

Are We Ready for the
Vacationist?

PAGES 2 AND 3



Western Hotels, Inc.
Front!

APRIL-MAY

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...and now it's

WESTERN HOTELS

in HAWAII —page 23

Are We Ready for the Vacationist?

THE youngster on the cover of FRONT! is symbolic of the people who will be visiting us soon.

All indications point to a record breaking year for the tourist industry. They'll come by plane, car, train and boat. Many will stay with us.

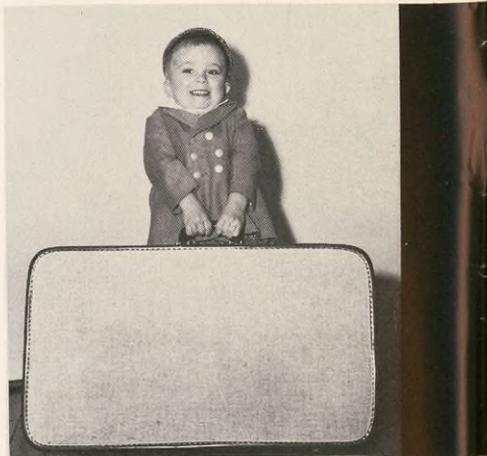
What kind of a person is this vacationist? He, his wife and kids are typical Americans (and that includes Canadians). It's important to point out one difference between this species and the traveller we greet during the winter months.

Many vacationists are *inexperienced* travellers. Some are staying in a hotel for the first time. That means that they don't know about such things as room service or the hundred and one other facilities that we have to offer them.

It's important for us to be our friendliest when these visitors arrive. Make them feel at home. Home? Yes, a home away from home with comforts and luxuries they could never get at home.

We must help them enjoy themselves. Does the druggist from Akron want to know where the fishing's good? We should be able to tell him and give him intelligent directions on how to get there.

You know what happens at home when important guests visit your home. Everything is clean and sparkling. Youngsters and adults spruce up and are on their best behaviour. The best china and glassware are pressed into service.



And that's exactly what all of us should do in the coming months—play the roles of good hosts, welcoming guests to our homes.

The impressions that these people get will be lasting ones. They'll leave us with praise for Western Hotels service if we do a good job. They'll come back and tell their friends about us.

So let's all pitch in and welcome the vacationist. Long may he travel!



*Glacier
National
Park*



*Salt
Lake
City*



Colorful Colorado



Golden Gate Bridge



Crater Lake



1946 Rainier

HI, TOURIST!

How do you get to Grand Coulee Dam?

How long does it take to drive to Oakland?

Where can we get tickets to a T.V. show?

Which is the shortest route to Boise?

Good hotel men and women should know their communities and the tourist attractions in their area. Now's a good time to brush up for the big vacation season.

NORTHERN GOES ALL-OUT FOR MARCH OF DIMES

WHEN Billings, Mont., devised a number of unique activities to raise funds for the March of Dimes, employes of the Northern Hotel gave the campaign heartening help.

Five servicemen, representing each branch of the Armed Forces, marched from Billings to the Municipal Airport and back at the rate of one step for every dime collected.

While they were en route, the Northern served steak lunches to the boys wherever they happened to be. The boys ate in style—on a table with a tablecloth and set in chairs hauled by the hotel to the scene.

Billings was covered with snow at the time and Northern's complimentary hot lunch came as a welcome break for the marchers, whose efforts netted the drive \$5,000.

In a March of Dimes "TV-Auction," bidders bought the services of city, state and business officials for one hour.

Northern bought Police Chief Jack Maness for \$80. The chief poured coffee for patrons in the Northern restaurant—probably the highest "paid" coffee-pourer in culinary history.



STEAK EN ROUTE: Mrs. Bebe Joe, a Northern Hotel waitress, poured coffee after serving a hot steak lunch to a Marine who participated in a special hike for the March of Dimes in Billings, Mont. The Northern fed the marchers en route.

Bellboys at the Northern purchased the services of Ray Bering, manager of the hotel, for \$2.50—the lowest bid of the auction, but there was a method in their parsimony.

The auction rules provided that the man purchased at the lowest bid would prepare an entire meal on Station KOOK—TV's afternoon homemakers' program. See picture →



CHIEF COFFEE-POURER: Mayor Earle Knight of Billings, left, and L. W. Carter, vice president of Western Hotels, and manager of the Northern Hotel, received a cup of coffee from Police Chief Jack Maness in Billings' March of Dimes campaign. The Northern "bought" the chief's services for an hour for \$80 and promptly put him to work in the restaurant.



MANAGER TURNS COOK: Ray Bering, left, manager of the Northern Hotel, appeared a bit puzzled as he prepared a sirloin tips dinner on a television program. Bellman at the Northern "bought" Bering's services for \$2.50 in Billings' March of Dimes auction. Billie of "Billie's Sincerely Yours" homemaker program and Bud Clark, manager of Station KOOK-TV assisted Bering.



