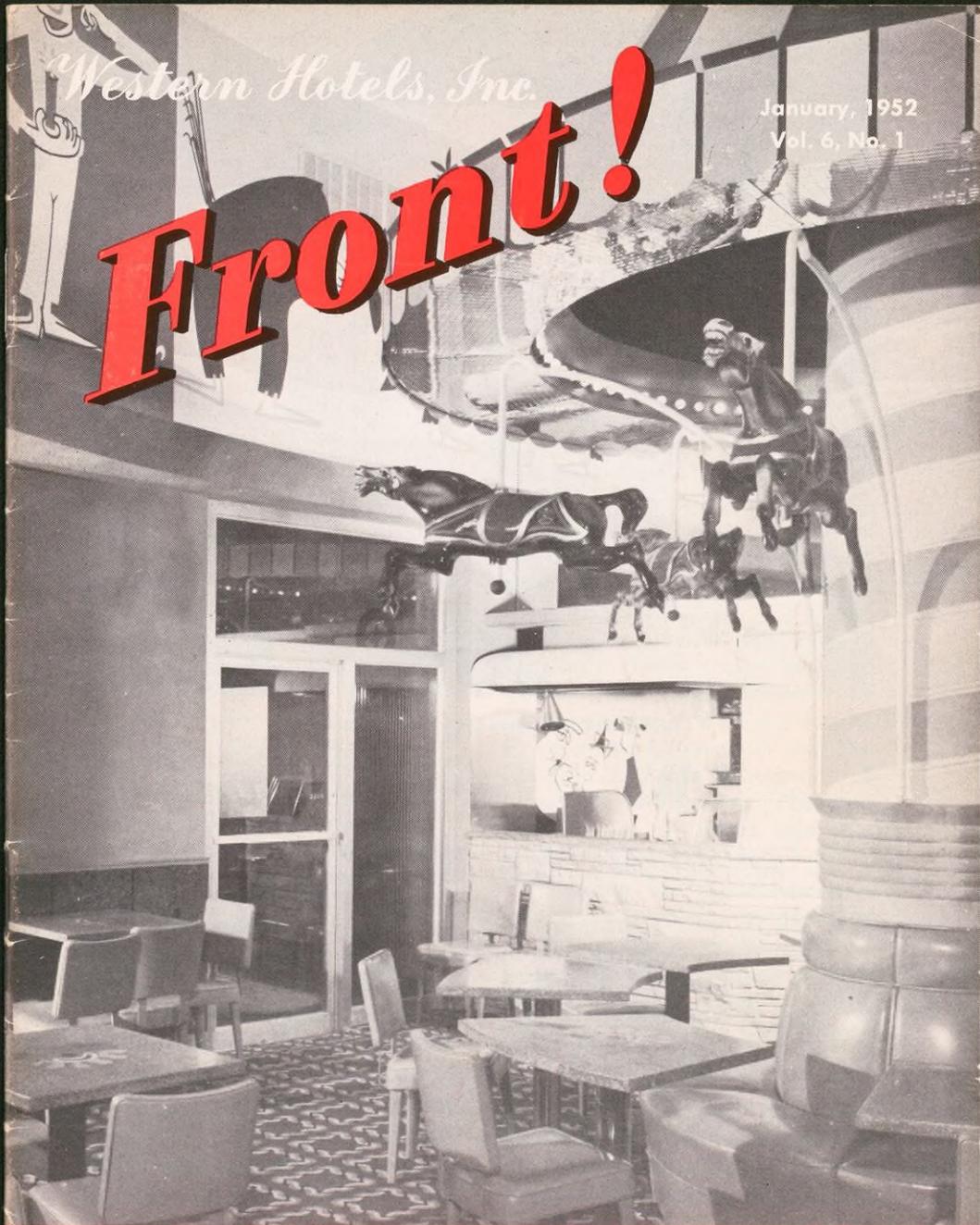


*Western Hotels, Inc.*

January, 1952

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# Front!



THE CAROUSEL OPENS

Page 20



S. W. THURSTON, president, Western Hotels Inc.

## S.W.

*No. 8 in a series of articles on the men who are guiding the destinies of Western Hotels, Inc.*

SEVERAL years ago a magazine writer requesting data on the life of Severt W. Thurston, president of Western Hotels, Inc., was told that "Mr. Thurston has been in the hotel business so long that he has no other personality than the company itself." There is some truth to this. The organization and its president are so much a part of each other that it

is impossible to describe the personality of one without the other.

Thurston's life is the familiar American story of achievement by sheer energy and singleness of purpose. He was born in Iceland in a family of modest means. His mother died soon after his birth and a few years later he came with his father to America. The elder Thurston wandered entirely across the country, finally settling in the little town of Blaine, Washington, a stone's throw south of the Canadian border. By the time he was 11, Thurston was making his own

money working in a sawmill. In search of greener pastures, he left home for the nearest big city, Seattle. There he was given a job in the old National Hotel owned by Mrs. Maltby and her son Harold. Young Maltby and Thurston became fast friends and in 1910 the two young men, with the blessing and backing of Mrs. Maltby, launched their own venture. They bought the old Sullivan Building and converted it into the Right Hotel in Seattle. It was the beginning of the Maltby-Thurston Corporation.

