

Western Hotels, Inc.
Front!

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OLYMPIC GOES WESTERN

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Olympic Goes Western

(COVER STORY)

**1,000-room Seattle Hotel
One of Finest in Nation**

THE 1,000-room Olympic Hotel, largest in Seattle and one of the nation's outstanding first-class hotels, has joined the family of Western Hotels, Inc., climaxing over one year of negotiations with the University of Washington Board of Regents. Recent sales of the New Washington and Mayflower Hotels in Seattle helped clear the way for the big financial transaction.

The Olympic, which encompasses most of a city block, is located in the center of downtown Seattle on the Metropolitan Tract owned by the University of Washington. The new lease holder is Seattle Olympic, a newly formed corporation which includes among its directors S. W. Thurston, president of Western Hotels, Inc., Edward E. Carlson, executive vice president, Frank A. Dupar, secretary-treasurer and Lynn Himmelman, vice president of Western Hotels, Inc., and Harry Henke, Seattle attorney. Seattle Olympic will issue a management contract to Western Hotels, Inc., for operation of the Olympic.

The plan to give Seattle "the finest hotel in the West" was conceived shortly after the turn of the century by prominent local

citizens and became a reality December 6, 1924, when the Olympic was completed and equipped at a cost of five and a half million dollars and staffed by 600 employees. It was largely financed by local citizens, who have long considered it their "own" hotel. The Olympic stands on the old site of the University of Washington, which was moved north to a 10-acre campus. The steel, brick and reinforced concrete hotel structure rose 12 stories above the ground except for one corner, which was kept at two stories with provision for future expansion. This addition became a reality in 1929 when 250 more rooms were added. It was then proudly advertised as "1,000 rooms with 1,000 baths."

The Olympic soon became the social center of Seattle. In the main dining room with its high vaulted ceiling and massive mirrors characteristic of the English Renaissance, the huge Spanish Ballroom with recessed balcony and the many fine banquet rooms, gay crowds patronized the hotel and were entertained by some of the finest orchestras in the country. In 1949 a former tap room was converted to the Marine Room, a popular cocktail lounge

with a nautical motif. Peacock Alley, which extends the length of the building, provides an entrance to the lobby and to some of Seattle's finest specialty shops, which have entrances and display facilities facing into the hotel as well as into the street.

William Edris, Seattle hotelman and financier, leased the Olympic in 1943, when he retired approximately a million and a half dollars of the hotel's due bonds. Edris's original lease expired late in 1952, but was renewed for an additional 20-year period. Western Hotels, Inc. will take over this lease.

Western Hotels will spend \$200,000 to complete a rehabilitation and modernization program, plus an estimated \$300,000 for a new drive-in entrance on the present site of the Metropolitan Theater. The theater now occupies a portion of the hotel and will be razed to accommodate the new entrance.

Tom Gildersleve, who has been general manager of the Olympic since 1943, will continue in that capacity. This will be a sort of reunion for Gildersleve, since he previously managed the Roosevelt in Seattle for Western Hotels before going to the Olympic.

When President S. W. Thurston and his Western Hotels associates arrived to take possession of the Olympic, they were greeted by the blare of trumpets and the entire Seattle Seafair royal party. Rarely has such pomp and ceremony accompanied the transfer of a hotel property. While flash bulbs popped and TV cameras ground away, the Seafair prime minister read a royal proclamation naming Thurston "Minister of Hospitality" for Seafair. Thurston is at right in the picture below. At left, are Western Hotels vice-presidents Troy Himmelman, Lynn Himmelman and E. E. Carlson; Tom Gildersleve, Olympic general manager; and Frank Dupar, Western Hotels secretary-treasurer.



Western Food Traditions

Chefs Dish Up Potpourri Of Answers at Conference

WHAT are the eating habits and food preferences of Westerners? This question provided food for plenty of thought and expression at a conference attended by 18 Western Hotels chefs July 13 in the Tamalpais Room of the Sir Francis Drake Hotel in San Francisco. Since the assembled chefs prepare nearly 14 million meals and utilize between 12 and 14 million dollars worth of food annually, they rank as experts on "Western" food traditions. Here are some of the chefs' round table mixing bowl:

All Westerners are heavy beef eaters, although diners in the Pacific Northwest show an understandable preference for the suc-

culent local salmon. Paul Debes, St. Francis Hotel chef, pointed out that San Franciscans consume more lamb than residents of any other large city.

Westerners much prefer an informal atmosphere for dining. The old-fashioned formal dining room is definitely on the wane.

Our big, luscious "picture book" salads constitute the chief difference between East coast and European menus and those of the West.

Some communities are patriotically interested in their local produce, but most customers do not care where the food is grown as long as it's good.

American-born chefs have benefitted by their associations with

SHIELDS SAMPLES SUPER SALAD. Center of attention (and picture) is William Shields, director of food and beverages for Western Hotels, Inc., sampling a super salad served by Greta Turnquist, pantry supervisor. Interested observers at left are Paul Debes, executive chef of the St. Francis and Marye Dahnke, head of the consumer service department of the Kraft Foods Company and author of a popular book on salads. Onlookers at right are Reinhold Keller, supervising chef of Western Hotels, next to Miss Turnquist, and Hans Grundman, executive chef of the Sir Francis Drake.





MULTI-MILLION MEAL CHEFS. Nearly 14 million meals are supervised annually by these Western Hotels chefs, assembled for a conference at the Sir Francis Drake Hotel. Top row, from left: Fred Adler, Mayfair; Walter Roth, Multnomah; John Guyer, Bannock; Pete Moran, Benjamin Franklin; Dean Atkinson, Davenport; Emil Zoubovitch, Cosmopolitan; Eddie Mathson, Rainbow; Harold Olson, Winthrop; Al Bohley, Northern; Xavier Hetzman, Georgia; Benny Barron, Benson. Bottom row, from left: Maurice Manning, Owyhee; Edward Feltault, Cascadian, seated on arm of sofa; Hans Grundman, Sir Francis Drake; William Shields, Western Hotels' food and beverage director; Reinhold Keller, supervising chef for the hotel group; Paul Debes, St. Francis; Lee Tong, Maurice; Greta Turnquist, Western Hotels pantry supervisor, and Jack Tachiyama, Boise.

foreign-born chefs, learning new techniques, recipes and tastes.

