western Hotels have inaugurated systems of 21-day and 14-day "cycle" menus, which are compiled in *Keller's* office and sent to each of the hotels for the individual chef's guidance. These include the popular dishes that have made the "best seller" list in various hotels.

Each chef then is allowed to prepare his own cycle of menus, using local favorites and food specialties wherever he believes it best to do so.

The two-day conference was devoted to the preparation and display of food, operation of food departments, and merchandising techniques

in modern food handling. It included sessions on work simplification, pantry tips and proper vegetable preparation.

*Willard E. Abel*, Western vice president, was in charge of the meeting. Speakers included *S. W. Thurston*, president, and *Edward E. Carlson*, executive vice president.



**MENU COLLECTORS**—*Reinhold Keller*, *Gena Tucker* and Vice President *Willard E. Abel* pose with the menus that have made Western Hotels famous. This collection of attractively printed menus was an important discussion point—selling through eye appeal.

## *Cascadian Crew Captures Kudos When Everyone Pitches In To Put Together Apple Blossom Float*

With great pride the CASCADIAN presents to all WESTERN hotels a prize winning float, taking second place in the commercial division in the 39th WASHINGTON STATE APPLE BLOSSOM FESTIVAL held in Wenatchee May 1, 2 and 3.

Decorated in pink, green and gold, with large baskets of live Apple Blossoms, the float drew many Oh's and Ah's as the spectators realized that seated on the float in the midst of all these decorations, all wearing pale green formals, were seven of Wenatchee High Schools loveliest girls, THE ROYAL COURT OF HONOR.

Construction of the framework for the float, by Chief Engineer *George Weyrauch*, posed quite a problem. It had to be light enough to be maneuvered easily—yet strong enough to carry over 700 lbs. . . . but . . . *George* came through.

Ideas for the decorations were those of the CASCADIAN'S genial manager, *Roland Richter and Mrs. Richter*. Willing hands in carrying out the decorating scheme were *Bonnie Blocher*, dining room manager; *Ruth Osborne*, secretary; *Ann Philips*, Housekeeper; *Gary Emmerson*, store keeper; *Flornce Carey*, auditor, and *Dan Whitaker*, Bellman.

Motive power for the float was furnished by a universal jeep driven by *Don McKinstry*, Wenatchee Valley College student and CASCADIAN resident.

The ROYAL MAIDS OF HONOR are *Margaret Babbitt, Pam Cederwall, Joanne Cicchetti, Robertta Elmore, Gail Hedges, Judy Kelly* and *Linda Young*.

Stripped of its decorations the float stands in the yards of the Vandivort Construction Co. awaiting a driver from the *Davenport* hotel in Spokane, where it will again be decorated (by employees of the *Davenport*), and entered in the forthcoming *Lilac Festival*.

We of the CASCADIAN wish them all the luck in the world and hope that on their first effort they come out a winner.

SEAFAIR NEXT? HOW ABOUT IT . . . BEN FRANKLIN, ROOSEVELT, OLYMPIC? It's awfully good advertising!





**RAINBOW FOOD EXPERTS:** *Annie Ferterer*, left, Kitchen Helper, is nationally famous for preparing a Rainbow treat... *Annie's Old Fashioned Rice Custard*. *Mary Scott*, center, Pantry Lady, has been with the Rainbow for over 30 years. *Sadie Skelton*, right, has been employed at the Rainbow for 12 years.

**YOU CAN WIN \$10  
SEND IN YOUR FAVORITE  
HOTEL STORY**

Starting with the next issue, **FRONT!** wants to run favorite, true stories of your experiences in the hotel business. And we'll pay you \$10 if your anecdote is used.

Just write 200 words or less on a true story that happened to you in a hotel, send it to **FRONT!** at Western Hotels executive offices in the Olympic Hotel, Seattle. We suggest you delete guests' names if they are involved in your story.

*A Tribute to Those Unsung  
Heroes of All Western Hotels*

**"THE MIGHTY BUS BOYS!"**

A bussin' job is a tough one  
With hours no human should keep.  
We break dishes for eight long hours  
Then break some more in our sleep!

The gripes we get from the dining room  
And the heck we get from the cooks,  
Then some wise guy cracks, 'why all the gloom?  
Life's not as bad as it looks.'