They had their ups and downs, but somewhere along the line the two young men acquired a code of business ethics to which they have steadfastly adhered and which are reflected in the day to day operations of the organization today. The first big test came when they bought the decrepit Lincoln Hotel, spent heavily on modernization, only to have it burn to the ground. Even though they were not legally liable, they chose to make good to the extent of their ability. It was several years before the final obligations were paid off, but their reputations as fair-dealing business men were firmly established.

They aggressively acquired other hotels and became known for an ability to turn unprofitable houses into money-makers. During the depression they lost a couple of hotels, but so did almost

everyone else in the business. It merely meant tightening the belt and carrying on.

At the depth of the depression, another historic event occurred in Thurston's history. It was during a struggle for control of a proposed new hotel in Yakima in which several groups were interested. Among the contenders was Frank A. Dupar who represented another group of hotel interests. The two men met by accident in the Commercial Hotel Coffee Shop and struck up a conversation out of which grew an idea. On August 28, 1930 articles of incorporation were filed creating Western Hotels, Inc. "to supervise and manage the operation of its hotels." Three groups made up the original organization, the Maltby - Thurston Corporation, F. Dupar and Associates and Puget Sound Hotels. Altogether 16 hotels were involved. Thurston was elected president and has held this post ever since.

Thurston is restlessly energetic, long on work, abruptly short on conversation to the point of being somewhat of a man of mystery. Actually, there is little mystery when one understands his single-minded interest in the success of Western Hotels, Inc. Little else in the way of conversation or activity is allowed to interfere.

He rises early at his waterfront home in Kirkland, drives approx-

imately 20 miles to his office in the New Washington. Though it is an attractive office, he spends little time in it. After a few preliminaries and meetings with top executives, he may take three minutes for a cup of coffee, though this isn't a habit and waitresses at the New Washington know that he never takes more than half a cup. Then, providing no deal is brewing, he "makes the rounds."

Thurston is keenly observant and quick to notice if anything is not quite right. However, he rarely directly criticizes an employe but rather passes information along to the proper executive. He readily delegates authority to his vice presidents who are allowed clear fields of action within their own domains, with a minimum of interference from "upstairs."

He usually lunches with his executive staff, works through the afternoon and leaves the office around five o'clock except when it is necessary to attend evening dinners or other functions.

Thurston doesn't smoke and takes only an occasional drink. He shies away from parties. The social burdens of his life are magnificently carried by Mrs. Thurston, who is very active in Seattle affairs.

As a young man he suffered a siege of ill health, joined the Y. M. C. A. and became a highly

skilled tumbler and handball player. He has since made it a point to keep in top physical condition. His one hobby is golf, which he plays regularly, rain or shine, nearly every week.

Thurston is in his greatest element when it comes to making the "big decision" in hotel affairs. His judgment is held in high regard and all evidence seems to indicate that it is based on a remarkably keen instinct. He sifts advice and studies figures, but in the last analysis he seems to rely on some tiny voice from within.

Frank Dupar, one of his closest associates, gives this example: "We were presented with the opportunity of acquiring another hotel. We had studied the figures, made projections into the future. We had haggled with owners, lawyers and accountants. The question was 'should we or shouldn't we?' It was almost midnight when we walked out into the lobby after the meetings were over. Thurston said, 'I think I'll take a walk.' I went on up to my room. I don't know how long or where he walked. I suspect he didn't get in until after three o'clock and I suspect that in those hours he visited almost every hotel of prominence in the city, but when he did get in he had resolved the problem in his own mind and had the answer. We bought it."

# BIG SHUFFLE

The New Year had barely dawned when Western Hotelites were flitting from one part of the West to another, taking on new responsibilities. Biggest moves affected topflight personnel in five different hotels.

Sam Standard, manager of the New Washington, moved to Salt Lake City to take over the Newhouse. Al Schilling, manager of the Newhouse, hopped to Seattle to become manager of the Benjamin Franklin. Robert Metzdorf, assistant manager of the Benjamin Franklin, headed south to San Francisco to become assistant manager of the Sir Francis Drake. Carl Hudgens, assistant manager of the Drake, in turn moved to Seattle to become resident manager of the New Washington. Bob Linquist, assistant manager of the Mayflower, moved to Portland to become executive assistant manager of the Multnomah. William Hewitt, catering manager at the

Newhouse, moved to Seattle to become assistant manager in charge of catering at the New Washington. His place at the Newhouse was filled by Bob Webb, former maitre d'hotel.

## AL SCHILLING

As manager of the Benjamin Franklin, Schilling will shoulder many of the operating responsibilities formerly carried by Lynn Himmelman who now becomes general manager of the hotel. As a newly-appointed Western Hotels vice-president, Himmelman will also be devoting more of his time to the organization's overall operations.