Due to the excellent quality of Western foodstuffs, diners here prefer the natural juices and flavors of the foods they eat, rather than fancy sauces and "disguising" seasonings.

The chief sign of progressive restaurants in the West is the combined serving of food and drink. Most of the Western Hotels have their own specialty rooms, where patrons are increasingly satisfied to find they can get both liquor and food in the same spot.

The chefs agreed that the public looks more than ever to hotels for food leadership, despite the rise in popularity of semi-prepared foods for home use. This is

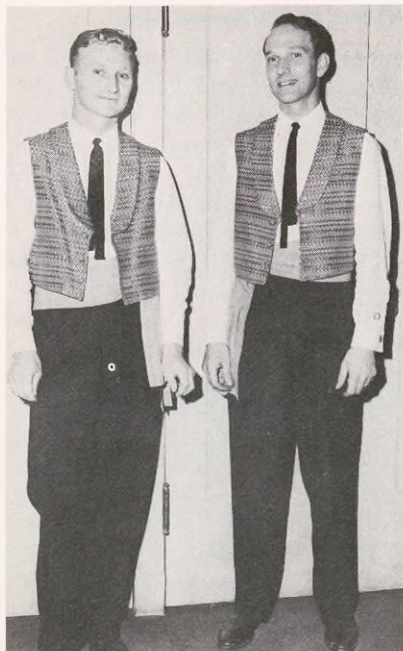
borne out by the hundreds of demands for recipes they get from happy customers. Western Hotels can retain this responsible role in setting "Western" traditions in food by continuing to serve freshly prepared, temptingly flavored dishes of highest quality at acceptable prices.

The panel on Western food traditions was led by William Shields, director of food and beverages for Western Hotels, Inc., assisted by Greta Turnquist, head of the kitchen research department, and Reinhold Keller, supervising chef of Western Hotels, Inc. An interested guest was Marye Dahnke, head of the consumer service department of the Kraft Foods Company in Chicago.



NEW COSMOPOLITAN BANQUET ROOMS. Lola Bronson, Helen Charron and Irene Peters, pictured left to right, are checking over the menu before serving dinner in one of the four new banquet rooms recently opened at the Cosmopolitan Hotel in Denver. The new rooms have such original names as The Derrick, Bonanza, Branding Iron and Holiday and each has original paintings to carry out the theme. All the rooms are air-conditioned and have sound-absorbing ceilings and wall-to-wall carpeting. Every two feet along the Formica walls is an electrical outlet, including power and television outlets. Around the walls, close to the ceilings, are small sliding eyelets to which guests can attach banners or decorations.

"Weekend Prospectors"



Bartenders are known to be garrulous fellows but Wally Turnbow, the Davenport Hotel's head bartender, and his assistant Tommy Wynecoop, are tight-lipped as can be whenever one subject crops up in conversations. And that is the whereabouts of uranium near Spokane.

Turnbow and Wynecoop contributed equal amounts toward the purchase of a Geiger counter and on Sundays, when the bars are closed in Washington, they prowl through hills of the fabulous Inland Empire in quest of today's most sought-after treasure. If the "weekend prospectors" have discovered any choice locations for uranium operations it's a deep, dark secret. These bartenders "just ain't talking."



DAVENPORT WAITRESSES GET AWARDS. At left above Emma Bock, chief waitress of the Davenport Hotel's Audubon Room, is being presented with the National Sales Executive Club's certificate for meritorious achievement in selling by Harry B. Steel, Davenport sales manager. At right Steel presents another of the club's merit awards to novice waitress Patricia Kumbera as William Ellis, manager of the Matador, gives approving smile.

Honored at Davenport

TWO Davenport Hotel waitresses, one with years of experience and another who profited by a Western Hotels training course, recently were singled out by the National Sales Executive Club for awards of merit.

The club's certificate for meritorious achievement in selling was presented to Emma Bock, chief waitress in the Audubon Room since it was opened in 1950. Miss Bock, who recently completed her ninth year of continuous service to the Davenport, is regarded by many as one of the outstanding waitresses in the Pacific Northwest. The award she received was in recognition of "sincere, courteous and helpful

service extended to the customer."

Another National Sales Executive Club's award for "meritorious and outstanding service to the customer" went to Patricia Kumbera, a Davenport waitress who has had only a few months of experience. Miss Kumbera took the hotel's waitress training course in preparation for opening of the Matador last January. "Since the beginning she has shown rapid advancement in all aspects of her work," commented William Ellis, manager of the Matador. "Pat's pleasant personality makes her an instantaneous hit with all those who come in contact with her."



"White House" at St. Francis



WHEN President Dwight D. Eisenhower went to San Francisco in June to address the opening meeting of the 10th anniversary of the United Nations, he chose the St. Francis Hotel as his temporary "White House." He thus became the second President of the United States to stay at the St. Francis. In 1911, President Taft was a guest at the hotel.

During the President's stay his navy blue flag was flown over the entrance to the hotel and the pale blue flag of the United Nations was displayed on the second

PRESIDENT'S FLAG flies over entrance to St. Francis Hotel during Mr. Eisenhower's stay in San Francisco. The pale blue United Nations flag is on the second pole.

pole. Before his departure, Mr. Eisenhower addressed the following letter to Dan E. London, managing director of the St. Francis:

Dear Dan:

Before I leave San Francisco, I want to take just a minute to thank you and your associates once again for the many courtesies you have extended to our party. Our visit here has been hectic and much too brief, but thanks to the kindnesses of the members of the staff of the St. Francis it has also been enjoyable and comfortable.

It is always a great pleasure to return to San Francisco and, unfortunately, an experience I have all too infrequently these days.

With warm regard,

Sincerely

Dwight D. Eisenhower



AT "WHITE HOUSE SWITCHBOARD," used during the President's stay at the St. Francis, are Mrs. Alice Isaacs, head of the hotel's telephone department, and Edward C. Sequeira, resident manager. Direct lines connected the board with Washington, D.C., the United Nations headquarters in the San Francisco Civic Center and the American delegation's headquarters.

Hawkins to Davenport

Curt Hawkins is the new purchasing agent for the Davenport Hotel in Spokane. Hawkins came to Western Hotels in 1948 as a cashier at the New Washington. A year later he went to the Benjamin Franklin as room clerk, served as an assistant at the Outrigger and progressed to catering manager. Before joining the Davenport staff he served two years as catering manager of the Benson Hotel in Portland. His principal hobby is golfing.



