

# FRONT!



**FRONT!** goes to the SIR FRANCIS DRAKE...page 7

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Cover picture features entertainment and fun at the Sir Francis Drake during the employee award dinner. Florence DelTurco plays accordion while hotel employees join in during cocktail hour.

## FRONT!

FRONT! is published every other month in Seattle, Wash., by Western Hotels, Inc., Executive Offices, Olympic Western Hotel, Seattle.

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*If list is out of date or otherwise incorrect please notify FRONT!*

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 Roosevelt, *Ila Darrow*  
 St. Francis, *Elizabeth Bell*  
 Sir Francis Drake, *Lorraine Koenig*  
 Winthrop, *Peggy Insel*

## "Miss Western" CALL IS BIG SUCCESS

A short time ago, the editor of FRONT! put out a call for pictures of pretty girls (not an unusual thing for an editor to do). Where were the Western employees with the attractive faces, figures and personalities? With the appeal went the promise that the entry from each hotel would be faithfully reproduced.

To the very enjoyable dismay of the FRONT! editorial staff, pictures of beautiful girls—beautiful *Western* girls—began to flood in. And here, as promised, are those that have arrived by deadline.

We invite your careful viewing. Look closely, for these are the smiles that can turn even the most irate hotel guest into his most pleasing self.



Jeanne Fallon

### Miss St. Francis

The St. Francis' nomination is *Jeanne Fallon*, secretary to the assistant managers (four of them). She handles teletype messages and takes care of convention correspondence.

In spite of constant interruptions and endless questioning from the many people who pass her desk in the main lobby, she always looks pretty, and is calm and efficient. *Jeanne* is a graduate of a San Francisco high school and Stephens College in Missouri. While on vacation at the Hawaiian Village, *Jeanne* learned to water ski. She sings, has occasional engagements with local dance bands, and has performed at service shows.

A blue-eyed taffy-blonde, *Jeanne* has the right numbers on her vital statistics chart: Age, 24 years; 5' 7½" tall; and a slim 37-25-36.

\* \* \*

### Miss Winthrop

*Twila Sizemore* is a Sabre Room cocktail waitress at the Winthrop Hotel. She came to the Winthrop two years ago from Ohio and has fallen in love with the Pacific Northwest. She is a sportswoman who particularly enjoys fishing and hunting. Mrs. *Sizemore* bagged her first elk on a recent Montana vacation.

Miss Winthrop has chestnut brown hair, olive complexion and weighs 125 lbs. She is 5' 5" tall and measures 35-24-35. She was featured on the cover of the January-February issue of FRONT!

\* \* \*

### Miss Rainbow

Mrs. *Esther De Vault*, executive secretary, represents the Rainbow.

## "MISS WESTERN"

"Es" has been with the Rainbow Western for 5 years. She started as PBX operator and has worked in catering. She is the Rainbow's "Girl Friday."

"Es" is the mother of twin boys and one daughter. She is a member of Beta Sigma Phi, P.-T.A., an enthusiastic supporter of the Rainbow Bowling team and is keeper of the bowling "kitty," a hi-fi bug, and a practical joker. She is wild about horse racing.

Esther is a petite 112 pound, 5' 2" vivacious Brunette with the stunning measurements of 37-23-36.

\* \* \*

## Miss Leopold

Jean Nash is a PBX operator at the Leopold Hotel. She is 18 years old and 5' 4½" tall. Her measurements are 35-24-36.

She has been employed at the Leopold for six months and is studying at Shaw Business College in addition to working. Her hobbies are sewing, cooking, tennis, and swimming. She

Twila Sizemore



was basketball Homecoming Queen at Bellingham High School in 1958, district sweetheart of De Molay in 1957, and first princess of the 1958 Bellingham Blossomtime Festival.

Jean's mother, Hazel Nash, has been a waitress in the Leopold Coffee Shop for 14 years.

\* \* \*

## Miss Bannock

Carmen Kay Fereday is 18, a high school senior and works as a switchboard operator at the Bannock. She is 5' 2", 110 lbs., measures 35-23-35, has hazel eyes and brown hair.