For Schilling, this represents the first move since he left Switzerland at the age of 13. His father was a steelworker in Switzerland who was persuaded to move to Utah by a Mormon missionary. Young Schilling attended school in Salt Lake City and took his first job as a bellman at

## HOTEL THE OASIS BECOMES A WESTERN HOTEL!

Just as Front went to press the announcement was made that Western Hotels had added a new member to the family. It is Hotel The Oasis in Palm Springs, California. The property consists of five acres and 12 buildings in the heart of Palm Springs, located between Bullock's and the Desert Inn. Western Hotels, Inc. plans an extensive building program at an early date, including stores for rental facing on Palm Canyon Drive and de luxe hotel suites on the west side of the property surrounding the swimming pool. Dewey W. Metzdorf, vice president of Western Hotels, Inc., was one of the former owners of The Oasis and will continue his close contact with the property. George Thompson will remain as manager.



**BOB LINQUIST**

the Utah Hotel in 1927. By 1936 he had become room clerk and at that time moved over to the Newhouse as clerk. In 1939 he became assistant manager in charge of the food department. When the Newhouse became a Western Hotel in 1949, he stayed on to operate it until his present move to Seattle. He is married and has a four-year-old son.

**BOB LINQUIST**

When Bob Linquist ran the New Westward Hotel in Anchorage, his top competitor was Dewey Metzdorf, now a Western Hotels vice president, who operated the Anchorage Hotel at that time. The story is told that Linquist's two daughters frequently strolled into the Anchorage dripping ice cream cones on the carpets. Metzdorf, it is said, always offered to finance them on another set of cones provided they went back home to drip them in their father's hotel lobby.

Whether or not there is any truth to the story, Linquist is now on the Western Hotels team.

Born in Bellingham, he began his career as an elevator boy in the Cissna Hotel there while still in high school. In 1937 he went to Juneau, Alaska to become a house maintenance man at the Gastineau. He stayed there for five years, working up successively to clerk and to assistant manager.

When the New Westward Hotel was built in Anchorage in 1941, Linquist was offered the opportunity to share in the ownership and become manager of the hotel, as well as vice president of the Westward Hotel Company—all at the age of 24. He managed the hotel for six years and during that time participated actively in Anchorage activities. He became vice president of the Rotary Club and was elected to a two-year term on the city council. "We had our clean-up and local crime problems up there too," he says with a sigh. "It was a valuable, if grueling experience."

By 1947 Linquist and his growing family felt they had seen enough of the far north. He sold out his interests in the hotel and moved to Seattle. He spent three months at the Mayflower and then managed the Antlers in Ellensburg for two years before returning to become assistant manager of the Mayflower, where he stayed until moving to the Multnomah.



**HOW'RE THINGS IN YOUR CITY?** These Western Hotelites are comparing notes on living conditions in different western cities prior to their transferring about early this month. They are, from left, Sam Standard, Bob Metzdorf, Al Schilling and Carl Hudgens.

#### **SAM STANDARD**

Moving is no new experience for Standard, who has hardly unpacked his suitcase from the last time. Since early in 1949 he has jumped in rapid succession from assistant manager of the Benjamin Franklin to resident manager of the Leopold, to manager of the New Washington, to manager of the Roosevelt, back to the New Washington and now to the Newhouse. Along with it all, he did a short stint as Western Hotels sales manager in Seattle.

#### **BOB METZDORF**

Metzdorf is another Western Hotelite who literally grew up in the hotel business, starting out in the Anchorage Hotel in Alaska which was then owned by his father. He attended Seattle University, then continued hotel work at the Benjamin Franklin. From there he moved to the Owyhee in Boise as clerk. In 1948 he returned to the Benjamin Frank-

lin as clerk and became assistant manager of the hotel the following year.

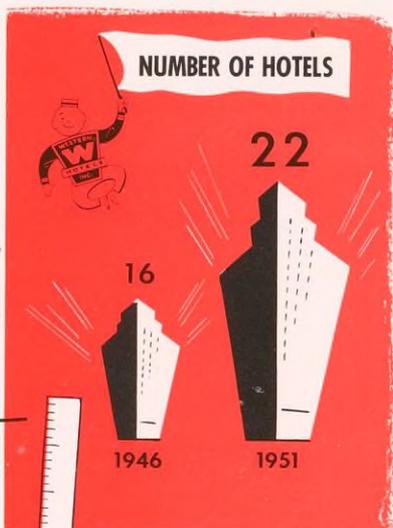
#### **CARL HUDGENS**

In leaving the Sir Francis Drake for the New Washington, Carl Hudgens left a hotel with which he had been associated for over 23 years. He was on the payroll when the hotel was opened and was superintendent of service there for 12 years. After the war he worked at the front desk, becoming chief clerk and then assistant manager in 1947. He is a steady golfer and won the E. B. DeGolia trophy last summer.

#### **BILL HEWITT**

Hewitt studied hotel administration at Washington State College and started out as room clerk at the Roosevelt upon graduation. After the war and a hitch in the restaurant business, he went to the Mayflower as assistant manager in charge of food. From there he moved to the Newhouse.