Three Managers Shifted

**Numerous promotions
announced in Western Hotels**

SEVERAL managerial changes and numerous promotions on the executive level were announced during the last two months by S. W. Thurston, president of Western Hotels, Inc.

CARL HUDGENS, who had managed the Roosevelt Hotel in Seattle for the last two years, moved to Los Angeles June 1 as manager of the Mayfair Hotel. Hudgens has a record of long service with the Western Hotels organization, including 23 years at the Sir Francis Drake in San Francisco. From there he advanced to manager of the New Washington in Seattle early in 1952, several months later was assigned to the Roosevelt. He is an outstanding golfer and has been chairman of the All-Western Golf Tournament for the last two years.

ROBERT METZDORF, who managed The Oasis in Palm

Springs, Calif. since mid 1953, succeeds Hudgens as manager of the Roosevelt. A graduate of Seattle University, Metzdorf worked successively at the Benjamin Franklin, Owyhee and Sir Francis Drake. At the Drake, he was banquet manager. He spent his early days in Alaska, where his father operated the Anchorage Hotel.

FRED NORMAN, executive assistant manager of the Mayfair for the last 18 months, has moved to Denver as assistant to the manager of the Cosmopolitan. Norman took his first job with Western Hotels in 1948 and progressed from the comptroller's department of the Sir Francis Drake to assistant manager of the Bannock in Pocatello, Idaho, where he stayed for three and a half years before transferring to the Mayfair. He is a graduate of John Hopkins University and

CARL HUDGENS
Manages Mayfair



FRED NORMAN
Goes to Cosmopolitan



DON UTLEY
Advanced at Newhouse





NEW MANAGER CROWNS NEW CHEF. Robert Metzdorf, new manager of the Roosevelt Hotel in Seattle, gives a top welcome to Leonard Morgan, his new chef. Morgan was chef at the Olympian Hotel in Washington's state capital for seven years. Governor Arthur Langlie used to visit his kitchen to order dishes of his liking. Chef Morgan also supervised outside catering for the governor's special functions.

was a World War II officer in the Foreign Ferry Command, now known at M.A.T.S. He flew the first airplane into China assigned by the United States to the Chinese Nationalist government; also helped ferry planes to the British during their North African campaign.

DON UTLEY, who began his "Western" career as assistant cashier at the Sir Francis Drake and became assistant manager of the New Washington in Seattle prior to its sale last March, has been advanced from executive assistant manager to acting manager of the Newhouse Hotel in Salt Lake City succeeding William E. Boyd, Jr. who resigned.

JOE MOGUSH, executive assistant manager of the Benjamin Franklin Hotel in Seattle, takes over a similar position at the Multnomah Hotel in Portland. Mogush started as a bellman at the Leopold in Bellingham, then served as assistant manager in charge of food at the Cascadian in Wenatchee prior to joining the front office staff of the Benjamin Franklin early in 1953.

JOE B. CALLIHAN succeeds Mogush as executive assistant manager of the Benjamin Franklin Hotel. Callihan joined the Benjamin Franklin staff last February as assistant manager in charge of food and beverages after serving at the Newhouse

since 1953, first as assistant manager in charge of food and later as executive assistant manager. His first jobs in a Western hotel were as bellman and porter at the Hotel Boise in 1943. After serving in the armed forces, Callihan returned to Boise early in 1947 and became storekeeper of the Owyhee Hotel. In 1950, he was advanced to assistant manager of the Owyhee and held that position for three years before moving to Salt Lake City.

FLOYD ROMERO, newly appointed assistant manager of the Benjamin Franklin Hotel in Seattle, was initiated into hotel work early in 1950 as bellman and night clerk at the Newhouse. He moved to San Francisco in September, 1950, and worked as a banquet bus boy in the Sir Francis Drake while attending hotel school at San Francisco City College. In 1951, Romero was called to overseas duty and served for 15 months in Japan as an intelligence officer. Following his return to San Francisco, he worked as timekeeper and desk clerk at the Sir Francis Drake while com-

pleting his college studies. In June, 1954, he moved to the St. Francis Hotel as banquet captain. The following November, he went to The Oasis in Palm Springs to fill out a season as maitre d'hotel.

DICK SHERWOOD, formerly assistant manager in charge of food and beverages at the Sir Francis Drake, has been named executive assistant manager of the Benson Hotel in Portland.

JACK MATHUS, manager of Western Service and Supply Company, which prepares printed and promotional materials for all Western Hotels, took over new duties June 1 as advertising manager of Western Hotels, Inc. Mathus, who placed first in this year's Suggestion Awards contest with a comprehensive promotional plan for Western Hotels, joined the organization about four years ago after having worked as an advertising manager and newspaper editor in Anacortes, Washington.

DEWEY METZDORF, JR. has been named manager of the Sabre Room of the Winthrop Ho-

JOE MOGUSH
Shifts to Multnomah



JOE B. CALLIHAN
Advances at Benjamin Franklin



FLOYD ROMERO
Named Assistant Manager





JACK MATHUS
New Advertising Manager



FRED MOWRY
Becomes office Manager



DEWEY METZDORF, JR.
Manages Sabre Room

tel in Tacoma. He started his hotel career 14 years ago as a bellman and porter at the Anchorage Hotel in Alaska. While studying at the University of Washington, Metzdorf worked as a room clerk at the Waldorf and Mayflower Hotels in Seattle. Prior to joining the Winthrop staff, he was employed two years at the Benjamin Franklin and was chief room clerk of that hotel at the time of his transfer.

FRED MOWRY, night auditor of the Sir Francis Drake since his graduation from San Francisco City College in February, 1955, moved to Seattle early in July as front office manager of the Benjamin Franklin Hotel. Mowry, who started working for the Newhouse as a bus boy in 1942 had his hotel career interrupted twice for service in the United States

Navy, once in 1943 and a second time in 1951. After his return to civilian life, Mowry advanced to chief room clerk of the Newhouse. Late in 1952 he moved to San Francisco and was employed in the Sir Francis Drake banquet department while completing his college course in hotel management. Mowry is a pigeon fancier and at one time had 100 birds groomed for competition. He hopes to be permanently settled now so that his birds can catch up with him.

JOHN DINKELSPIEL, has returned to Seattle as cashier of the Benjamin Franklin Hotel following his graduation from City College in San Francisco. Dinkelspiel also trained at the Sir Francis Drake. His wife, Evelyn, previously worked as a Hoteletype operator in the St. Francis.