Carmen Kay Fereday

Carmen started as elevator operator at the Bannock in September, 1957. She was promoted to switchboard operator March, 1958. Carmen swims competitively and enjoys tennis, bowling and sewing.

At school Carmen belongs to the pep club, girls council (she is an honor student), drill team and commercial club. Around school and the Bannock she is known as "congenial Carmen." She is always smiling and friendly. Carmen is interested in the hotel business and is studying to be a stenographer.



Sharon Freehling



Jean Nash



Mrs. Esther De Vault

## "MISS WESTERN"



Genell "Genny" Macias

### *Miss Sir Francis Drake*

Genell "Genny" Macias has been selected to represent the Sir Francis Drake in the Miss Western Contest. Genell is 5' 5½" tall and weighs 118 lbs., has blue eyes and brown hair. She is a cocktail waitress in the Golden Hind and has been with the Sir Francis Drake for four years.

She was born in Mansfield, Missouri and is 33 years of age. "Genny"

came to San Francisco in 1952. She is married. Her favorite sports are bowling, swimming and tennis. She also enjoys cooking and knitting.

\* \* \*

### *Miss Cosmopolitan*

Sharon Freehling is on the reservations staff of the Cosmopolitan Western Hotel. She has been at the Cosmopolitan for three years. Her 135 pounds are well distributed (36-24-36) over her 5' 8" height.

Sharon is a native of Denver. She and her husband, Don, are the parents of Donna, 4, and Eric, 10 months. Don is the owner of a contract-hauling business.

Sharon is an outstanding bowler, enjoys swimming and ice skates as often as possible.

\* \* \*

### *Miss Northern*

Erna Parker was employed six years ago as a switchboard operator at the Northern, then progressed to front office cashier, on to desk clerk,



Erna Parker

and is currently relief clerk and cashier.

Her statistics—34—24—34, 110 lbs., 5' 2" and eyes of blue—and to top it all, beautiful auburn hair! Erna has a trailer home of her own, spends her spare time with flying lessons, photography and playing the organ.

\* \* \*

### Miss Davenport

Rather than put herself on the spot,

## "MISS WESTERN"

the Davenport's FRONT! correspondent decided that the Miss Western selection from that hotel should be officially judged. Two newspapermen and a Chamber of Commerce man were finally talked into the job.

Linda Lou Fredelind, 18, was their choice. The pretty Miss Davenport is well travelled through Europe, Canada, Mexico and the United States. She has studied several languages, which she says, fascinate her. Linda Lou enjoys swimming, boating and early morning walks. She is 5' 7", 122 lbs. and measures 35—24—37.

All four Davenport finalists are shown in the accompanying photograph.

Miss Davenport Hotel finalists, Joyce Rouse, Marilyn Stirling, Linda Fredelind (Miss Davenport) and Carol Miller.



# FRONT!

## Goes to the SIR FRANCIS DRAKE



Ask most any San Franciscan what you are describing in this couplet:

*Between the stars  
And the cable cars.*

His answer—the Starlite Roof of the world famous Sir Francis Drake Western Hotel. It is the place, they say, where you have your head in the clouds and stars in your eyes.

In gay October, 1928, just before the stock market crash gave the nation a decade of economic jitters, the "Drake," newest of San Francisco's

**10 YEAR EMPLOYEES**—Pictured here are Terry Cyr, Lillian Hale, Dorsey Cross, James Sarles, Felix Matozzi, Melba Whiteside, Rance Whiteside, Emily French, Doris Grogan, Gina Tucker, Elliot Parker, Alice Moore.



## Sir Francis Drake *continued*



MONTEREY ROOM

great hotels, opened its doors to cosmopolitan San Francisco and its lucky visitors.

Behind the name was a great tradition. Among the first "guests" in San Francisco was English explorer Francis Drake and his crew of the "Golden Hind." The year: 1579.

Drake wasn't a "sir" then, but soon after his exploits in California and his claiming of "New Albion" for the Crown, he circumnavigated the globe and returned to England. He was knighted by Elizabeth I, Tudor queen.

On this tradition the Sir Francis Drake has built its decor and atmosphere, so well known to the city by the Golden Gate.

At Sutter and Powell—where Nob Hill meets Union Square—the Drake is at the heart of the city, just a cable car's clang from almost anywhere a guest wants to sightsee, shop or conduct his business.