# WESTERN HOTELS INC. POSTWAR GROWTH



# "TOUGHEST MEETING YET"

**Western Hotels managers' meeting  
sets rapid pace for executives**

**I**T was a thoroughly exhausted group of Western Hotels executives and managers who tramped home from the San Francisco managers' meeting held during the last week in November. The meeting set several records. It was the largest ever held in the organization's history. Approximately 50 managers, assistant managers, top executives and consultants participated. It lasted the longest time, beginning with committee meetings on Sunday morning and ending Wednesday evening, with many executives staying on for a few days more to clean up details.

All agreed, it was the hardest-working. The entire assemblage

was divided into committees, each of which went exhaustively into its particular phase of hotel operations. Charts, figures and diagrams were marshaled to prove the points arrived at by each committee. In their own sessions, many of the committees worked late into the night. At 5:30 one morning everyone was routed out of bed and hustled down to the waterfront to watch the San Francisco produce market in operation. In between times the managers were popped into cabs and taken on exhaustive tours of other hotel kitchens, cocktail lounges and special rooms.

The sessions received an official kickoff on Sunday night

**SIR FRANCIS DRAKE'S** Catering Department had its toughest assignment in November when it took care of the assembled Western Hotels managers. Here a few of the staff light the candles just before a big dinner. They are, from left: George Murray, Manuel Tueros, Vernon Phillips, maitre d', Malcolm Anderson, John Alconcher, Ted Gruba and Tom King.



when S. W. Thurston, president, made his report on Western Hotels' postwar progress. The report would have made any corporation president glow with pride. The company's volume of business had doubled since the end of the war, jumping from \$9,963,000 in 1946 to \$17,861,000 in 1951. The family had grown from 16 to 22 hotels. Credit card holders had climbed from 3000 to 49,600. The Hoteletype reservations service had soared to account for over 50,000 reservations in 1951. Improvements and addition of special dining rooms and cocktail lounges amounted to over one and a half million dollars. An experimental kitchen had been installed.

Thurston, however, softened the report's rosy glow with a list of objectives that had not yet been reached. He issued instructions to his committees concerning them and during the succeeding days religiously toured the individual committee meetings to see to it that nothing important was being overlooked.

Results of the annual meeting will soon be trickling out in various forms of memoranda.

#### **CARTER WINS HIGH OFFICE**

Lester W. Carter, president and general manager of the Northern Hotel in Billings, was unanimously elected secretary of the American Hotel Association at the organization's annual convention December 3-6 in Miami.

## Show Girl

**L**ITTLE do they know, but guests at the Mayfair in Los Angeles have only to pick up their telephone to get a direct line to one of the former top Follies queens of the nation. She is Jan Vyvyan Easton chief switchboard operator at the hotel.

Mrs. Easton was in show business for over 29 years. She started out in the Follies doing dancing and comedy roles. She performed on several occasions with the man who later became her husband and then the two of them toured the world as a husband and wife dancing and comedy team. They visited almost every country, including Timbuctoo. They went to Johannesburg, South Africa, on what was to be a three weeks' stand and ended up staying 18 months. They also gave a command performance for the King of England. They lived an international existence. Every country was home.

During World War I Mrs. Easton went into the Women's Ambulance Corps and worked on the same ambulance with the former Mrs. Leo Carillo.

The urge to settle down finally caught up with the Eastons in

1939. That year they quit the show business and opened a bar and grill in Roscoe, N.Y. "Believe it or not," says Mrs. Easton, "I'm a good bartender. I can mix some mighty fancy drinks."

In 1944 when her husband died, the curtain rang down on a glowing chapter of Mrs. Easton's life, but another one began. She had always wanted to live in California, so she headed west and on one of her first job-hunting calls, hit the Mayfair. She was promptly hired as a switchboard operator and has been there ever since.

Mrs. Easton still retains many of her old ties with the stage. She belongs to the Comedy Club in Los Angeles and takes an active part in their affairs. Her broad experience and philosophical good humor stand her in good stead on the switchboard. One morning she had a call to waken a guest in his room in time to catch a 7 o'clock plane.

"Gee I'm tired," he said, "I sure hate to get up."

"Then this is no way to start the morning," said Mrs. Easton. "You go back to sleep and get a good rest. I'll get you reservations on a later plane. You need the rest and there's no use being in a big rush, anyway." Though the guest protested strongly, she managed to talk him into going back to sleep. She secured a reservation on a 2 p.m. plane. About 10



**SHOW TIME GAL** — This picture of Jane Vyvyan Easton, chief switchboard operator at the Mayfair, was taken during her heyday as a showgirl. Still attractive and vivacious, her quick wit and stage presence stand her in good stead in her switchboard duties.

o'clock he came downstairs pale as a sheet and demanded to see her.

"You saved my life," he said. "The plane I was supposed to take crashed and everybody on it was killed."

This guest and his wife have continued to remember her with letters and gifts from time to time for several years.



**NEW OWYHEE CHEF.** From left, Edgar Feltault, chef; Joe B. Callihan, assistant manager of the Owyhee, and Mrs. Helen Poulsen, now chief of the Owyhee Hotel's Bonquet Department, look over a spread of food.