AWARD WINNER JOINS SALES STAFF

DeWayne Higgs, recent graduate in hotel and restaurant administration at Washington State College and winner of the first annual Washington State Hotel Association's Inspirational Award, has joined the Western Hotels sales organization in Portland. The award was presented to Higgs by Edward E. Carlson, association president and executive vice president of Western Hotels, Inc., at the annual convention in Portland recently.

24-Hour Purchasing Agent

WHEN Gordon White, purchasing agent of Seattle's Benjamin Franklin Hotel, closes his door at night he heads for home and for more buying and storage problems, but on a much smaller scale. After hours, White continues as purchasing agent and director of 450 young baseball players near his suburban Bellevue home.

White is president of the North Bellevue Little League, a group of baseball enthusiasts between the ages of 9 and 12, and his responsibility includes the purchase and storage of \$3,000 worth of baseball equipment annually. His garage is a storeroom and depository for 40 dozen baseballs, 96 bats, 16 catcher's outfits and an assortment of 15 uniforms for each of the 26 teams under his supervision.

Two years ago, White said he "wouldn't have given a dime for all the baseball in the world." But when he accompanied his son, Gordon, Jr., to the Bellevue Little League turnouts his outlook changed completely. Young



GORDON WHITE, SR.

White joined the "Bears" as a left fielder, and his Dad was signed up as league publicity director. One year later, Gordon Jr. was still in left field and Gordon Sr. was elected president of the league.

White enjoys his spare-time hobby nearly as much as his daytime job. The spirit of enthusiastic youngsters acts as an inspiration and keeps him busy every spare evening and week-end. He says, "It's hobby enough, believe me."

MAYFLOWER HOTEL SOLD

Sale of the 225-room Mayflower in Seattle, which had been a Western Hotel for more than 20 years, was announced June 18 by S. W. Thurston, president of Western Hotels, Inc. The Doric Company, which acquired the New Washington from Western Hotels, Inc. on March 1, is the new owner. Floyd R. Clodfelter, president of the Doric Company, said no change in personnel at the Mayflower was contemplated at the time of its acquisition.



BENSON PROJECT UNMASKED. The renovation program at the Hotel Benson was given widespread publicity in the Portland area as a result of this human interest photograph, which proves that the calls must go through—come what may. In this instance, dust got so thick as construction crews neared the telephone switchboard it was necessary for these intrepid operators to don masks in order to keep the Benson's "nerve center" functioning as usual. Identified from left, they are Jessie Arnold. Rhea Johnson and DeLaurice Midla.

Clerk Subs as Carpenter

Bob Wilhelm, chief clerk of the Benson Hotel in Portland, is a handyman with a chisel and a saw; with a pot of glue he is a professional. All this was discovered when one of the beds was broken and there was no carpenter on hand to repair it. Wilhelm casually mentioned that cabinet making was his hobby, and since then he has been called upon often for furniture repair. High atop the Benson, in the carpenter shop on the twelfth floor, Wilhelm can be found wielding hammer and saw during every free moment.





DRAKE'S TAVERN GETS DRESSIER. When a switch was made last year from waiters clad in knee breeches to waitresses in conventional garb, customers liked the informal approach and business at Drake's Tavern in the Sir Francis Drake Hotel showed a healthy increase. Thinking to cheer the trade even more, the management recently provided these sparkling red, white and black costumes. Demonstrating how neatly they fit into the authentic Old English atmosphere of the tavern and identified from left are: Marsha Todd, "Vi" Mastela, Audrey Martin, Jan Salisbury, Shirley Ostrofe, Ann Wheeler, Francis Moore, Louise Allen and Tim Polliduis.

New Winthrop Storekeeper

Charles O'Leary is the new storekeeper at the Winthrop Hotel in Tacoma. He learned the food and beverage business by working in restaurants and lounges during his high school and college days, managed a small restaurant and worked in the shipping department of a Tacoma beverage distributor before joining the Winthrop. His principal hobbies are fishing and mountain climbing.





WESTERN'S MONEY MEN MEET. Auditors of Western Hotels held a three-day conference the week of June 10 in the Multnomah Hotel, Portland. Standing in the back row, from left, are Gordon Smith, independent auditor for the Owyhee and Boise hotels; Marvin Chamberlain, Multnomah auditor; James Durham, secretary of the Operations Committee; Jerry Wangsness, assistant chief auditor for Western Hotels, Inc.; Vern Ahola, office manager for Western Hotels, and Mark Lindsey, Mayfair auditor. Seated, from left, are Palmer Tollefson, comptroller of the Sir Francis Drake; Bruce Pierce, auditor, and Frank A. Weston, chief auditor of Western Hotels, Inc.; George Love, St. Francis comptroller, and Willard E. Abel, manager of the Drake and vice president of Western Hotels, Inc.

Dimples Identified

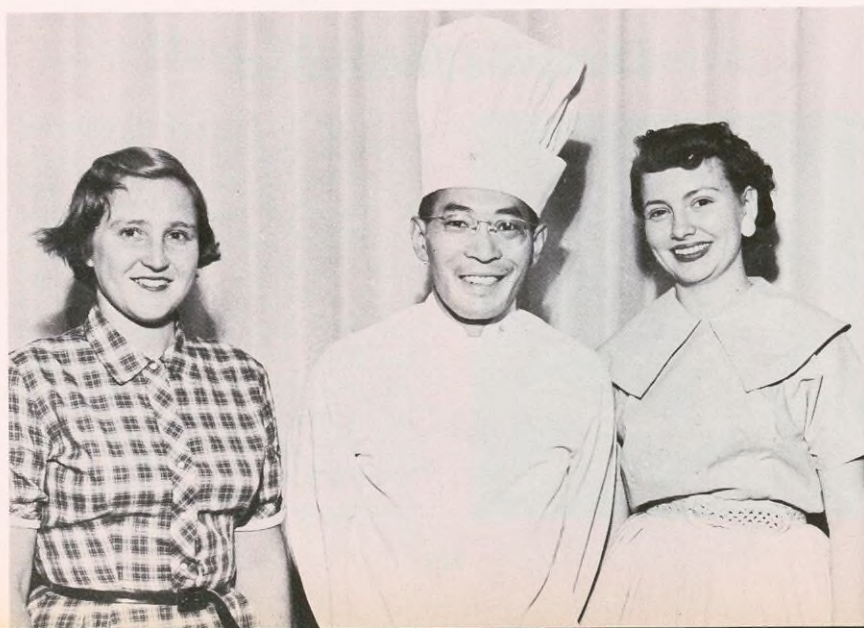


When the Boise Hotel reported to Front! that its new desk clerk, Beryl Jensen, had "dimples and a charming smile" the editor jumped to the conclusion that it was a woman. Jensen has had a lot of kidding as the result of this erroneous identification, and our Boise reporter says "we have all admired his good humor on being nicknamed Dimples." Jensen was married July 9 to red headed Rita Tout, so here is the smiling groom "in person."