Around San Francisco they say "You haven't seen the 'City' until you've seen it from the Starlite Roof." The luncheons are leisurely, the afternoon cocktail hour restful. In the evening, when the sunset glows and the magic city lights come twinkling on, the Starlite Roof takes on a dreamlike quality. Imaginative hors d'oeuvres, generous cocktails, and dancing with the Hawaiian Starlites, are a part of it all.



Ed Sequeira

In Drake's Tavern, with its bar and adjoining rotisserie, the warmth and fellowship of an old English tavern are achieved with decor, costume, drinks and tidbits. The walls are pan-

INTERIOR, STARLITE ROOF



## Sir Francis Drake *continued*

elled; the pretty barmaids, in their Elizabethan costumes of white farthingale and scarlet bodice, whisper, "Old England."

The Golden Hind, the main dining room, has also captured the touch of old England. To dream of this age of explorers is not uncommon while having a delicious meal. This is one of San Francisco's most popular dining rooms.

The Drake recently completed an elaborate renovation program: 200 guest rooms and nine banquet rooms



Willard Abel



Karl Eitel

have been redone at a cost of \$400,000.00.

In 1952, Drake's Tavern, with decorations by Trader Vic, was opened. In 1955, The Golden Hind first opened its doors. Decorations were by Roscoe Cox, Western Service and Supply and Albert Parvin Co. Then came the grand climax to the modernization program. The Starlite Roof re-opened in 1957.

These are evidences of management that looks ahead, and knows that ever-better facilities mean better hospitality. In the hotel business hospitality spells success!



Lorna Owen

The Sir Francis Drake organization is headed by *Willard Abel*, vice-president, *Western Hotels, Inc.*, and *Edward C. Sequeira*, general manager, plus a staff with unsurpassed esprit de corps. The high employee morale and know-how is the reason everybody in San Francisco calls The Drake, "The Warm-Hearted House!"

The annual employees award dinner was held recently in the Monterey and Empire Rooms of the Sir Francis Drake, with 211 of the hotel's 400 employees present. A lavish cocktail party was held in the Monterey Room at 6:00 p.m. *Florence Del Turco*, a San Francisco entertainer, played the accordion during the cocktail hour. A steak dinner with all the trimmings followed in the Empire Room at 7:30 p.m.

Reinhold Keller, Frances Whalen



## Sir Francis Drake *continued*



INTERIOR, DRAKE'S TAVERN

Dinner music was furnished by the Hawaiian Starliters. *Ed Sequeira* served as master of ceremonies and *Willard Abel* presented the awards. This was the first dinner at which 30 year awards were given and four employees received them.

*Karl Eitel* is executive assistant manager at the Drake; *Cecil Tanner*, *Gordon Edwardson* and *Elmer Chalmers* are assistant managers. Occupancy ratio has increased against a slight decline for hotels generally.

"Downtown hotels in San Fran-



Four 30 years award winners and Master of Ceremonies, *Ed Sequeira*. (left to right) *Ed Sequeira*, *Constance Kurthy*, *Willard Abel*, *Maude Tucker* and *Ralph Murchison*.

cisco have a big future despite the number of motels and periphery competition," says *Willard Abel*. "Conventions and business meetings look to us because of our capacity to house and feed large numbers under one roof."

General Manager *Sequeira* adds: "The hotel business in San Francisco has a tremendous future. We look toward the jet age. San Francisco will be one of the main jet terminals for this country and the world."

Many of the Western people who make the Sir Francis Drake are shown here—general view of the banquet during the employee award ceremony, with head table in background.



## NIXON VISITS BENSON



Vice President *Richard Nixon* was a Benson guest recently during a visit to Oregon. A very proud and happy Benson maid, *Maartji Van Heusden*, was photographed with the Vice President during his stay. *Maartji* came to the United States eight years ago from Holland. She is a former employee of the Newhouse Hotel in Salt Lake City.