**I**N Western Hotels, Inc., there are both European and American-trained chefs. One may argue long and loudly over the merits of each type of training and never arrive at a conclusion. In actual experience, both types are making steady headway in Western Hotels. The new Research Kitchen now provides an additional supplement to both backgrounds, with the final benefit all going to the happy guest.

Edgar Feltault, trained in the kitchens of the Continent and with years of experience in eastern hotels, came with Western Hotels on October 1 when he became chef at the Owyhee in Boise. Feltault came to the Owyhee from New York. He had been with a number of large hotels on the East Coast and in Florida. He served as head chef and steward of the Woodstock Inn, Woodstock, Vermont, for three years.

## European or . . .

The new Owyhee chef learned his culinary artistry in kitchens of hotels in Paris and Brussels, and brought his European knowledge of fine foods to hotels in the United States.

In his new position, Feltault is being assisted by Mrs. Helen Poulsen, new head of the banquet department. Mrs. Poulsen is a familiar face at the Owyhee. She has been with the hotel for a year and a half, and has been in charge of banquet arrangements and banquet employes since her promotion on September 1.

Lloyd V. Allenby, 41-year-old executive chef at the Newhouse, has proved that an American—trained in America—as well as a European, can go to the top in his chosen Western Hotels kitchen.

Allenby puts together a world



**HIS OWN MEDICINE.** Top brass of the Newhouse Hotel offers morsels of his own food to Lloyd V. Allenby, executive chef. From left, Albert Schilling, Newhouse manager; Charles J. Mueller, executive assistant manager; Bill Hewitt, catering manager; Jery Harmstrom, waitress; and Bob Webb, maitre d'hotel.

## U.S. Trained Chef?

of experience gained since he learned to be a baker in his home town, Moundsville, W. Va., with the service of Western Hotels' new Food Research Department in San Francisco to put glamor into his food servings at the Newhouse without increasing the cost to guests.

Allenby, who will supervise preparation of more than 400,000 meals annually for Newhouse guests, was among the chefs and food department chiefs who attended Western Hotels' "food convention" in San Francisco in June for the opening of the Research Kitchen. "The kitchen staff and Mildred Inwood, who supervises their work, cook to stomach perfection," said Allenby.

Allenby learned the bakery trade when he was 18, and served as a cook on jobs throughout the country. In 1940, he became a baker at the Ben Lomond Hotel, Ogden, Utah, and a year later joined the Navy. For two years he served as an instructor in a Navy school for cooks and bakers, before becoming a chief commissary steward and seeing service in Italy and the Mediterranean area.

With the end of his war service in 1945, Allenby returned to the west. He was chef in three leading Salt Lake City restaurants before joining Western Hotels as chef at the Bannock in Pocatello, where he was employed in 1947 and 1948. Allenby then returned to Salt Lake City where he joined the staff at the Newhouse.

# Red Feather Party

THE housekeeping department at the New Washington in Seattle found a way to make a party out of a Community Chest drive. The idea was suggested by Mrs. Marjorie Allore, new executive housekeeper, and carried out wholeheartedly by all the members of the department.

During the lunch hour on October 16, a huge cake was served by the hotel bakery department. The cake was decorated with little red feathers. Each department bought a piece of the cake bearing a red feather for one dollar. When all had been served and the con-

tributions collected, the money was turned over to the hotel's Community Chest fund.

Such stunts come naturally to Mrs. Allore, who firmly believes that work can be fun.

She comes to the New Washington after three years as executive housekeeper of the Evanston Hospital in Evanston, Illinois. At the hospital, she had charge of 85 employes including painters and wall washers. To help solve personnel problems in that large establishment, she instituted a series of employe panels where various staff members could present their problems and debate them until a satisfactory solution was reached.

One of the typical questions debated was "What to do if patients object to the odor of soap?" The panel kicked this one around a while and finally came up with a solution. Other questions ironed out at panel meetings included such as "How to use other girls' uniforms" and "How to speed up service from the kitchen."

Hotel housekeeping is much easier than hospital housekeeping, according to Mrs. Allore. "In a hotel," she says, "the room stays the same regardless of who the guest is. In a hospital a room varies with the patient and his illnesses."

MRS. MARJORIE ALLORE





**THEY TOOK THE CAKE.** The Housekeeping Department of the New Washington Hotel held a Red Feather party during the recent Community Chest Campaign in Seattle. Members who took part were Allen Lacey, painter; Martin Johnson, engineer; Ethel Linquist, inspector; Mallee Sims, Barbara Dries, Bettie Crowell, Virginia Helman, Stella Moe, Marie Claiberg, Rose Getchell, Bessie Lampton, Florence Preston, Edna Webb, Rose Grady, Edith Baker, maids; Carrie Harding and Susan Marshall linen room; Ichi Numoto, Frank Koryum, Sammy Numoto, Hidenori Kobayashi, Tom Matsumoto, Magnolia Daniels, Jitsushi Yoshida, janitors.