**HELPING
HAND:**

Al E. (Dior) Schilling, manager of Hotel Benjamin Franklin in Seattle, fastened a necklace for model Kathleen Kirby before Kathleen exhibited a spring formal gown at one of The Outrigger restaurant's popular Monday fashion shows.

FULL HOUSE FOR FRANKLIN FASHIONS

"FASHIONS A La Carte", a Monday fashion-show luncheon, continues to attract a full house at The Outrigger in the Hotel Benjamin Franklin in Seattle.

Popularity of the luncheons has increased to the point that George M. Olsen, Outrigger manager, has a big backlog of ladies-in-waiting by their telephones in hope of table cancellations.

Olsen and Al E. Schilling, Benjamin Franklin manager, had expected that the series of seven luncheons might require added promotion to see it through.

Advertisements were run in Seattle Times and The Seattle Post-Intelligencer on Sunday before the first luncheon. The response caught the Outrigger staff by surprise. Within a few days the first three luncheons were booked solidly.

By the middle of the next week reservations were sold out for the entire series and Olsen's waiting list grew steadily.

Ordinarily, the Outrigger's capacity is 225 guests, but under strong female pressure, Olsen has been seating 240 women (and a few men) without festooning one from the rafters.

The fashions are presented by Best's Apparel of Seattle.

NATION-WIDE MAG RETELLS BROWNIE TALE

THE good deed Walter Wright, manager of The Bannock Hotel in Pocatello, did for a troop of Brownies last year continues to rebound to the credit of The Bannock and Western Hotels, Inc.

You read about it in Front. Recently it was reprinted in the national magazine of the Girl Scouts. It's worth repeating.

The Bannock received a letter addressed "Very Important for the Owner of The Bannock."

The writer, Patti Ann Smith, wrote that her Brownie troop had seen The Bannock's sign advertising Western's Family Plan. Since the sign said "Children Under 14 Free," Patti Ann said that all the girls were under 14 and would like to spend the night in The Bannock as guests of the management.

Patti Ann signed the letter: "Your loving friend."

Wright invited Patti Ann and other members of the troop to be his guests for ice cream and cookies. He couldn't disappoint a "loving friend."



ALOHA ON THE DESERT: Guests in the dining room of Hotel Oasis in Palm Springs watched intently as Tani Marsh, Honolulu dancer performed the hula to George Kainapau's music in hotel's "Afternoon in Hawaii." The Oasis' new lanai and colanna accommodations are shown in the background. Demonstrating the popularity of this type of event, more than 500 persons attended.

OASIS SCORES HIT WITH "AFTERNOON IN HAWAII"

THE tempo of life in Palm Springs shifted last February 25 for an "Afternoon in Hawaii" at The Oasis.

Superb food and Hawaiian fashions and entertainment presented in a poolside show proved to be one of the highlights of Palm Springs' social season. More than 500 persons attended.

The fashions, featuring "Nani of Hawaii" originals, the models,

leiis and authentic Hawaiian decorations were flown to Palm Springs by chartered plane.

Food was prepared by the famous Trader Vic. Entertainment was provided by George Kainapau, whose Hawaiian songs have made him a favorite of the desert resort, and Tani Marsh, a graceful dancer.

CASCADIAN HONORS 18 VETERAN STAFF MEMBERS

THE Cascadian Hotel in Wenatchee honored 17 employes at a service awards dinner March 16.

Three top Western executives—Edward E. Carlson, executive vice president, Lynn P. Himmelman and William W. Shields, vice presidents—joined in the festivities.

Himmelman awarded a 10-year pin to Ellen Christensen while Viva Munch, Irma Edes, Ella Johnston and Raymond Dodge received 5-year awards.

Others honored were: Oren Dodd, 16 years; Carrie Colson, 13; Sigmund Larson and Lillian Messersmith, 9; Robert Fairchild, Lois Jackson and James Spence, 8; Iva Herzer, 7; and Robert Dupar, Gladys Lacina, Ann Phillips and Larry Trudell, 6.

Jan Artur, popular entertainer in the Apple Box, highlighted the program and Chef Ed Flatault, after filling everyone with New York steak dinners, set up a projector and showed colored slides taken of his buffet dinners.



CASCADIAN VETERANS:

Sixteen employes of the Cascadian Hotel feted at a service awards dinner and Western executives who attended were: Seated—William Shields and Lynn Himmelman; Standing, First row—(from left) Robert Dupar, Larry Turdell, Lillian Messersmith, Iva Herzer, Carrie Colson, Gladys Lacina, Lois Jackson, Irma Edes and Ellen Nelson; Second row—Edward E. Carlson, Oren Dodd, Robert Fairchild, Ann Phillips, James Spence, Ella Johnston, Raymond Dodge and Viva Munch. Not pictured—Sigmund Larson.