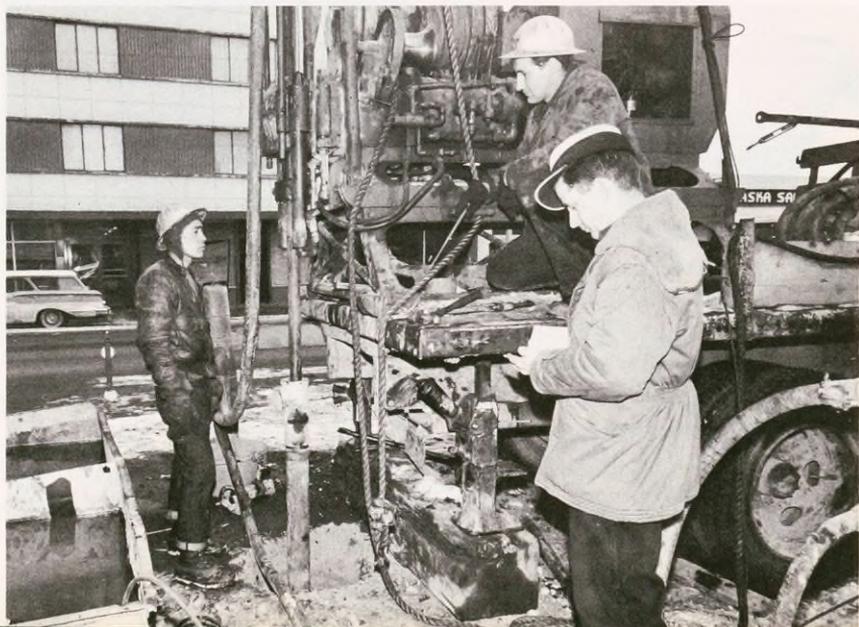
Mr. Nixon received a hearty welcome from Benson manager *Sam Standard*. The two discussed the Oregon Exposition and International Trade Fair which will run from June 10 to September 17, 100 days.

Following his return to Washington, D.C., *Nixon* wrote *Standard* complimenting him on his special brand of hospitality and the fine Benson staff.



## CONSTRUCTION STARTS AT ANCHORAGE

Construction has started on the newest and most luxurious hotel in Alaska. Western Hotels' Anchorage-Westward will result from the merger of two existing Anchorage hotels into a single, 600 room building of glass facade. It will be the highest structure in Anchorage, occupying an entire city block. Drive-in entrance, dining, specialty and public meeting rooms will be featured. The waters of Cook Inlet and rugged Alaska mountains are shown behind this architects' rendering (above) of the new Anchorage-Westward. Below, workmen begin first drilling for foundation footing of the ultra-modern hotel.



## Employee Service Awards Total Many Thousand Years

Western Hotels have long prided themselves in the terms of service of their employees. A look at the roster of almost any of the hotels proves that Western Hotels are, in fact, a good place to work.

Recently four of the Western Hotels reported to FRONT! some details of their annual employee recognition dinners. To total the accumulation of all the employees that were honored would be to indicate several thousand years of faithful service. (See cover story for more service news.)

### Davenport

The third annual Davenport service award dinner included a social hour, buffet dinner created by Executive Chef *Dean Atkinson* and a number of theatrical acts. A total of more than 1,600 years of service to the Davenport was represented by the em-



Benjamin Franklin-Roosevelt Celebration.

ployees, including four over 40 years, four over 35 years, nine over 30 years, two over 25 years, seven over 20 years, 23 over 15 years, 39 over 10 years and 25 over five years.

The two oldest employees at the Davenport in terms of service are *John Ungari* and *Jim Durbin*, each with 44 years' service.

### Georgia

Recipients of service awards from the Georgia Western Hotel were congratulated jointly by Georgia President *Bill Hudson* and Western Hotels Vice President, *Lynn Himmelman*. The festivities took place in the Georgia Ballroom.

In the accompanying photograph the honored employees are pictured. Terms of service ranged from five to 30 years. A total of 80 attended the Georgia party.

Back row: *Xavier Hetzman, Ted Leary, Lee Chung, Frank Gilbert*. 3rd row: *Helmut Hoebig, John Haid, Mrs. Screeton, Tung Yip, Emilio Burrato, Kay Wert*. 2nd row: *Shirley Jackson, Emily Adkin, Louise Debort, Mary Kuhn, Nancy Vishniakoff*. Front row: *Eddie Pryor, Doris Thompson, Hong Wong, Gladys Brunt*.