Then we have to smile and look pleasant  
'Cause the customer's always right.  
It's yes sir, and no ma'am, what do you want?  
Lord, but these shoes are tight!

The blame we take for somebody else  
Is enough to make you swear.  
Every seat in the place is full now . . .  
My gosh! and no silverware.

Your feet cry for a rest, you want a smoke,  
You're tired enough to bawl.  
Six T-bon steaks and a ten-cent tip,  
Boy, that really tops them all!

But we've got one consolation, when we've  
Served our last steak rare  
And swapped our uniform for a halo—  
I'll be waiting for you there.

Over our cigarettes and coffee  
With the cherubs drifting by  
We'll sit in the back booth and talk it over,  
In that hotel in the sky!

**EDITOR'S NOTE:** This delightful little verse was sent in by *Donna Lobdel*, cashier of the *Marcus Whitman Coffee Shop*, along with three of their bus-boys. We're sure *Jim Whittington*, *Ed Spitzer* and *Bob Spencer* will enjoy their poem, along with all our readers!



**LONGTIME LUNCH PATRONS HONORED**—A new title—"Knight of the Olympic"—is shown being given to two men who have lunched at the Olympic Grill for nearly 30 years. Left to right are *Frank A. Dupar*, secretary-treasurer of Western Hotels; *A. C. DeVoe* and *Albert Koepfli*, being honored; and *Thomas A. Gildersleve*, general manager of the Olympic Western Hotel, where the ceremony took place. *DeVoe* and *Koepfli* are partners in the Seattle Plumbing Supply, which accounts for the table decoration of flowers placed in a "plumber's friend." Also shown are the certificates which bear their new title. "The hotel recently commemorated the long service of many of its employees," said *Gildersleve*. "At that time it was brought to our attention that we also had two long-time luncheon customers who have eaten here for nearly 30 years. We appreciate their loyalty, and the idea of the title developed as we sought a means to honor them."



**HAWAIIAN VILLAGERS**—From the land of the grass skirts and the pre-Elvis hula comes this picture, sent in by *Robert L. Herrick*, Director of Public Relations, with the added note: "Come on out and play!" Pictured in the easy-going garb of the Islands are executives of the Hawaiian Village Hotel, left to right: *Robert Herrick* himself; *Clyde D. Doran*, General Sales Manager; *William W. Shields*, General Manager and Vice President of Western Hotels; *Joe Mogush*, resident manager when picture was made, now manager of the Finlen in Butte, and *Howard Morris*, Director of Hotel Activities.

## Pocatello Parley Opened On Aid To Tourists

Those who serve the tourists were taught how to make them "linger awhile" and enjoy Idaho in conferences held at the Hotel Bannock in Pocatello. The series was directed by *William Stoker*, Manager of the Bannock, and *W. F. Liddell*, Continental Oil Company agent.

In picture at right, shown left to right are *Gail Buchanan*, Lyle's Corner Service; *Delphia Webb*, Bannock Cof-



fee Shop, and *Bud Jones*, Bannock Hotel, holding a map of Idaho. The three were among those participating in the conference.

The group studied the importance of tourist trade to Idaho, and covered the characteristics of tourists and the problems of serving them.

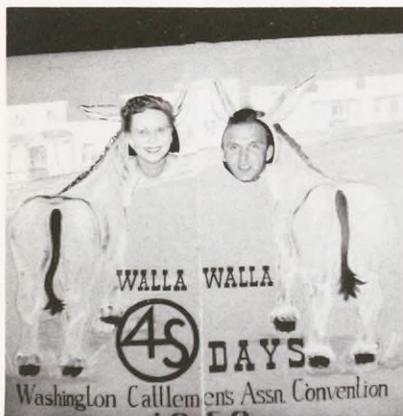


**OPERA COMES WEST**—The Hotel Bannock recently played host to an Austrian Opera Company. Ninety members of the VIENNA ON PARADE opera company spent several days at the Bannock. Only a few could speak English and the clerks, waitresses and bellhops were all in a confused state. However, each afternoon a group organized in the lobby and filled the air with music from the opera. Attached is a photograph of a few members of the Austrian group. The only one we can identify is *Al Reading* (far left back row). *Reading* is the Pocatello Chamber of Commerce secretary. As you can see by the photograph, we changed their nationality from Austria to American Indian.