BOMB HOAX AT NEWHOUSE BRINGS FAST STAFF ACTION

EFFICIENT, fast action by the Newhouse Hotel staff averted confusion and possible panic when a bomb hoax forced evacuation of the hotel in Salt Lake City in January.

Every public room in the hotel was filled with persons attending five meetings, when Mrs. Myrtle Jones, switchboard operator, received an anonymous tip at 11:10 o'clock in the forenoon.

"Get everyone out of the hotel. It's going to blow up at noon," warned the caller.

"Who is this?" Mrs. Jones asked.

"Take my advice," the voice said and hung up.

Mrs. Jones immediately notified Don Utley, Jr., manager of the Newhouse, who called the police. Although the warning was believed to be the work of a crank, Utley and the police decided to take precautionary measures.

Uniformed police were posted at entrances and the hotel public address system advised guests of the situation. Simultaneously, switchboard operators, bellmen and chambermaids calmly notified persons in individual rooms.

Within 19 minutes, some 900 persons had been evacuated from

the 12-story, 311-room hotel. By 11:40 o'clock, the only persons in the hotel besides Utley, were Charles Comstock, assistant manager, Police Chief O. B. Record, Fire Chief J. K. Piercey, and several policemen and newsmen.

Outside, fire companies moved into position and police cleared the streets near the hotel of on-lookers and traffic.

A search was made in the lobby for a bomb. There was not time to search other rooms. Noon came and went and at 12:35 o'clock Utley decided to reopen the hotel.

Chief Record termed the tip a vicious, needless hoax, but when it came, the Newhouse staff proved more than ready to meet the situation.

SIR FRANCIS DRAKE, MAYFAIR GET NEW SALES MANAGERS

In a joint statement by Carl Hudgens of the Hotel Mayfair, Los Angeles, and Al Kelly of the Hotel Sir Francis Drake, San Francisco, it was announced that Wyatt Shallcross, Jr., has been named Sales Manager of the Sir Francis Drake, effective March 1st. Jim Erhart succeeds Mr. Shallcross as Sales Manager of the Mayfair.

OUTSTANDING BELLMAN:

Burt Jones, veteran bellman at the Davenport Hotel in Spokane, received a certificate of merit from Harry Mullikan, Davenport manager, on behalf of Alpha Chapter of Sigma Iota, National Society of Innkeepers. The certificate proclaimed Jones as "One of the nation's outstanding bellmen." For the past two years, Jones has placed second in the National Bellman of the Year contest sponsored by Sigma Iota fraternity of Washington State College. A Davenport employe for more than 34 years, Jones in 1940 succeeded his father, who was the hotel's first bellman.



TOPS IN OREGON:

Sam Standard, manager of the Hotel Benson in Portland, smiled proudly as he displayed plaques presented to the hotel by the Oregon Advertising Club. The Benson won the award for the best local or retail advertising campaign originating in Oregon in 1955. The Benson is the first hotel to receive the award.





FIRST LADY:

Marjorie Lord, actress, received a beautiful bouquet when she helped open American Airlines' new office at the corner of Post and Powell Streets in the St. Francis Hotel in San Francisco. The new office, which opened in February, has an entrance from the lobby of the hotel as well as from the street. Richard L. Fitzpatrick, left, district sales manager for the airline and Dan E. London, managing director of the St. Francis, greeted Miss Lord, who plays the lead in "Anniversary Waltz." The hit-comedy has had a four-month run at the Alcazar Theater in San Francisco.



MET COMES DOWN: The old Metropolitan Theater in Seattle took on the appearance of a war-blitzed building in March and April as its demolition proceeded on schedule. The Met is being leveled to make way for the Olympic Hotel's new carriage entrance, over which the Pacific Northwest's largest exhibition and banquet hall will be built.



MAYFAIR PROGRESS: A construction crew is shown at work on the building which will house the entrance from the lobby of the Mayfair Hotel in Los Angeles to the hotel's new swimming pool. Waiters' service stations and rest rooms also will be in the building. A cabana will be to the left and the pool will be in the foreground.

MEET GEORGIA'S "BIG THREE"

PATRONS of Hotel Georgia in Vancouver, B. C., are served food under the direction of three men who have interesting and varied European backgrounds.

The three are Peter Luoni, assistant manager in charge of food; Joachim (Joe) Huebner, assistant catering manager, and Xavier Hetzman, chef.

Catering was a natural for Luoni. Born in the beautiful Lake Como resort district in Italy, Luoni worked in leading hotels in Italy, Switzerland and England before emigrating to Canada in 1952. He worked first at the Vancouver Club and has been at the Georgia since May, 1953.

Huebner was slated to follow his father, grandfather and great-grandfather in the catering business in Bradenburg, Germany. In the last week of the Second World War, the family's business was destroyed, however.