Mrs. Bessie Scott—20 years  
Miss Martha Kuntz—15 years

### *Multnomah*

The seventh annual service award dinner had many highlights. It began with a social hour centered around a lavish display of giant, bubbling champagne glasses and fruit.

Chef *Louis Capilla* and his staff provided a buffet.

A three act floor show provided added variety to the entertainment. This was followed by introduction of vice president *L. P. Himmelman*, whose remarks carried a message

*Mr. Al E. Schilling*, General Manager, on the right cuts the 3rd Annual Birthday Cake for the hotels' two oldest employees, *John Ungari* on the left 44 years with the Davenport, *Jim Durbin* center 44 years with the Davenport.



about Western Hotels' future expansion, and the part the Multnomah employees had in that regard.

The presentation of service awards, by Himmelman, to the 39 employees followed. A message from *C. R. Lindquist*, General Manager, climaxed the evening.

### *Benjamin Franklin and Roosevelt*

The staffs of the Benjamin Franklin and Roosevelt Hotels met together to recognize their employee service awards. The banquet was held in the Roosevelt's San Juan Room.

*S. W. Thurston*, Western Hotels president, made the presentation of service pins. In a message to the group he said:

"For your years of faithful service to the Benjamin Franklin and Roosevelt Hotels, I wish to extend my personal thanks and hope that you will be members of our family for many years to come. The greatest asset we have is the continued loyalty and service of our employees."

Smiling *Nick Nikitas*, Catering Manager, seems pleased with the bill of affair.



## *School Days For Western Managers Includes Personnel Discussions*

Back to school went 12 Western Hotel managers the first week in Feb. In an attempt to formulate test patterns for the more rapid promotion of promising management material, Western Hotels held a manager's seminar at Seattle's Olympic. The 12 "students" were lectured on such subjects as accounting, personnel, management responsibilities, maintenance, sales promotion and public relations, and organization policies of Western Hotels. Instructors included Washington State College teachers and Western Hotels executives.

The classes started at 8 a.m. every morning and lasted to as late as mid-

night. Social activities were non-existent, so the men really worked! From the looks on their faces the return to the life of a college student was anything but a bed of roses.

Following the final exams, the students were given homework consisting of a bluebook test that was completed in thesis form and returned to Washington State University for grading. And like all school pupils, report cards were issued the managers.

If the experiment is successful, it is hoped that it will be a valuable tool in the selection of management for Western's rapidly expanding operations.



Left to right: Harry Steel, Vern Ahola, Accounting, Joe Mogush, Ray Dodge, Warren Anderson, Bill Bryant (standing in back), Dave Plant, Harry Mullikin (standing in back), Charles Indermuehle, Bob Dupar.

## FRONT! Launches New W

Editor's note: This is the first of a series of Western Quizzes. They are designed to tell Western Hotel employees how much they know about their company. How well informed of the Western family are you? Mark your score below.

Answers to these questions will be found on page 25. It is not fair to peek!

- |                           |  |
|---------------------------|--|
| <b>Score of 18 to 20:</b> | Exceptional. You are among the most informed Western employees.  |
| <b>Score of 15 to 18:</b> | Above average. You are well informed but could be caught with a blank look when a guest asks a simple question of you. |
| <b>Score of 12 to 15:</b> | Average.   |
| <b>Score of 10 to 12:</b> | Below average. You need some study.  |
| <b>Below 10:</b>          | Sure you aren't a Sheraton employee in disguise?   |