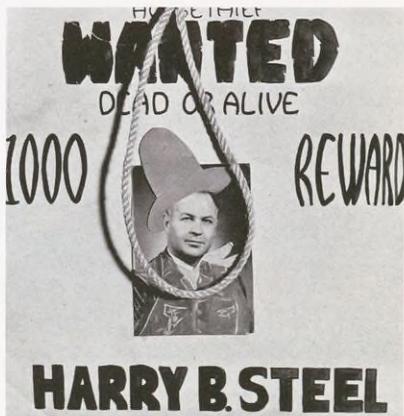
## HAVE GUN? WILL TRAVEL? THEN MEET ME AT THE



**HOWDY, PARDNER**—Everyone at the Marcus Whitman went Western on May 13 to 18 to celebrate 4-S Days in Walla Walla with the rest of the town. Here's the staff in their Western get-up, with the exception of the Chef, who maintains his professional aplomb amid all the revelry. Some mighty nifty fillies there, pardner, and how about those gun slingers in the back row?



**END IN SIGHT**—Fern Anders, lady bartender at the Marcus Whitman, and Leo Heinz, Chief Clerk, pose in a picture prop that sets off the spirit of things.



**HORSEHIDE HARRY**—This sign in the lobby called attention to Harry B. Steel, Marcus Whitman manager, who took a lot of good natured kidding.

## HE MARCUS WHITMAN, WHERE THE WEST IS WILD



**OH, FOR A DRIVE-IN ENTRANCE!**—This was the scene outside the Marcus Whitman when 100 horsemen from the Spokane area and many from Walla Walla galloped into town to celebrate 4-S Days. The week-long celebration included stagecoach rides, quarter horse shows, track meets and the Cattlemen and Cowbells state convention.

Man, you want to get a taste of the Wild West, you go to Walla Walla, Washington—the town they named twice, and site of the Marcus Whitman. Folks in the hotel business there, folks like *Harry Steel*, know how to go along with a gag!

The pictures on these pages, sent in by Correspondent *Donna Lobdell*, prove the West is still a little wild, and perhaps woolly.



**STAGE COACH**—Authentic stage coaches, like the one pictured here, were part of the attraction at the Marcus Whitman, with everyone getting a chance to see what transportation was like in the “good old days.”

## The "Matador Touch" Includes Skill, Equipment, Charm



**MIX IT RIGHT**—Charles O'Leary, Matador manager, demonstrates his salad mixing skill, which is one of the secrets of success at this famous Davenport specialty room. It calls for just the right touch.



**SERVED WITH SMILE**—O'Leary dishes up the salad he has just mixed, to be served by Waitress Helen Carpenter. Her charm and good looks make the salad an assured success.



**BEST EQUIPMENT**—O'Leary displays King-sized pepper mills and salad bowl, all made of monkey pod wood from Hawaii. The giant-sized equipment adds to the charm of the occasion, piques the interest of customers as they watch their Matador salad being prepared.



**INTERNATIONAL CHARM**—And the Matador boasts an international flavor that goes beyond its name. Here are two employees from foreign lands—Room Captain George Porte, from Scotland, admiring Hostess Carmen Gemmell. She hails from Guatemala.



**AL SCHILLING RETURNS**—Here's a gagged up picture of what greeted General Manager *Al Schilling* when he returned to the Davenport from Hawaii. Left to right, *Rod Llorens*, formerly Matador manager, now of the Stirrup Room; with coat badly burned from flaming accident; *Burt Goans*, with adding machine tape around neck; Executive Chef *Dean Atkinson*, a bit haggard; *V. G. Nikitas*, Catering Manager, who was able to smile through it all; *Mrs. John Riley*, Executive Housekeeper, who wore out her uniform; *Ralph Woodworth*, Banquet Manager, unable to walk after the rush of work. And finally, *Al Schilling*, taking the kidding in good spirits.



**PRIZE STEER**—Davenport's General Manager *Al Schilling* poses with *Loren Koller* of Pomeroy, Wash., and FFA Grand Champion steer which Loren raised. Scene is 1958 Junior Livestock show in Spokane. The Davenport purchased this steer at auction after the show, in keeping with tradition of serving only the finest to people of Spokane.