### **PICKWICK GALLERIES**

A note of originality in naming banquet rooms was introduced this year at the Mayfair. The hotel has a series of three rooms on the mezzanine that can be used separately or opened into one big room. Carrying on the English theme, the rooms have been renamed the Pickwick Galleries. The individual rooms are named the Sam Weller, Mr. Tupman and Mr. Winkle, all whimsical characters out of Charles Dickens' Pickwick Papers. Pen line illustrations from the famous Dickens book adorn the walls of each of the rooms. The idea was suggested and carried out by Mrs. Tom Lee, wife of the manager, who is spending her spare time ransacking Los Angeles shops for bits of authentic English lore.



**CHRISTMAS PARTIES . . .** Western Hotelites all up and down the coast celebrated the 1951 yuletide season with gusto. Typical were party scenes such as these at the Multnomah. Above are: Lena Shauver, Bessi Scott, May Norgard, Ruth Boatwright, Gorge Hanna, Lloyd Jenkins, Earl Johnson, Agnes Renoud, Violet Price, Freda Newton, Mary Drumm, Minnie Grossi, Jessie Forkner, Stella Kincaid, Hazel Rickert Harry Price, Ellen Peterson, Christina Zeeb, Mary Benson, Marie O'Mally, Hazel Buzzell, Jane Bonstetter, Jennie Reinbolt, Thelma Kluser and Anna Enge. Blow are front office personnel: Leta Weaver, Marilyn Ballou, Joanne Shue, Gordon Bass, Bernice Davis, Francis Nicolai, Chuck Intermuehle, Al Lawson, Iva Thatcher, Evelyn Newlin, Virginia Curtarelli, Elsie Sherrig, Charles Buchanan, Barney Jenks, Jud Duke, Ray Dodge, Kay Buhn, Betty Shig Roxi Crawhall, Claude Curtarelli, Esther Jones, Marvin Chamberlin and Mildred Nourse. Not in the picture are Alyce Thatcher, Vance Wood, Lucille Brundage, and Del Milne.



## Three New V-P's

PROVING the old adage that "there's always room at the top," Western Hotels, Inc. created three new vice-presidential spots last month and promoted three hotel managers to fill them. They are Willard Abel, manager of the Sir Francis Drake; Gordon Bass, manager of the Multnomah, and Lynn Himmelman, manager of the Benjamin Franklin. All three men will continue to manage their respective hotels, but will also take on added duties in the overall operation of Western Hotels, Inc.

Abel started his career with Western Hotels as assistant manager of the Marcus Whitman in Walla Walla in 1930. In 1933 he became manager of the Cascadian in Wenatchee. In 1946 he was made manager of the Roosevelt in Seattle and a year later moved to San Francisco to take charge

of the Sir Francis Drake. He has headed Western Hotels' Personnel Committee.

Bass worked at the Davenport in Spokane and the Benjamin Franklin in Seattle before going to the Multnomah as assistant manager. In 1947 he was moved up to manager and pioneered many advertising and promotional innovations at the Multnomah. He was named chairman of Western Hotels' Sales and Promotion Committee three years ago.

Himmelman is a graduate of Cornell University School of Hotel Administration who started his hotel career at the St. Francis in San Francisco. Following the war, he moved to Seattle to take over management of the Benjamin Franklin. As chairman of Western Hotels' Maintenance Committee, he has been active in the huge redecoration program.

### GOLD STAR CREDIT CARDS



There is a new star under the sun. It is the gold star that is flashing for the first time this year on many Western Hotels credit cards. The star identifies the holder as one who has held a Western Hotels credit card for five years or more. Out of the total of approximately 50,000 cardholders, 7000 are entitled to gold stars. In addition, the numbers of these cards will carry the prefix letter V. Western Hotelites will note that the 1952 card is of a new simplified design which permits changing color combinations each year so that out of date cards can be quickly recognized.

## Boer Warrior

**B**ACK in 1900, it never occurred to Fred Blizzard that one day he would make his life in the hotel business on the Pacific Coast. At that time the Roosevelt Hotel's genial superintendent of service was busy upholding Britain's cause, at the age of 16, in the Boer War.

Now 51 years later, 21 of them with the Roosevelt, Blizzard has settled down to a more restrained style of living, "but no less interesting."

Fred was born of Canadian parents in the little village of St. John, New Brunswick. After his African safari, he returned to Canada and settled in Vancouver, where he played baseball

FRED BLIZZARD



with a professional club and spent some time sparring in the ring of a local gymnasium. "I didn't make much money out of either," says Fred, "but I got a lot of fun out of them."

In 1914 he again went off to war, this time to help squelch the Kaiser, but after the cessation of hostilities he came to the United States and has remained in the Pacific Northwest ever since.

Fred's experiences in the hotel business have been many and varied. During the depression, when guests were harder to get and fewer between, Blizzard went out soliciting business. He spent more time riding on excursion boats or meeting them at the dock, drumming up business, than he did at the hotel. He has driven hotel busses, toted bags and gradually worked his way up to the present position of superintendent of services at the Roosevelt, where he is one of the original staff that opened the hotel in 1930. In this capacity he trains new men and sees that wishes of the guests are satisfied.

At 67, the father of two girls, one a champion figure skater and the other busily engaged as a housewife, Blizzard still enjoys his work and looks forward to many more years serving the Roosevelt.