1. There are \_\_\_\_\_ hotels in the Western Hotel group.  
22 \_\_\_\_\_ 31 \_\_\_\_\_ 34 \_\_\_\_\_
2. Western Hotels, Inc. operates a division of motor hotels in the Southwest known as:  
Desert Inns \_\_\_\_\_ Highway Inns \_\_\_\_\_ Caravan Inns \_\_\_\_\_
3. There are four hotels in the international division at present. They are *all* located in:  
Guatemala \_\_\_\_\_ Ecuador \_\_\_\_\_ Panama \_\_\_\_\_
4. Western Hotels does \_\_\_\_\_ does not \_\_\_\_\_ operate a hotel in Canada.
5. One of the following states has no Western Hotel. Which is it?  
Montana \_\_\_\_\_ Alaska \_\_\_\_\_ Nevada \_\_\_\_\_ Colorado \_\_\_\_\_
6. Administrative offices for Western Hotels, Inc., are located on the 12th floor of the:  
Benjamin Franklin, Seattle \_\_\_\_\_ Olympic, Seattle \_\_\_\_\_  
Multnomah, Portland \_\_\_\_\_ Leopold, Bellingham \_\_\_\_\_
7. One of the following is *not* a specialty room at a Western Hotel. Can you single it out?  
Pump Room \_\_\_\_\_ Roughrider Room \_\_\_\_\_ Marine Room \_\_\_\_\_ Outrigger \_\_\_\_\_
8. If the Western Hotels credit card of a guest has a gold star imprinted on it, the guest has:  
A good credit rating \_\_\_\_\_ Always checked out on time \_\_\_\_\_  
Held his Western Hotels credit card for 5 years or more \_\_\_\_\_
9. A current Western Hotels advertising campaign has said that the Western Hotels credit card is:  
The second most popular business card in the West \_\_\_\_\_  
The only answer for a business man who travels \_\_\_\_\_  
Thin as a dime but wears out faster \_\_\_\_\_
10. The credit office of Western Hotels processes an average of:  
100 \_\_\_\_\_ 700 \_\_\_\_\_ 1,500 \_\_\_\_\_ applications for credit each month.

# Western Quiz To Test Knowledge

11. One of the following Western Hotels is misplaced in its city. Which is it?  
 Sir Francis Drake, San Francisco..... Bannock, Pocatello.....  
 Cosmopolitan, Denver..... Finlen, Great Falls..... Cascadian, Wenatchee.....
12. One of the following Western Hotels was named for a famous missionary and explorer. Which is it?  
 Marcus Whitman..... St. Francis..... Maurice.....
13. What is the greatest number of guest rooms offered by any one Western Hotel?  
 573..... 809..... 1,124.....
14. According to a recent pledge of Western Hotels, Inc., if a guest has a confirmed reservation and arrives by the time stated on the confirmation—and there is no room available, we will:  
 tell him we are sorry we haven't a vacancy.....  
 try to get him a room somewhere else.....  
 pay his cab fare to another hotel, then pay for the room.....  
 give him a gold-plated wallet card to show his friends.....

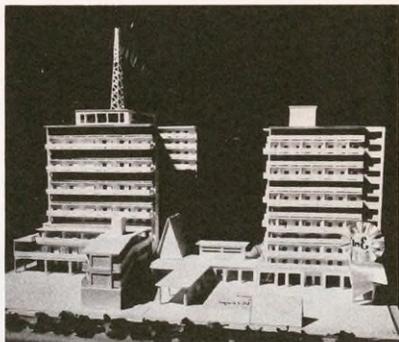


15. Pictured here is the lobby of a leading Western Hotel. It is the:  
 Davenport..... Mayfair.....  
 Cosmopolitan..... Olympic.....
16. Anyone who had dined in the London Grill at the Benson Western Hotel in Portland knows that shish kebab is:  
 ..... a drink ..... an appetizer  
 ..... a main course ..... a desert
17. One of the following Western Hotels is famous for its roof-top swimming pool. It is the:  
 Mayfair, Los Angeles.....  
 Davenport, Spokane.....  
 Boise, Boise.....  
 Winthrop, Tacoma.....

18. Mr. Scotty Myles is the manager of the:  
 ..... Winthrop Western Hotel ..... Owyhee Motor Inn, Western Hotel  
 ..... Georgia Western Hotel ..... Multnomah Western Hotel
19. In the last issue of FRONT! there appeared an article about one of the Western Hotels that assisted the March of Dimes campaign in its city—by serving meals in the open. It was the:  
 ..... Boise, Boise ..... Bannock, Pocatello  
 ..... Newhouse, Salt Lake City ..... Northern, Billings
20. On the cover of the last issue of FRONT! there was a:  
 ..... pretty girl and a chef from the Winthrop  
 ..... car arriving at the door of the St. Francis  
 ..... group of Western employees fishing in Salt Lake  
 ..... parade float entered by the Hawaiian Village



Hawaiian Village chefs had a chance to prove their artistic talent, as well as their culinary ability, in the recent first Culinary Arts Exhibit of Hawaii. They came away with two first prizes and a third. Credit for the outstanding effort goes to Executive Chef *Fred Adler* and cooks *William Teruyia*, *George Uehara* and *Robert Chinen*. *Adler* and *Chinen* are shown here with the third prize sugar sculpture of the Hawaiian Village. First places were given for the buffet, also shown, and the seafood entry.