Huebner came to Canada in 1951 after working for four years in Germany and Austria. His first job was at Chateau Lake Louise. Before joining the staff at the Georgia, Huebner worked at the York Hotel in Toronto.

Huebner and his Canadian wife have just adopted a baby girl.

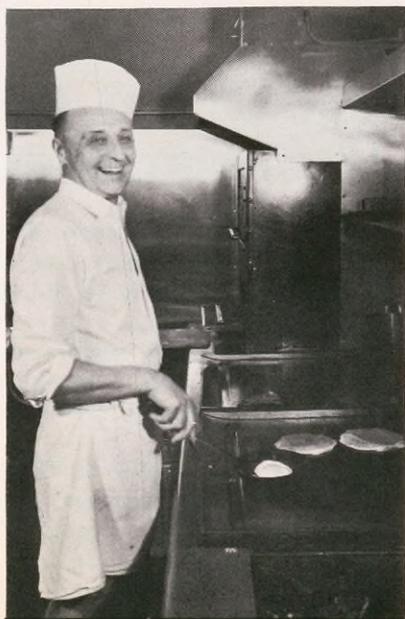
The list of celebrities served by Chef Hetzman includes Sir Winston Churchill, Aly Khan, ex-King Farouk of Egypt and former President LeBrun of France.

Hetzman was at the Louis le Grand Hotel in Paris when Sir Winston and his staff came for lunch in 1947. Finding the dining room full, Sir Winston casually ate with Hetzman and other employes in the kitchen. At the conclusion of the meal, the former British prime minister handed his famous long cigars to Hetzman and other members of the staff.

Hezman has been at the Georgia since February, 1953.



GEORGIA'S "BIG THREE." Joachim Huebner, left, assistant catering manager, Chef Xavier Hetzman and Peter Luoni, assistant manager in charge of food, are the "big three" of the Hotel Georgia's food department.



HOT MAN WITH HOTCAKES:

"John's Buttermilk Hotcakes," a favorite of patrons at Hotel Leopold in Bellingham, and in many other Western Hotels, are the work of John Osthertun, veteran chef. Osthertun came to the United States from Germany in 1925. He started at the Leopold Hotel in 1928 and has been at the Leopold since except for several years work at the Marcus-Whitman Hotel in Walla Walla and The Winthrop in Tacoma, and a three-year stint during the Second World War, cooking for troops in the South Pacific.

COSMOPLITAN MAKES NEWS WITH HU



THE Cosmopolitan Hotel in Denver received widespread recognition for producing the largest cake ever baked in Colorado.

The Nita Rudduck Advertising Agency wanted a cake of cakes to celebrate the first anniversary of Lou Bell Motors, Inc., a Lincoln-Mercury dealer.

Tom Lee, manager of the Cosmopolitan, and the hotel staff responded with an outstanding ex-

ample of culinary artistry that weighed almost 1,000 pounds and measured 8 feet wide and 10 feet long.

Work was started in the middle of February for March 1st delivery under the supervision of Edward E. Forster, assistant manager in charge of food, W. E. Zoubovitch, executive chef, and George Jung, chief pastry chef.

Zoubovitch made a scale drawing which called for a replica of

H HUGE ANNIVERSARY CAKE



SUPER CAKEMEN: George Jung, left, chief pastry chef, and W. E. Zoubovitch, executive chef, of the Cosmopolitan Hotel in Denver, shook hands after putting the finishing touches on a mammoth cake, baked in honor of a Denver automobile firm's first anniversary. Jung and Zoubovitch worked two weeks creating the cake.

the Lou Bell Building. A cake icing panorama history of the firm's first year decorated a portion of the cake. In another portion silver dollars were placed between layers. Icing orchids, roses and carnations adorned the top.

"Over 125 man-hours went into baking and icing the cake," Jung reported.

In baking the cake, the Cosmopolitan chefs used 210 pounds of

granulated sugar, 60 pounds of butter, 99 pounds of whole eggs, one-and-a-half pounds of salt, 138 quarts of milk, two pounds, two ounces of baking powder, 150 pounds of cake flour and one pound vanilla flavoring.

The icing contained 200 pounds of powdered sugar, 80 pounds of shortening, six gallons of milk, one pound of salt and one pound of vanilla flavoring.



WINTHROP'S HULA KING

Dorothy Robertson, left, and Donna Mandy, waitress in Hotel Winthrop's Sabre Room in Tacoma, turned on Hawaiian charm to welcome Scotty Myles, Winthrop manager, home from a vacation in Hawaii. Myles won a hula contest in the islands. Dorothy and Donna not only donned grass skirts for Myles' homecoming, but also presented him with a placard which said: "Welcome Home to the Hula King."