**THE BUTLERY** is the name of the Mayfair's new dining room and coffee shop. It suggests the cozy intimacy of an English butler's pantry, symbolized by the shelf of pepper mills, copper pots, servers, etc. that adorns the back wall of the room.

## The Butlery

**I**N keeping with its English spirit, the Mayfair in Los Angeles formally christened its new dining room and coffee shop, The Butlery. It replaces the old Pompeian Room which now disappears into history along with its namesake. Remodeling activity began on the room early in the year and, as various stages were completed, they were opened to the public. The final areas were completed just before Christmas.

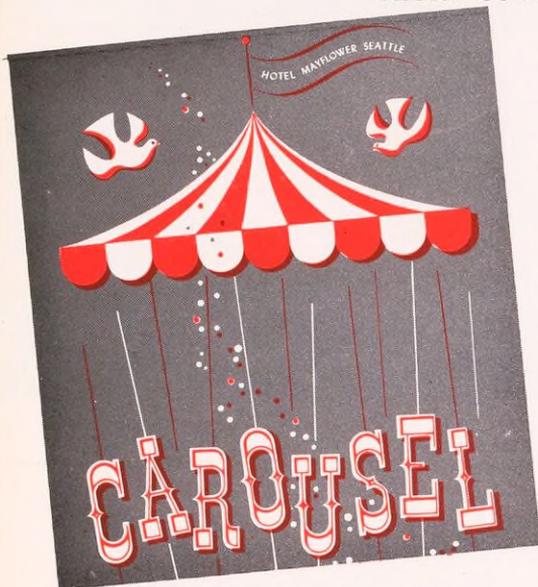
The Butlery is a place of breathtaking charm. The huge chandeliers that were in the former classic room were retained, but the globes are replaced with small candle-like bulbs, reducing their brilliance but adding to the softness and charm. The

chandeliers seem to float, without visible means of suspension, from a deep turquoise ceiling. The coloring lowers the ceiling and adds to the feeling of intimacy.

The walls are coral. All wood in fixtures, planters, etc., is finished in mahogany. The carpet is an exclusive design containing all the colors of the room plus brown.

The most remarkable change, however, is not apparent unless one had close knowledge of the room as it previously existed. It is the change in arrangement of food service facilities. A complete switching of the coffee shop and dining areas and an opening up of the area into one big room has increased efficiency as well as improved appearance.

## FRONT COVER STORY



JUST in time for the Christmas season, the Mayflower opened Seattle's gayest cocktail lounge December 17. Named The Carousel, it is an expanded and greatly elaborated upon version of the original Carousel opened by the hotel soon after liquor by the drink became legalized in Washington.

Carousel is the French name for merry-go-round, a popular carnival attraction, with a gay and romantic history. They provided the backgrounds for romance and inspired the French play "Liliom" from which the Rodgers and Hammerstein musical show "Carousel" was written. Many have tried to explain the secret of the carousel's popular-

ity. Some say that it typifies something fundamental in man's inner nature. With the world so intent on getting somewhere, it is relaxing just to whirl musically around and get nowhere at all. Others say it is just further evidence of man's propensity for running in circles.

The Mayflower's Carousel doesn't whirl but it provides all the atmosphere. Real merry-go-round horses, suspended from the ceiling, gallop overhead. Clowns and the carnival spirit is reflected everywhere. The room has a total capacity of approximately 75. The main entrance to The Carousel is directly across the street from the Bon Marche, one of Seattle's largest department stores, and is only a short distance from several others. It is expected to be very popular among shoppers.

The luncheon menu features "Gargantuan Charcoal Broiled Hot Dogs" and "Paul Bunyan Hamburgers." Among the cocktails are the "Calliope" and the "Carnival Cooler."

Along with opening of The Carousel, the Mayflower added some new names to its staff. Bill Keithan became assistant manager of the hotel and Jack Borg took over as manager of The Carousel.

Keithan is an easterner who heeded Horace Greeley's admonition to "Go west, young man."

He insists, however, that Greeley was misquoted. What he really said was "Go Western, young man." At any rate, that is what Keithan did.

Food department operations come to him quite naturally. His father operated a restaurant in Pennsylvania which has been a family establishment for over 68 years. Keithan left the restaurant business, however, to work in hotels in New York, North Dakota and Montana. He became so enthusiastic about the business that he enrolled at Cornell University School of Hotel Administration to study it further.

Upon graduation in 1950, he and his wife headed west to see what they could find. In Seattle he called on Western Hotels, Inc. It was an auspicious moment because the organization had just acquired Von's Cafe in Seattle and needed an assistant manager. Keithan was hired on the spot.

When Von's was sold, Keithan moved over to the Mayflower. He and his wife have one child, a girl.