SERVE "SQUARE" MEALS AT CASCADIAN. During the Washington state convention of square dancers in Wenatchee, dining room and Coffee Shop waitresses and bus boys at the Cascadian Hotel got into the spirit of the occasion by doing allemande rights and lefts to the tables of guests while attired in typical square dance outfits. At times it was hard to tell the waitresses from the customers. Left to right in third row are Donna Ucci, Oleta Blevins, Ruby Vorderbrueggen, Eunice Hall, Vivian Proctor, Viva Munch, Lois Jackson, Gladys Lacina and John Dearing; center row: Betty Tucker, Louise Chandler and Gloria Taylor; front row: Jossie Grier, Ruth Linkem, Thelma Netz, Eva Dearing, Jack Jones and Fred Newberry.

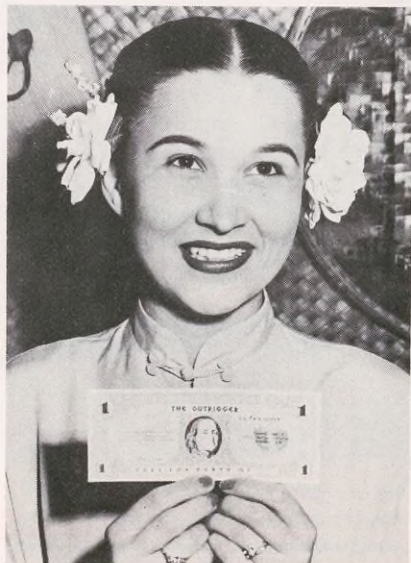
BOISE HOTEL ADVANCES COOK. Jack Tachiyama was promoted from head cook to chef June 1 at the Boise Hotel, where he has been employed for eight years. Offering their congratulations are two food department trainees at the Boise. Miss Judy Jackson, at left, is a graduate of Garland School in Boston, Mass. and Miss Betty Cowan, at right, is a senior at Washington State College and is majoring in home economics.



Outrigger "Issues Currency"

NONGENUINE facsimilies of dollar bills currently being circulated by The Outrigger Restaurant and Cocktail Lounge in Seattle are going far in promoting genuine customer service for the Benjamin Franklin Hotel. With them, Outrigger patrons are transported to the Moore Theater and relieved of parking and transportation problems while they see Broadway stage hits.

If a party plans to attend one of the legitimate musicals or stage shows at the Moore after an Outrigger dinner, one of its members is presented with a bill bearing the face of Benjamin Franklin. On the bottom of the bill is written the number of passengers. This is presented to a taxi driver, who delivers the party to the theater and returns the slip to the restaurant for reimbursement. Anyone desiring an after-the-theater drink has only to hail a cab and be taken to the Outrigger, where the driver again is given a slip recording the number of passengers.



THELMA LOUIE, Outrigger hostess, displays one of the restaurant's new, unauthentic "Benjamin Franklin bills," used to implement the new service provided by the hotel for theater-going customers.

Al Schilling, manager of the Benjamin Franklin, believes that the service is unique in the West and says it has been a smash hit with Outrigger customers.

FRANK DUPAR APPOINTED COLONEL

Now, "suh," you may address Frank A. Dupar, vice president of Western Hotels, Inc., as colonel. A certificate naming him a full-fledged Kentucky colonel was presented to Dupar recently by his friend E. R. Muir, Jr., of Seattle, a native of the Blue Grass State. Governor Lawrence W. Weatherby of Kentucky made the appointment in recognition of Dupar's civic and business accomplishments. He is president of the Seattle Rotary Club, an executive vice president of the Boys' Club of Seattle and active in the United Good Neighbors.



Cascadians Build Float

MANY hours of volunteer labor went into this beautiful float, entered by employes of the Cascadian Hotel in the annual Apple Blossom Festival in Wenatchee. This was the first float ever entered by the Cascadian and depicted the hotel's role as "Host of North Central Washington." It was composed of a large map of the area, highlighted by "Cascadian" in glittering gold. Riding the float were Thelma Netz, cashier; Lew Roberts, who recently transferred to the Davenport Hotel in Spokane as kitchen steward, and the children of Ruby Vorderbrueggen, Cascadian waitress. The children carried balloons advertising Western Hotels' Family Plan. On the back stage was a bed and on it a young man wearing a suit of armor. The caption, "Bed for a Knight," evoked chuckles all along the parade route.

George Weyrauch, Cascadian engineer, was in charge of construction and technical details. Bob Kennedy and Parker Branch of the front office staff procured materials and helped assemble the float. Personnel from the Coffee Shop, dining room, banquet staff, housekeeping department and service staff spent many hours tying crepe paper flowers and attaching them to the frame. All in all it was a 100 per cent Cascadian employe project.