GET TOGETHER: Sylvan W. Duberke, of the Olympic Hotel in Seattle, and Warren Reuter, room clerk, visited Portland to observe the operation of the Benson and Multnomah Hotels. Duberke and Reuter dined with members of the Benson staff in the Benson's new London Grill. From left—Reuter; George Brehm, Benson room clerk; Nick Norris, chief clerk; Bud Higgins, Portland area sales manager for Western Hotels, Inc.; Oswald Lorens, London Grill manager; Duberke; and Max Birnbach, maitre d'hotel at the Benson.

BOAT PHOTOS BRIGHTEN OUTRIGGER

GEORGE M. Olsen, manager of The Outrigger, Hotel Benjamin Franklin in Seattle, features photographs of well-known Seattle sailboats in the foyer of the restaurant as "The boat of The Month."

This month's photograph, which drew much comment and recognition not only from Seattle residents, but also from many out-of-town guests, is of the Dorade, a trim 52-foot yawl.

The Dorade was a radically-designed speed queen when she first appeared in Pacific Northwest races. As a result, her design was copied widely and she became a familiar, graceful sight, not only in the Northwest waters, but also in trans-Pacific races.

During the Second World War, the daughty vessel was used by the Navy in Alaska and the Pacific. Her present skipper, J. Franklin Eddy, Seattle banker, bought the Dorade after the war.



SALTY TALK: George Olsen, right, "skipper" of The Outrigger, Hotel Benjamin Franklin in Seattle, and J. Franklin Eddy, Seattle banker, had plenty in common when they chatted recently in front of a photograph of Eddy's sailboat, the Dorade, which hangs in the restaurant foyer.

Olsen is as proud of his sailing photographs as he is of The Outrigger's intriguing dishes and drinks.

FOOTNOTE: Olson also is a sailboat owner.

GIRDLE MISSING; BOISE ON GRIDDLE

A letter which a lady guest sent to the Hotel Boise follows, reprinted in full. No comment necessary.

“Dear Sir:

“Do you by any chance happen to have a girdle among your left-overs?

“I’ve looked in every nook and cranny and I can’t locate mine. I sure just couldn’t have lost it and your hotel is the only likely place where I might even have left it.

“For identification purpose, said article is a ‘Formfit’ large size, (I must go on that diet) and there could even be a pair of hose dangling from it. If you have an article that fits the above description, I would appreciate so much your sending it to me.

“I was at the hotel in early December and I thought that if you found my girdle, you would send it to me. But my husband says hotels never mail articles unless requested because a husband could be so embarrassed if you mailed his wife a girdle and it wasn’t his.”

The efficient staff at The Boise sent the lady her girdle.



CECIL TANNER

Cecil Tanner, assistant manager of the Sir Francis Drake Hotel in San Francisco, has been elected secretary-treasurer of the Hotel Greets of America, Charter No. 4.

Tanner, an employe of the Sir Francis Drake for 11 years, began his career as a counter boy at the Cortez Hotel in Weslaco, Texas.

Tanner’s first job at the Sir Francis Drake was in the auditing department. He became credit manager in 1947 and was promoted to assistant manager in 1953.

ST. FRANCIS QUEEN

Jeanne Fallon, secretary to Robert Enright, executive assistant manager at the St. Francis Hotel, has been chosen Miss American Airlines for 1956.

In a movie-like sequence, American Airlines officers spotted Jeanne at her desk in the St. Francis lobby, and asked her to be their "queen."

Jeanne's first official duty was to help welcome the San Francisco Seals home when they arrived April 6 for the opening of the Pacific Coast League.



HEARTY HANDSHAKE: Paddy McEwan, left, maitre d' hotel at the Hotel Mayfair, welcomed Senator Estes Kefauver, when the Tennessee salon arrived to deliver an address in his Southern California campaign for the Democratic presidential nomination. McEwan has been at the Mayfair for 12 years.

CASCADIAN ACQUIRES HISTORIC PAINTING

AN awe-inspiring oil painting of a legendary rock formation on the Columbia River attracts considerable attention in the lobby of the Cascadian Hotel in Wenatchee.

The painting, which is of a once mighty rock cliff, bearing the perfect profile of a great Indian chief, was done by James Everett Stuart, in 1894.

This natural formation, which since has fallen into the Columbia River, was worshipped by all Indians of the Columbia River basin as "The Great Chief," or "Ruling Spirit of the River."

In the foreground of the painting, at the base of the cliff, are several Indian tepees, with a glowing fire attended by groups of Indians. To the right flows the mighty Columbia, where some Indians are shown disembarking from their canoes.

In the background are palisades etched by the Columbia in its course through the Cascade Mountains. In the painting a setting sun shimmers on the river.

The painting was displayed in the Washington State building during the Panama-Pacific Exposition in San Francisco in 1915. Prior to being hung in the Cas-



EYE-CATCHER: Attractive Bonnie Blocher, coffee shop cashier at the Cascadian Hotel in Wenatchee, is one of the many persons who admire a famous oil painting, "The Great Chief," which is displayed in the hotel's lobby.

cadian, it was exhibited in the Washington State Historical Museum in Tacoma.