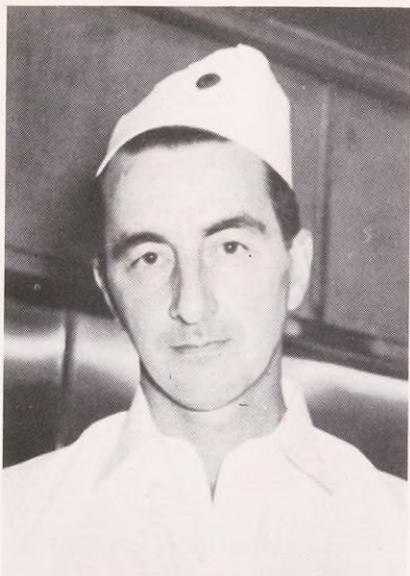
**BILL KEITHAN**

Jack Borg (see Front, October, 1951) is former manager of the Hotel Alcron in Prague, Czechoslovakia, who escaped out of that country and away from the Communists in April, 1948, coming subsequently to this country in 1950. He became a clerk at the Benjamin Franklin early this year, moving over to the Mayflower when the Carousel opened.

### **THE REWARDS OF VIRTUE**

Humberto Alvarado has been a house-painter at the Maurice Hotel in San Francisco for over 10 years. Like most husbands, he greatly enjoys a quiet evening at home reading his favorite newspaper. Mrs. Alvarado, however, like most wives, much prefers to go out. On the evening of December 6, the usual debate occurred. Mrs. Alvarado wanted to go to a movie. Her husband wanted to stay home, but being a kind and considerate fellow, he eventually yielded, as husbands eventually do, and went to the movies. But, virtue will be rewarded. That night there was a drawing at the movie house and Humberto's number was called. He had won a brand new Ford automobile.

Moral: Pay heed to the desires of the little woman—it pays.



CHEF GEORGE CHARTIER



CHUCK WEAVER

#### LEOPOLD'S LAMB HASH \_\_\_\_\_

One of the first Western Hotels Research Kitchen meat dishes to be tried out at the Leopold in Bellingham was Lamb Hash, prepared by the hotel's chef, George Chartier. It was well received by all who tried it. Previously the Leopold's experience with tested recipes had been confined pretty much to salads. Many of these were tried out, however, with the help of Klara Da Zelle, Julia Hind and Jessie VanSinderen of the hotel's Food Department. According to John Pierce, manager of the Leopold, many additional sales resulted because of the introduction of these salads.

#### WEAVER WINS \$5 \_\_\_\_\_

Best "Unusual but True" fact about Western Hotels sent in last month to *Front* was contributed by Chuck Weaver, night bellman at the Multnomah. Weaver, who is a fast man with arithmetic, arrived at the following calculation: "If a guest were to stay in each of the 22 hotels in the Western Hotel family, with its 5,164 rooms, he could stay 14 years, 1 month, 3 weeks and 1 day, and never sleep in the same room."

**YOU, TOO, CAN WIN!** *Front* is continuing to award \$5 for unusual but true facts. Mail them to: *Front*, c/o Western Hotels, Inc., New Washington Hotel, Seattle, Wash.



"You say a reservation was made by teletype?"  
—typical Monday night



"But it couldn't have been confirmed yesterday. We've been booked solid for three weeks."  
—same old story



"You say you're a regular guest and if I don't give you a room you'll see the manager?"  
—pressure maneuver



"Wow, Claude! Get a load of that walking up the mezzanine stairs."  
—lobby recreation



"You mean they didn't move you?"  
—almost any day

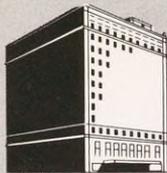


"You don't have to be crazy to work here but it helps."  
—undoubtedly

### WHO'S A FUNNYFACE?

Ray Dodge, a highly observant member of the Multnomah staff, noted the above pictures of Red Skelton and thought he saw a pronounced resemblance to a co-worker, Charles Indermuehle, the hotel's highly expressive clerk. To test his theory, he cut out the pictures and recaptioned them with typical Indermuehle comments. The entire Multnomah staff is now convinced that Skelton was merely impersonating the hotel's clerk all the time. At left is the real Indermuehle.





**GEORGIA**  
Vancouver, B.C.



**LEOPOLD**  
Bellingham, Wash.



**NORTHERN**  
Billings, Mont.



**ROOSEVELT**  
Seattle, Wash.



**MAYFLOWER**  
Seattle, Wash.



**WALDORF**  
Seattle, Wash.



**NEW WASHINGTON**  
Seattle, Wash.



**BENJAMIN FRANKLIN**  
Seattle, Wash.



**CASCADIAN**  
Wenatchee, Wash.



**MARCUS WHITMAN**  
Walla Walla, Wash.



**WINTHROP**  
Tacoma, Wash.



**GOVERNOR**  
Olympia, Wash.



**OLYMPIAN**  
Olympia, Wash.



**BOISE**  
Boise, Idaho



**OWYHEE**  
Boise, Idaho



**MULTNOMAH**  
Portland, Oregon



**BENSON**  
Portland, Oregon



**BANNOCK**  
Pocatello, Idaho



**NEWHOUSE**  
Salt Lake City, Utah



**SIR FRANCIS DRAKE**  
San Francisco, Calif.



**MAURICE**  
San Francisco, Calif.



**MAYFAIR**  
Los Angeles, Calif.



**Dine better, Sleep better at a Western Hotel**