**RELAXING**—*Russ Ahrens*, senior vice president of United Airlines, relaxes on Aqua Terrace Gardens surrounded by pretty waitresses. Aqua Terrace is featured on page 32 of *Front!* this month.



**ELECTRIC ROYALTY**—*Ralph Parkington*, left, General Electric division head, watches while *Al Schoonover*, Davenport Assistant Manager, hands room key to General Electric Queen, during her visit to the hotel.



## FRONT GOES TO THE GEORGIA

(Continued from page 13)

ever, so another few years of difficulty were experienced.

Now, smartly modern, the Georgia looks forward to an even brighter future. This great province of British Columbia is only in its industrial infancy, and Vancouver is destined to be one of the greatest seaports in Canada and on the Pacific Coast. New industries are moving West, and tremendous development is taking place in the yet almost unexplored northern B. C.

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### Western Expansion Into Central America Announced

(Continued from page 3)

Hotels, Inc. *Edward E. Carlson*, executive vice president of Western Hotels, Inc., will be president of Western International Hotels; and *Willard E. Abel* of San Francisco will be vice president. *Abel* is a vice president of Western Hotels. Other officers of Western International Hotels are *Lynn P. Himmelman*, secretary; *Gordon Bass*, vice president; and *F. A. Dupar*, treasurer. All are officers of Western Hotels, Inc.

*Fred Norman*, manager of the Owyhee Motor Inn, a Western Hotel in Boise, Idaho, will serve as Western International's representative in the Central American operation. *Mrs. Dolly Valentine*, now at the Sir Francis Drake, will be in charge of food preparation and service.



**GENERAL MANAGER**—Proud of his record with the Georgia is General Manager *E. W. Hudson*. He has been with the Georgia since it opened in 1927, and has been General Manager for the past twenty-seven years. During this time, he has been, in addition, a prominent figure in Vancouver business and social life. Here he is shown in the London Shop, which is located in Hotel Georgia, and is a mecca for visitors seeking specialty woollens.

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*Carlson* and *Abel* made an inspection tour of the Guatemala properties, where they conferred with *Carrette* prior to signing of contracts.

"We are impressed with the great future potential in Central America," *Carlson* said. "These people are hungry for American management skills, and we are grateful for the opportunity to help them. We look upon this expansion of Western's operations as another step in a program which has grown enormously with the growth of the entire West."

Founded in 1931, in Seattle, Western Hotels has expanded rapidly in the post World War II years. Extensive remodeling and building programs have accompanied each expansion.

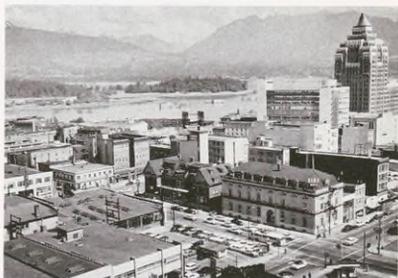
"Centralized management, interchange of management skills, and at the same time participation in local community development, have been part of our basic philosophy," *Thurston* said.



**HOTEL GEORGIA'S COFFEE GARDEN** is popular with guests and staff alike. Here, at the entrance, discussing the day's specialties, are Executive Chef Xavier Hetzman, Hostess Clara Wilson, and Coffee Girl Lisa Hakala. The Coffee Girl is an innovation in Vancouver—and a very welcome one to the guests. She brightens up their morning by greeting them with a cup of coffee almost the minute they sit down, and even before the waitress arrives to take their order. Numerous grateful guests have commented very favorably on this pleasant custom. Chef Xavier needs no introduction to Western Hotels' staff or guests. With Hotel Georgia for the past five years, he has seen the opening of the Cavalier and the Coffee Garden, both of which enjoy the highest possible reputation with both local and visiting diners.



**UNUSUAL VIEWS**—Hotel Georgia boasts that it has a unique location as a hotel, with regard to views. South rooms face over the Court House, with its lovely grounds. As this is British Columbia's Centennial Year, note



the flower bed in the center planted to spell out: "Centenary—B. C.—1858-1958." To the north and west, Georgia guests are treated to a breath-taking view over Stanley Park, Burrard Inlet, and the North Shore Mountains.