Fittingly, the Cascadian has prepared for guests and Wenatchee residents, a pamphlet telling the background of the painting and the Indian legend of "The Great Chief."

AND NOW IT'S WESTERN HOTELS IN HAWAII

WESTERN Hotels, Inc. will manage and operate the lush Hawaiian Village Hotel, the Waikiki Beach Lanais and Supper Club in Honolulu.

The agreement was made between Henry J. Kaiser for the Kaiser Community Homes and S. W. Thurston, president of Western Hotels, Inc.

Kaiser and Thurston announced that Gwynne Austin has been named general manager of the Hawaiian Village Hotel. Austin has been prominently identified with the vacationist interest in Hawaii for some 18 years.

The two companies also announced immediate plans to add 62 new luxury guest rooms to the Hawaiian Village and convention facilities greatly needed by Honolulu. These improvements will be completed within a few months.

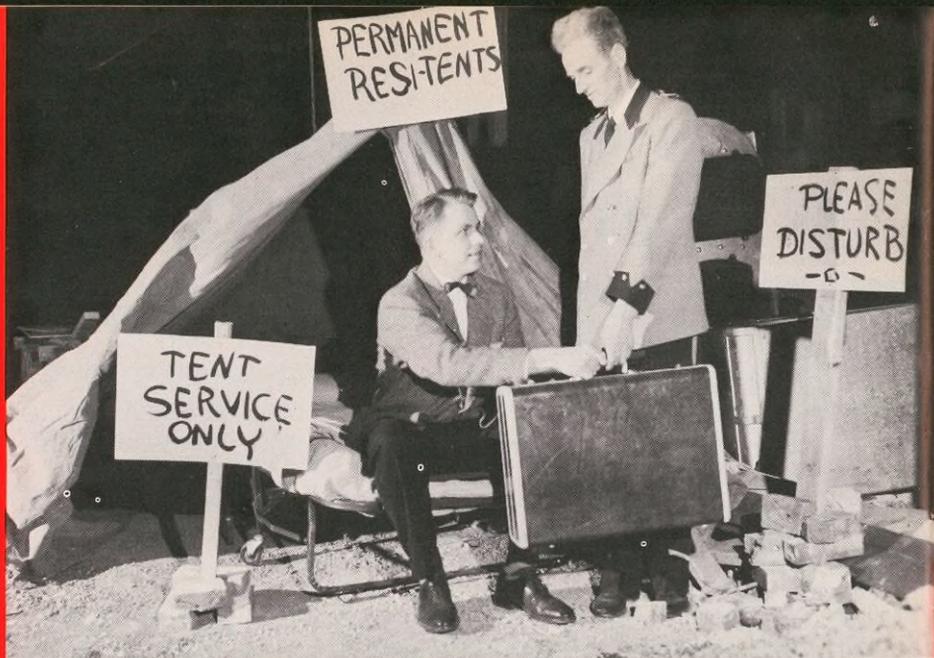
Kaiser said the projected 20-million-dollar total Kaiser Community Homes development project on Waikiki Beach has now been divided into two distinct projects; first, the Hawaiian Village Hotel, Lanais and Supper Club, and, secondly, the erection of the fabulous multi-story Hawaii-Kai Hotel.

"Meanwhile, we deem it a tremendous benefit and impetus to Hawaii's vacationist industry to bring immediately to Honolulu the management skills, experience and know-how of the outstanding Western Hotels organization."

Said Thurston: "The Western Hotels management long has taken an interest in the potentialities for an enormous increase in the number of visitors to the Hawaiian Islands. We plan to take an energetic part in this development, in association with Henry Kaiser and Fritz Burns."



YOUR RESERVATION: Gary Cufley makes his rounds in Seattle, delivering a Western Hotel reservation confirmation to a downtown insurance office. This is a new Western service in the Puget Sound city.



V.I.P. "SUITE": Jim Durham, Hotel Finlen manager, appeared undismayed, as he sat on a cot under a tent—his "room" in the new five-story annex of the Hotel Rainbow in Great Falls, now under construction. Bellman Gus Larson toted Durham's suitcase.

DURHAM LANDS ON GROUND FLOOR

WHEN Jim Durham, Hotel Finlen manager, checked in at Hotel Rainbow in Great Falls on March 24, he was "honored" as the first guest of the Rainbow's new five-story annex.

Bellman Gus Larson escorted Durham to a "suite"—a tent pitched in the excavation for the basement of the annex.