Move Helps Hoteletype

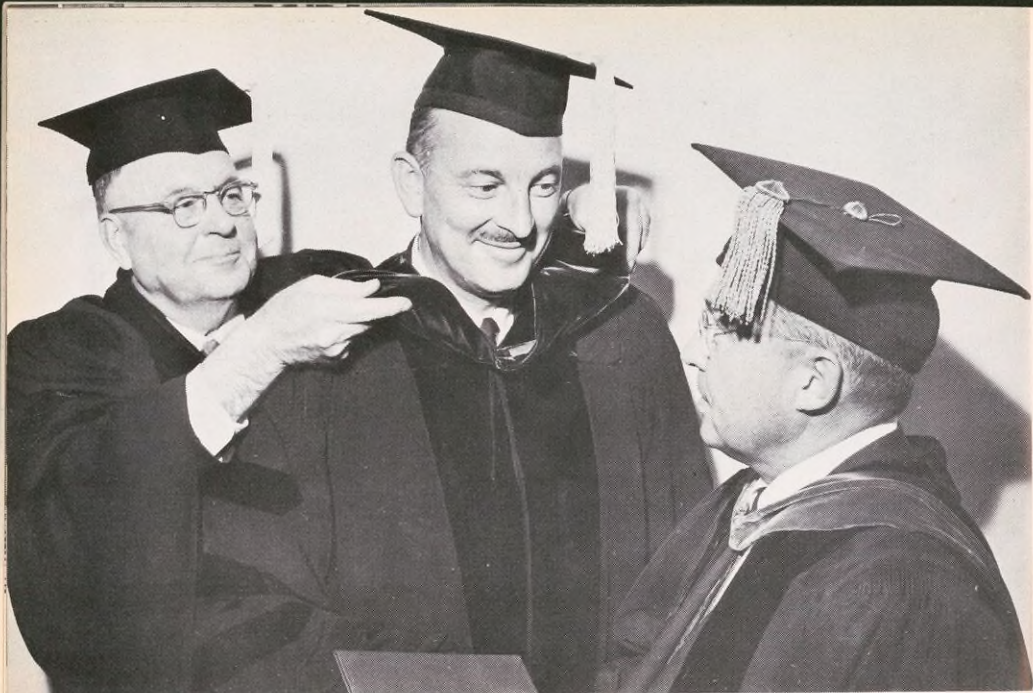
BY moving its Hoteletype office from across the lobby to a position directly adjacent to the front desk, the Davenport Hotel in Spokane has increased the efficiency of its reservation service and reduced the help needed to operate it.

As Lois Pearson demonstrates in this picture, the new location

places the Hoteletype operator near the room clerks and future reservation files. To create the new office an old storage closet was removed, the furniture was rearranged and the walls were painted. One girl now carries on the work previously done by two operators in the old location at the opposite end of the hotel.

Photo Contest Closes Aug. 31

Get clicking, all you camera fans! The first annual photography contest for employes of Western Hotels, Inc. closes Wednesday, August 31. Entries should be submitted either to the chairman appointed in your hotel or may be sent direct to the co-chairmen of the contest: Ken Wurch, personnel manager of the St. Francis Hotel, and Hooper Campbell, assistant manager of the Sir Francis Drake. The competition is strictly for amateurs and you may include any snapshot taken after August 31, 1954. Your entry may qualify for the \$100 sweep-stake prize or may win one of the eight handsome trophies being awarded in the amateur and advanced amateur divisions. So shoot that picture right now—and then shoot it in to the contest chairmen.



Now It's Doctor Dan London

FOR his "dedication to civic duty and his strong support of democratic institutions," Dan London, center, managing director of the St. Francis Hotel, was awarded the honorary degree of Doctor of Laws by Chapman College. Shown making the presentation to London are J. E. Wilkinson, left, chairman of the college board of trustees, and George Reeves, president.

Wilkinson described London as one of the distinguished men of Western America and praised his "dedication to civic duty and strong support of the democratic institutions and principles that make our nation great." He listed among London's contributions his public service on the San Francisco Park Commission and Golden Gate Bridge Board and his service to the San Francisco Chamber of Commerce, Y.M.C.A. and Salvation Army.

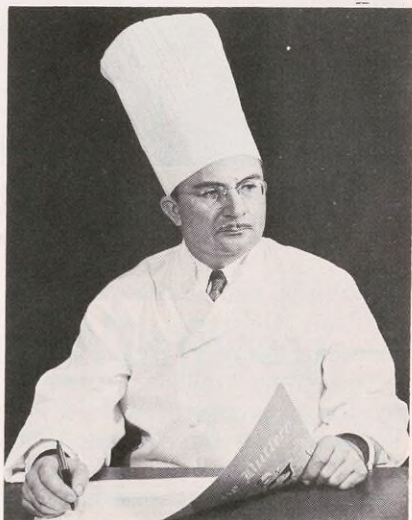
Dr. Reeves, who came from the Chapman College campus at Orange, Calif. to award the degree, also paid tribute to London's "outstanding reputation in the property management field and his worldwide fame as the perfect host." A four-year liberal arts college, Chapman is celebrating its 94th anniversary.

Chef Keller Up on the Atom

WHAT would happen if an atom bomb should strike a devastating blow at one of our major West Coast cities? How would we feed and shelter homeless, bewildered masses of humanity exposed to merciless radiation?

Reinhold Keller, supervising chef of Western Hotels, Inc., now qualifies as one of the best informed civilians on the coast with respect to emergency mass feeding in case of atomic attack. He was one of 60 individuals picked to represent the food industry during the Federal Civil Defense Administration's "Operation Cue" at Mercury test site near Las Vegas, Nevada, where history's mightiest atom bomb was exploded.

Keller's post was at "Operation Baker," a trench located 10,500 feet from the bomb tower and closest point at which observers could view the Yucca Flat blast. After an orientation tour, Keller spent four days attending lectures covering all phases of the atom bomb test. The emergency mass feeding crew, of which Keller was a member, had the responsibility of providing food for the 2,000 persons participating in the test. Conditions were a far cry from the modern Western Hotel kitchen.



Keller relates this experience: "There were three trucks about 25 feet apart, serving on both sides to approximately 333 persons at each of six stations. . . . As we proceeded, the winds became stronger and stronger, and it was difficult to keep our stoves clean from the desert sands. . . . We all looked like sandmen; everything was cooked under cover, with metal sheet pans around the fire so it wouldn't go out. . . . Salt and pepper weren't necessary. Every time one opened his mouth and gobbled up some food, a cloud of sand went right along with it; and believe it or not, there wasn't a person complaining about the food."



Cosmopolitan Volume Builders

COFFEE and pastries via "Special Delivery" and "ornamental" appetizers are among the new volume builders introduced by the department of food and beverages at the Cosmopolitan Hotel in Denver.

Rita Martinez, above, in her chartreuse and green outfit, wheels in steaming cups of coffee to chase away those "early morning blues" and at lunchtime circulates through the Gun Room with her attractive copper cart loaded with fluffy cakes and pies, dainty puddings and exquisite French pastries created in the hotel bake shop under supervision of Pastry Chef George Jung. Many guests who ordinarily would not eat dessert simply can't resist the "temptations" that Miss Martinez thrusts their way.