A new community relations undertaking at the Hawaiian Village is a program of lectures to Honolulu school children about the hotel and tourist business. In the scene below, *Mrs. Papee Mossman*, assistant to director of public relations for the Village, is speaking before a student assembly at the Kalakaua Intermediate School.





## *New Addition To Leopold*

Construction of the first hotel-motel operation in the state of Washington has begun at the Leopold Western Hotel, Bellingham.

A 24 unit motel addition, complete with swimming pool and parking area, will be added to the existing Leopold Western Hotel at a cost of \$200,000, *John C. Pierce*, president of Leopold Hotel Company said.

The new L-shaped motel will be built on the present parking lot at the rear of the 260 room hotel. A concrete parking deck will be placed over the Leopold garage to replace this lost

parking capacity. A heated, landscaped swimming pool will be available to both hotel and motel guests, accessible through a covered arcade.

"The current trend is the construction of motel accommodations in the center of business districts," *Pierce* said. "This addition to the Leopold will help a great deal in attracting motorists from the new highway bypass."

The new motel unit at the Leopold will be of masonry construction. Architect is *Galen F. Bentley* of Bellingham.

\* \* \*

## *The Maurice's Beloved Elevator Man*

*Amerigo Percivale* has been elevator man at The Maurice since 1950. He is called "Rigo". *Rigo* is of Italian birth and, according to his co-workers, is one of the happiest and most contented employees to be found anywhere. When guests speak of *Rigo* they do so with respect and kindness, for this is *Rigo's* attitude toward all people. He has a particular knack with children. Everyone at the Maurice, guests and employees alike, think the world of *Rigo Percivale*.



## News From The Georgia

Roy Johnston, assistant bar manager at the Georgia, was recently married. He and his bride visited the Benjamin Franklin, Davenport and Rainbow on their honeymoon. Roy is shown here carrying the new Mrs. Johnston over the threshold of their first home . . . Mrs. Hazel McCreery is back at her desk after a long absence on doctor's orders. "Glad to have her back" say all of Hazel's friends . . . Executive Chef Xavier Hetzman and room service waiter John Haid went hunting on a recent weekend. They were extremely successful . . . an international flavor exists in the Georgia's kitchen, and in its food. Narcisse Emery is a graduate of the world-famous Ecole Hoteliere in Lausanne, Switzerland. When his brother Noel, chef in the Cavalier kitchen was in Europe last year, he convinced Narcisse that the Georgia was the place to work; Vancouver the place to live. Narcisse followed his brother's advice. He is



seen in this photograph taking a tray of pasteries from the oven with head pastry chef Helmut Hoebig looking on.

Mrs. Hazel McCreery



## *Hawaiian Village Holiday For Western Hotel Employees*

Come to Hawaii on May 5th! Western Hotels Employees and their families will leave the night of May 5th for a very special holiday at the glamorous Hawaiian Village Hotel. Those who live close to Seattle or Portland will travel via Northwest Airlines Royal Aloha Service, those closer to San Francisco or Los Angeles will leave the same night as the rest—by either United Airlines or Pan American Airways.

You will have six nights and seven days in Honolulu. If you're lucky enough to have more time, your stay can be extended. The cost is low—just \$88.22 plus your air fare from your home! If you live in one of the Pacific Coast cities, the total cost of your tour will be only \$320.95! The \$88.22 covers rooms in the beautiful Ocean Tower Building at the Hawaiian Village, your transfers by limousine to and from the airport in Honolulu, and all of the following wonderful features: (Note! The plans include dinner every night but one!)