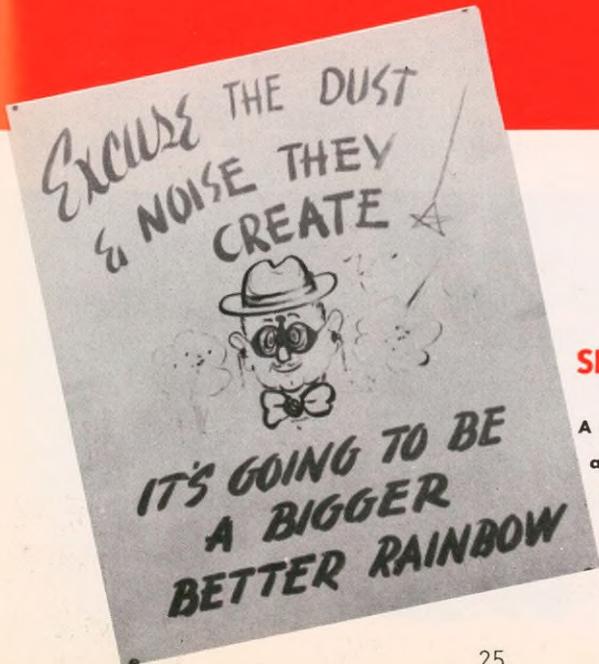
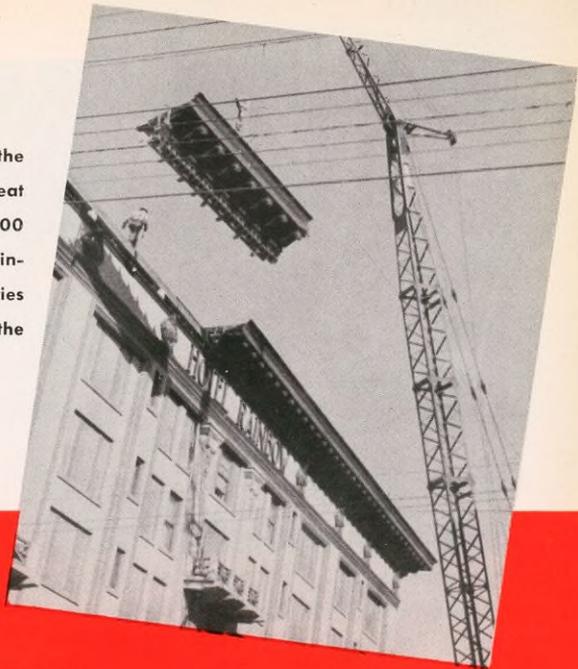
It was a gag, of course, but it rated a front-page photograph and story in the Great Falls Tribune, which reported that Durham was "overwhelmed" with the Rainbow's hospitality.

Durham went to Great Falls to attend a meeting of directors of the Montana Hotel Association.

The new annex is part of a major improvement and modernization project at the Rainbow.

FACE-LIFTING:

Removal of a cornice from the top of the Hotel Rainbow stopped traffic in Great Falls. The work is part of the \$750,000 remodeling and expansion of the Rainbow. Adjacent to the hotel, five stories of steel girders form the frame for the Rainbow's new annex.



SIGNS OF THE TIMES:

A large crew of sidewalk superintendents are overseeing the work at the Hotel Rainbow. For their peace of mind, Al Hawney, manager, posted signs such as this, around the project and in the lobby.



When "Hangman's Noose" was featured by Western Hotels as the Drink of the Month, Jim Durham and his staff at the Finlen in Butte went "all out" to promote it. A hangman's noose hung menacingly from the ceiling of the Gun Room and miniature nooses were tied around the glasses in which the drinks were served. Four patrons who enjoyed the special drink were, (from left) C. W. Raff, Lorraine Wakely, William T. Coldiron and John Hauck. Below—Eddy Tabor, Finlen chef, serves Sam Babich, left, and Bud Frank from a savory buffet luncheon in the cocktail lounge.



COSMO REPAYS HONEST CADET WITH FREE MEAL

AN Air Force Academy cadet found that the academy's code of honor works both ways with Cosmopolitan Hotel in Denver.

Cadet Gerald F. Elsbund wrote the hotel that he had dinner in the Gun Room and had enjoyed his meal very much.

"However," Elsbund wrote, "I later discovered I had been undercharged \$2. I am enclosing the \$2."

In appreciation of the cadet's honesty, the hotel invited him to bring a buddy and dine again in the Gun Room as a guest of the Cosmopolitan.

Elsbund's story not only warmed the hearts of the hotel's staff, but resulted in good publicity for the Cosmopolitan with news accounts in the Denver papers.

Do all your guests have a Western Hotels *credit card*?

All Western Hotels have the family plan.

Hoteletype makes it easy for the guest . . . tell him about it.

You are one of 5,200 Western Hotels employees.



WAY WITH CUSTOMERS

Miss Nettie Bidstap (above), of the Hotel Maurice in San Francisco, is a waitress with a way with customers.

Nettie is known for her speed and diplomacy.

With children, Nettie turns on motherly charms. With elderly men, Nettie greets them invariably with, "Good Morning, Boys," and always gets a smile in return.