Against the beautiful lacy pattern of hand wrought iron work at right, removed from the old Broadway theater to adorn the foyer of the Imperial Room, stands Horatio Overton preparing

the hot miniature sandwich rolls served there during the cocktail hour. He pushes his copper-plated trolley right alongside the tables and in front of Imperial Room guests he carves the hot meat, places it in the dainty rolls and adds a dash of Dijon mustard or some creamed horseradish sauce. Chief Emil Zoubovitch supplies him with a variety of choice meats, such as roast beef, pastrami, barbecued ham and corned beef, so that Overton may please all palates.





WINTHROP BOWLING CHAMPIONS from left in top row, Rosemarie Anderson, Nellie Uhl and Anne Dupas; seated, Margaret Brown and Helen Vedvick.



SPONSOR'S TROPHY is accepted by Scotty Myles, manager of Winthrop Hotel, from Anne Dupas, hotel auditor and member of championship team.

Keglers Win for Winthrop

THE women's bowling team sponsored by the Winthrop Hotel in Tacoma's Fortnighter League scored a noteworthy triumph by winning both halves of the series and an uncontested championship.

Anne Dupas, Winthrop auditor, scattered 209 pins in one of the series games and was awarded a special trophy for highest individual score. She also had second high game for the entire series. Other members of the vivacious five were Rosemarie Anderson, Winthrop cashier; Nellie Uhl, telephone company employee; Margaret Brown, a housewife, and Helen Vedvick, Navy base employe. Each team member received an individual trophy. Scotty Myles, manager of the Winthrop, was presented with the sponsor's trophy at a dinner he gave to celebrate the windup of league play.

COSMOPOLITAN MANAGER HONORED

Thomas J. Lee, general manager of the Cosmopolitan Hotel in Denver has been elected second vice president of the Rocky Mountain Hotel Association.

CASHIERS CASH IN

Two cashiers "cashed in" on their knowledge of Western Hotels, Inc. by winning prizes in the May-June quiz published in *Front!* magazine.

First prize of \$15 went to William Hawkins, cashier of the Multnomah Hotel in Portland. Second prize of \$10 was earned by John Dinkelspiel, who recently transferred from the Sir Francis Drake Hotel to the cashier's desk of the Benjamin Franklin Hotel in Seattle.

A waitress also proved that it pays to know all about Western Hotels, Inc. Winner of the \$5 third prize was Dorothy E. Bliss of the Cosmopolitan Hotel's Gun Room in Denver.

Compare Notes at Benson

New chef and executive assistant manager are experts on food

TWO of the newest members of the Benson Hotel staff in Portland have much in common — most of their lifetimes have been spent in catering to the likes of the public in food. Dick Sherwood at left, executive assistant manager, was in the restaurant business for about 15 years before he went back to hotel work six years ago. Chef Benny Barron, with whom Sherwood is comparing notes, started as an apprentice in the old St. Charles Hotel, New Orleans, at the age of 15, worked his way through school and has had world-wide experience as cook, chef, chief steward and catering manager.

Sherwood was born in Dublin, Ireland, and during childhood days moved to Mexico, where his family ran a hotel. After his career in restaurant work, he served as clerk at the St. Francis Hotel, chief clerk at the Clairmont Hotel in Berkeley, Calif. and then put in three and a half years at the Sir Francis Drake Hotel as banquet captain, maitre d'hotel and assistant manager in charge of food and beverage.

Mississippi-born Benny Barron has seen service in such world-famous hotels as the Myrtle Bank in Kingston, Jamaica, the

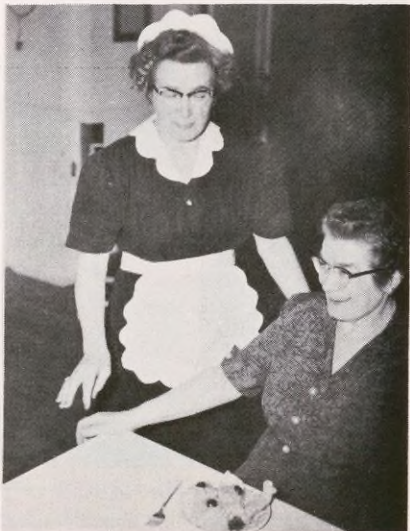


Del Prado in Barranquilla, Colombia, the Continental Hotel and Firpo's Restaurant in Calcutta, India. He sailed with the Great White Fleet as chef and chief steward on the runs from New York to Central and South America. His travels also took him to Australia, where he studied cookery. Stateside, his hotel experience includes the Deshler in Columbus, Ohio; Sheraton in Rochester, N.Y.; Beverly Hills in California; Arrowhead Springs in San Bernardino, Ambassador in Los Angeles and the Oasis in Palm Springs, which was his last assignment prior to joining the Benson Hotel staff.

Serves Half-Million Meals

When Rose Pezoldt of the mezzanine staff celebrated her 38th anniversary as an employee of the Multnomah Hotel in Portland June 23, one of her mathematics-minded colleagues estimated that she has served between 400,000 and 500,000 meals in the banquet department.

Photographed for Front on her anniversary, Mrs. Pezoldt is shown serving her twin sister, Ann Baker, a salad plate. Mrs. Baker is in charge of the Multnomah's banquet service department and has been at the hotel 29 years. Another sister, Tillie Huntley, not pictured, was honored with a diamond pin recently for completing 25 years of service to the Multnomah. Together, the three sisters have devoted 92



years of their lives to serving one hotel, a record unique in the annals of Western Hotels, Inc.

Staff Changes at Owyhee

Several staff changes have been announced by A. J. Kelly, manager of the Owyhee Hotel in Boise, Idaho. Clarence Hemphill is back as desk clerk after an absence of several years as resident manager of the Idanha. Jim Breslford recently was promoted to chief clerk and Ernest Hughes has been named assistant chef of the Owyhee. Among the newer employes are Mrs. Dollie Shannon, auditor, and Mrs. Mary Rucker, teletype operator.



CLARENCE HEMPHILL



Old Faces in New Imperial Room

MARIE Stanisberry, cashier, Joe Kuplack and Frank Hahn, bartenders, and Louie Martinez, waiter, are about all there is left of the original Imperial Room, which was opened eight years ago in the Cosmopolitan Hotel, Denver. Under the direction of Mrs. Tom Lee, wife of the hotel's general manager, the room has undergone a complete transformation within the last few months.