**SOUTH PACIFIC IN SEATTLE**—Olympic's General Manager Thomas A. Gildersleve, left, and Screen Actor Jeff Hunter watch the lovely France Nuyen as she cuts into a specially prepared pizza pie at Olympic. Miss Nuyen plays in "South Pacific" and appeared in Seattle for benefit of Boys Town of Italy. Olympic's Ed Sullivan pulled a switch on the "birthday cake" picture angle and came up with the pizza picture. Appropriate, what?



## *On Hospital Call!*

The Benson Hotel discovered that Phyllis Lauritz, staff writer for the Oregonian, was wishing for Shish Kabob from the London Grill, while she was hospitalized recently. She got her wish: *Robert Phillips*, waiter from the grill, delivered dinner with all the trimmings, and is shown serving Miss Lauritz in her hospital room.



**WEE THREE**—The Roosevelt in Seattle currently boasts a popular trio that in fact is a combination of three other trios. Known as "Wee Three," the group left to right are Jack Shields, Bud Williams and Don Rogers. All are Seattle men, and they make up a unique musical group in that each, previously, belonged to a comedy group. Manager *Chuck Indermuehle* reports that "Wee Three" are really packing them in at the Roughrider Room.

**CYNTHIA LILLEY** is the one who can tell you about the wonders of Hawaii. Why? It's her job, as the new sales representative in Seattle for the Hawaiian Village Hotel. *Cynthia*, at right, is doing an enthusiastic job of selling the "Home of the Flying Catamaran." *Bud Higgins* has left the position to become assistant to *Ewen Dingwall*, Executive Director of Seattle's upcoming (1961) World's Fair.



# WESTERN GOING

David N. Plant, assistant general manager at the St. Francis, is a new member of the school board in Ross, Marin County—and a new director of the San Francisco Sales Executives, as well! . . . two more Daves are in the news from the Bannock. *David Cliff* is the new assistant manager



Dave Cliff

in charge of food and beverage, and *David Jones* is the new chief clerk. Both took over April 1 . . . and there's a new Project Director of Western Service & Supply, Seattle. He's *James Longo*, former assistant to the General Manager at the Sir Francis Drake.

The Bannock has been honored as



Dave Jones

a 20-year member of the Duncan Hines Family . . . and here's other *Bannock Bulletins*: *Verda Gibson*, coffee shop waitress, married *Eli W. Gibson* (what's in a name?) . . . *Pat Olson*, secretary, left to marry *Phil Gibson*, former bellman! . . . and *Harold Read*, night auditor, announces his eighth child, *Erin Lorraine*, born May 20, 7 lb. 1 oz. . .

*Charlene Fore*, Bannock banquet waitress, married *Dale Kutterer* May 9.

*Alex "Pat" Paterson*, Maurice publicity man, is the new Second Vice Commander of Golden Gate Post No. 40, American Legion . . . *Controller R. C. Thoman* being the new commander of same post . . . its a June wedding for *Lois Yvonne Smith*, Spokane, and *Kenney Mallory*, former resident manager at the



Alexander Paterson

Oasis who's been transferred to financial manager of the Mayfair. They met at the Oasis, where *Miss Smith* was dining room hostess.

*Mildred Futrelle*, Mayfair reservation secretary, acquired a grass skirt during Hawaiian Village vacation. She's shown with *Chef Fred Adler* and *Howard Morris*.



Fred Adler  
Mildred Futrelle  
Howard Morris

MAYFAIR SERVICE AWARDS: Ten Years—*Ed Griffin*, *Emma Kaiser*, *Ona Risley* and *Salvador Vasquez*; Five Years—*Emma Elias*, *Naomi Francis*, *Ken Mallory*, *Thelma Rennard*. Mayfair newcomers: *Jacque Sheridan* and *Herb Bergstrom*, as Room Clerks.

*Phillip J. Garrett*, after a year at the Georgia, is the new assistant to Manager *Harry B. Steel* at the Marcus



Phillip J. Garrett

Whitman . . . another new face at the Marc is *Bill Stoker*, (no relation to Bannock's Stoker) after six years at the Owyhee in the engineering department.