Nettie's hustle caused one regular patron of the Maurice's dining room to comment that what she really needed was a pair of roller skates. A few night later, the customer presented Nettie with a pair of miniature skates.

"Her pleasant manner makes her very popular with everyone," reports Alex F. Hoffer, manager of The Maurice. "She's been with us almost nine years and I never have heard a guest complain about her service or actions."



SPRING LIFT:

The Cascadian Hotel's three pert elevator operators received new princess style dresses for spring. Shown in their new attire are, from left, Janice Fender, Beverly May and Jeanine Howe. The girls, invariably cheerful, are first-rate ambassadors for The Cascadian and Wenatchee.

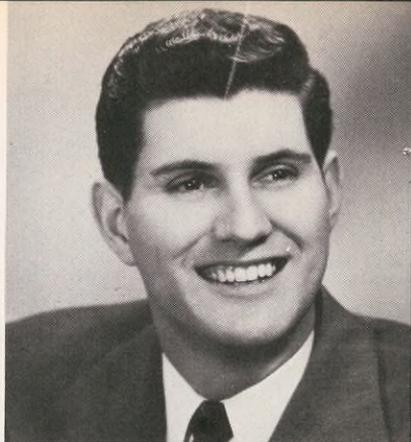


CASINO CONTRAST: Colorfully constructed as an old-time bar, the Casino Room in The Leopold Hotel in Bellingham was not complete without one modern device—a television set, of course. But a player piano, below (which still pounds out tunes), counteracts the intrusion of science and lends authenticity to the Casino. The piano is a source of considerable delight and nostalgia to Casino guests. The happy patron below is George Knowles, manager of the Leopold.



HENRY PROMOTED

Murray C. Henry has been promoted to executive assistant manager of the Hotel Boise in Boise. Henry formerly was assistant manager of The Outrigger in the Benjamin Franklin Hotel in Seattle. Henry, who hails from Spokane, was graduated from the Washington State College, majoring in hotel and restaurant management. He is married and has a son, Craig, and a daughter, Cary-Lyn.



BENSON CHEF

Henry Hodler, whose training includes work at many famous hotels in Europe and the United States, is the new chef at the Hotel Benson in Portland. Hodler has been chef at the Waverly Country Club in Portland for the past eight years. Born in Diemtgen, Switzerland, Hodler, 41, came to the United States before the Second World War. His career includes service with the United Air Lines commissary in Chicago, the Olympic Hotel in Seattle and The Greenbrier in White Sulphur Springs, W. Va. During the war, Hodler served in the Army Air Corps. Hodler is married and has three boys.



BANQUET MANAGER

Russell Dutson, who started service with the Newhouse Hotel in Salt Lake City as bellman six years ago, has been promoted to banquet manager.

Dutson returned to the Newhouse in 1952 as bell captain, after serving 18 months with the Air Force. Advancing steadily, Dutson has been store clerk, purchasing agent and kitchen steward.

Dutson, 27, was born in Lynndyl, Utah. He began his hotel career as elevator operator and bellman in the Wilson Hotel in Salt Lake. He is married and has three children.



GOING WESTERN

Larry Anderson, new manager of the redecorated Sabre Room in The Winthrop, was married in February. . . . Claude Curtell, assistant manager at The Multnomah, has become manager of the Monticello



Hotel in Longview, Wash. . . . Irma Bablon, relief hostess and waitress at The Maurice for many years, became Mrs. Irma Murphy while on a three-month leave of absence trip to Europe. . . . Robert Green, former manager of the Presidio Officers Club in San Francisco, has joined the Sir Francis Drake as assistant catering manager. . . . Clarice Karaboyas, auditor at the Bannock, will visit her native Switzerland this summer during a two-month trip abroad. . . . Charles Comstock, executive assistant manager

at The Newhouse, was elected "King for a Day" by the Salt Lake City Optimist Club. . . . Wedding bells for three pretty misses at the Sir Francis Drake—Barbara Ann Pope, mail clerk; Mary Ellen Cunnien, secretary to Willard E. Abel, and Ann Markham, head of reservations. . . . Bob Allen, formerly kitchen steward at The Bannock, has been promoted to banquet manager. . . . Wyatt Shallcross has been transferred from sales manager at The Mayfair to sales manager at The Sir Francis Drake. . . . RoMay Richards (right), has returned to The Newhouse as auditor after an absence of three years.



B. C.



OLYMPIC
Seattle



BENJAMIN FRANKLIN
Seattle



ROOSEVELT
Seattle



DAVENPORT
Spokane

WASH.

MONT.



MULTNOMAH
Portland



BENSON
Portland



ST. FRANCIS
San Francisco



SIR FRANCIS DRAKE
San Francisco



MAURICE
San Francisco

OREGON

IDAHO



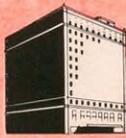
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WINTHROP
Tacoma

UTAH



HOTEL THE OASIS
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