The new decor was designed to retain the name "Imperial" and yet allow sufficient latitude to incorporate many of the priceless, historic articles and fixtures removed from Denver's old Broadway Theater when it was razed to make way for a new hotel garage. The theater was opened in 1890 and was a favorite among leaders of Denver society for many years. On its stage trouped many of the all-time greats of show business, including Maude Addams, George Arliss, Will Rogers, Al Jolson, Mae West and John Barrymore.

In the picture can be seen the old theater's royal coat of arms, which is gold and is repeated around the room. To the right is a picture of the immortal Sarah Bernhardt, one of a fine collection salvaged from the theater. Also taken from the old Broadway were chandeliers and ornamental wall lamps, which add greatly to the "Imperial" atmosphere.

Oasis Adding 36 Units

New Half Million Dollar Expansion Program Launched

WHEN the Oasis Hotel opens its doors this fall for the 1955-56 season, it will be one of the largest hotel operations in Palm Springs, Calif.

Dewey Metzdorf, Sr., Oasis general manager and vice president of Western Hotels, Inc. said construction started June 15 on 36 additional units, the second phase of a five-year improvement program. Each of the units will have an area of 500 square feet. Each will have deluxe appointments, with a lanai on the ground floor for each suite, separate dressing rooms for male and female guests and a sundeck on the second floor. An electric clock 36 inches in diameter, ultra modern in design, is now being manufactured for these additions.

Metzdorf and S. W. Thurston, president of Western Hotels, Inc., estimate that cost of the new ad-

ditions to the lush Oasis Hotel will approximate \$500,000.

The new building which will house the 36 additional units will be 320 by 42.6 feet and the upper story will rest on a steel cantilever type of construction, new to Palm Springs. The steel cantilever will run the length of the building.

New landscaping enters heavily into plans for the expanded Oasis prior to its opening in October. Interior decor and furnishing bids are being prepared by several hotel furnishing companies.

Metzdorf will remain in Palm Springs throughout the summer months to keep an eye on construction of the new units and improvements to, and around, the swimming pool area. He will continue there as manager of The Oasis for the next winter season.

FOOD DEPARTMENT ADDITIONS

Don Giovannoni, graduate of the San Francisco City College, where he majored in hotel management, has been assigned as cook-in-training at the St. Francis Hotel. Carl Trettin, who graduated from the same college after majoring in hotel and restaurant work, is now cook-in-training at the Benson Hotel in Portland. P. Tremain Loud, Jr., after being discharged from the armed forces, recently joined the Multnomah Hotel staff in Portland as kitchen steward.

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Georgia Opens Coffee Garden

Informal interior is designed along international lines

THE Coffee Garden, a unique interior designed to provide the most efficient service possible in a relaxed, but sophisticated atmosphere, was opened June 27 in the Georgia Hotel, Vancouver, B.C., according to E. W. Hudson, general manager. The new room has been doing absolutely terrific business since opening—actually double the volume of the previous Coffee Shop, with approximately the same seating capacity. Total seating capacity is 168, including 16 counter seats.

The new Coffee Garden was designed as an informal, colorful, almost international installation. The cast stone, made of marble chips and installed with brass and walnut strips, comes from Italy. The chairs are imports from Sweden. The Bamboo draperies were designed and made in Japan. The wood used throughout is sen, from the Orient. The table tops and counter top are native bleached oak. The arch firebricks were made in Canada and the barrels were made in Vancouver.

UNIQUE BARREL WALL in the Georgia Hotel's new Coffee Garden consists of small wine barrels wrapped with raffia from the Philippines. It is visible at right of the counter and serving area.





NEW GEORGIA COFFEE GARDEN has three separate seating areas, in addition to 16 counter seats. The new specialty room accommodates 168 guests.

Antique spoons, ladles, pans and other accessories hanging on the brick walls are honest, time-worn utensils, mostly of English make and collected from antique shops. The raffia used between the unique barrel walls came from the Philippines. The inspiration for the draperies was derived from Spain. The colorful plastic seat upholstery is Naugahide.

Arthur Morgan, Inc. of Seattle conceived the Coffee Garden interiors and worked in conjunction with Sharpe & Thompson, Berwick, Pratt, a firm of Van-

cover architects. Sparkling star drop light fixtures were designed by Morgan to set the mood and theme of a semi-enclosed area, the garden. Morgan also designed the Georgia's Cavalier Room.

The main kitchen of the hotel is completely new and has numerous custom-built features, plus a 19-foot automatic dishwasher. A special "pass through" service room was installed directly behind the coffee garden, so that waitresses need never enter the main kitchen when picking up food dishes.

Pleasing palates...
 is a **WESTERN**
tradition

Good food is traditional at Western Hotels. And "proof of the pudding" is easy to find among 12,000,000 customers served last year in the dining rooms and coffee shops of 21 Western Hotels in 15 major western cities.

Western Hotels chefs and food managers know that people in the West work and play with vigor. When they sit down to eat, they want food that reflects this robust outlook... food that satisfies, stimulates, sustains active and energetic people.

And since western tastes differ, we maintain central research kitchens in the capital of western cuisine itself—San Francisco. Here a staff of imaginative chefs and nutritionists creates and tests hundreds of recipes annually. The results are dishes of extraordinary appeal and deliciousness... it's a WESTERN tradition.

NEW DELICACY for
 PARADISE Room in
 Cascadian Hotel in
 Wenatchee, Wash.



SIR FRANCIS DRAKE serves biggest apple pie in the world to Washington State's Apple Queen.

MULTNOMAH'S STIRRUP ROOM wins Holiday Magazine award.

CHEFS AND CATERING MANAGERS meet to discuss new dishes.

WESTERN HOTELS INC.



LOS ANGELES: Mayfair; SAN FRANCISCO: Sir Francis Drake, St. Francis, Maurice;

PALM SPRINGS: The Oasis; SEATTLE: Benjamin Franklin, Roosevelt; SPOKANE: Davenport; PORTLAND: Multnomah, Benson;

DENVER: Cosmopolitan; SALT LAKE CITY: Newhouse; VANCOUVER, B. C.: Georgia; TACOMA: Wimbrop; WENATCHEE, WASH.: Cascadian;

BELLINGHAM, WASH.: Leopold; BOISE, IDAHO: Boise, Owyhee; POCATELLO, IDAHO: Bannock; BILLINGS, MONTANA: Northern

(This advertisement is part of Western Hotel's 1955 campaign)