*Forrest Dunham* is the new assistant manager in charge of food and beverage at the Benjamin Franklin, moving over from the Roosevelt—former front desk man at the Ben, and a University of Washington graduate . . . other Benjamin Franklin changes: *Walter Mayseyuk*, new assistant manager, front office, from the Georgia; New Room Clerks *Don Blanchard*, *Joe Heubner* and *Dick Sanders* (erst



Forrest Dunham

while F-86 jet jockey with the Air Force); *Lou Mastella*, liquor controller, former Finlen purchasing agent; *Helen Rian*, new Outrigger night hostess; *Georgia Jeffries*, new with accounting staff; and *Dave Ovell*, former Outrigger assistant manager, back as a bartender while working for master's degree at University of Washington.



Harvey Wright



Douglas Richards

*Harvey Wright* is beginning his hotel career as a bellman at the Cosmopolitan. Wife, *Dean*, works in the Denver Library . . . *Douglas Richards*, 26, is the new kitchen steward at the Cosmopolitan. Has a fine hotel background—Colorado State College, Lewis Hotel Institute, nine seasons at resorts . . . other Cosmopolitan newcomers: *Steve Williams*, front desk, attending University of Denver school of hotel and restaurant management; *Ilene*



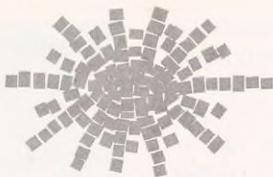
Frank Hahn

*Hoppes*, reservation staff, former TWA hostess. And an Oldtimer, Bartender *Frank Hahn*, is leaving to open "The Grizzly Bar" in Denver.

## Morning Silk and Saddle Bar Crew at Rainbow

Left to right: *Juanita Thomas* bar waitress; *Charlie Miles*, Silk and Saddle Bar Manager; *Dixie Bowman*, bar waitress.





**IN SPOKANE...**  
**this is where the**  
**fun and sun begin.**



GEORGE PORTE, HOST AT THE DAVENPORT HOTEL'S AQUA TERRACE

Sit up where the sun and fun begin and relax at the Aqua Terrace, *Davenport Western Hotel* in Spokane. The pool beside you beckons with a hundred sunny reflections. Plunge in. As the refreshing water closes about you — leave your cares behind. For your inner self — exquisite food and beverage — poolside or downstairs in the splendid Matador specialty restaurant. For your discerning eye — unmatched service — and companionship.

At your service: George Porte, host at the Aqua Terrace, an expert hotelman, equaled only by other Western Hotel people. They welcome and await your pleasure in castles of hospitality, wherever you travel in the west, British Columbia and Hawaii. Visit one soon.

*Save time, get the exact hotel room you want. Request your Western Hotel room reservation by name: Standard, Superior, Deluxe.*

## Western Hotels

INCORPORATED S. W. Thurston, President



|                  |                  |                |                   |
|------------------|------------------|----------------|-------------------|
| VANCOUVER, B. C. | GEORGIA          | SAN FRANCISCO  | ST. FRANCIS       |
| SEATTLE          | OLYMPIC          | BENJAMIN       | SIR FRANCIS DRAKE |
| FRANKLIN         | ROBERTS          | PALEM SPRINGS  | ORISSA            |
| SPOKANE          | DAVENPORT        | SALT LAKE CITY | NEWHOUSE          |
| TACOMA           | WINTHROP         | DENVER         | COMMODORE         |
| BELLINGHAM       | LEOPOLD          | BOISE          | BOISE, OWYHEE     |
| WALLA WALLA      | MARCUS           | WHITMAN        | POCATELLO         |
| WENATCHEE        | CASCADEAN        | PORTLAND       | BENSON            |
| MULTNOMAH        | LOS ANGELES      | HAYFAIR        | BELLINGS          |
| HONOLULU         | HAWAIIAN VILLAGE |                | NORTHERN          |
|                  |                  |                | GREAT FALLS       |
|                  |                  |                | KANBOW            |

EXPERT HOTELMAN, George Porte, host at the Aqua Terrace of the Davenport Hotel, is the subject of this advertisement which will appear in 19 newspapers in 6 states and British Columbia during July.