A cocktail party for the night you arrive in Honolulu, to say "Aloha" to the Hawaiian Village Hotel—then dinner in the House of the Golden Dragon.

One night you will gather for a "Mai-Tai" (a drink the Hawaiian Village is famous for!) before boarding the pink catamaran for a sail into the sunset. A wonderful fried chicken

supper will be served on board and you will be entertained by your crew with Hawaiian music and songs. You'll head back toward the lights of Waikiki by starlight, and if you're lucky—moonlight!

A trip for you around the Island of Oahu to see the pineapple fields, the "Blow Hole", the Mormon temple, the Punchbowl National Cemetery, and of course the view from the Nuuanu Pali—a sight you'll never forget.

Saturday night you'll spend in the most glamorous night club in Hawaii—the Tapa Room, with Alfred Apaka!

Another wonderful feature is the trip to Pearl Harbor aboard the giant pink catamaran, the Ale Ale Kai V. An Aloha dinner for you too, to say "Good Bye" to those of us who must return to the Mainland.

Even with all of this activity you'll have time to lie on the beach, shop, or explore on your own. And one night is left open to do as you wish. You'll head for home with a beautiful tan and an incurable case of "Polynesian Paralysis" which can only be cured by returning someday to Hawaii.

For further information, contact *Cynthia Lilley*, Hawaiian Village Sales Office, Olympic Hotel, Seattle. If you have a slight case of moths-in-the-pocketbook, contact your credit union—this trip is really a travel bargain no one will want to miss!



A highlight at the Boise was the Lincoln Day dinner. 750 people heard Sen. Barry Goldwater (R. Ariz.) and Lt. Gov. Rex Bell (R. Ariz.) as the principal speakers. Mr. Mangini, manager, is shown in the accompanying photo with Gov. Robert Smylie (R. Idaho) Sen. Goldwater and Rep. Hamer Budge (R. Idaho) in a pre dinner get together.

## VIP's And Volkswagens In Boise

The following was taken from The Haight Accelerator magazine published by Haight, Davis and Haight consulting actuaries of Indianapolis and Omaha. It was written by Mr. Arthur M. Haight, president, about Lorraine Debendiner.

"Her name is...Debbie. She is and has been for the past six years a waitress in the Boise Hotel in Boise, Idaho. When in Boise, we always try to be seated at her table for she is a good waitress and always seems to know when your coffee cup needs refilling. The last time we were in Boise, we overheard Debbie making this remark to one of her other customers!

Jack Crawford has been promoted from bartender to Lampost Manager. He is shown here holding one of the live lobsters, which are flown from Maine and are featured each Fri.



"I like my job and all the people I work with. They are a fine bunch. My customers are pleasant. When I leave here, I leave my work behind and never worry about it at home."

"If we would all adopt this philosophy, I am sure we would all lead a much happier life and perhaps our business and the world in general would move along on just as even a keel."



The Boise has a new Volkswagen for catering service. The brightly painted truck advertises the hotel and its Lampost wherever it goes.

Marilyn Esser, auditor of The Boise, has an additional duty. She plays organ music in the lobby during her lunch hour and coffee breaks.





### *They Make Something Out of Nothing*

Hobbies continue to make news with Western employees. Two recent ones reported to FRONT! are given here:

*Marcia Morgan*, above, secretary to Mrs. Eula Gibbs, executive housekeeper at the St. Francis constructs attractive Christmas tree ornaments all year long. Small used flash bulbs are the base. They are gilded by *Marcia*, then decorated with the "jewels" from discarded costume jewelry. The results are outstanding. This year *Marcia* also made Easter eggs. She has sold some of her work to San Francisco specialty stores. It takes about an hour to complete each delicate ornament.

*Bill Stoker*, right, has been with Western Hotels for seven years, formerly at the Boise and Owyhee and currently at the Marcus Whitman. He



*Bill Stoker*

is head engineer. *Bill* is a rockhound. He doesn't stop at collecting rocks of all sizes, shapes and kinds. The real art with rocks, he says, is cutting and polishing. His machine and his skill do this outstandingly. Anytime you want *Bill Stoker* after hours, he can be found in a little room on the lower floor of the hotel—cutting stones.

## Notes And Pix From Cascadian

In March, *Frank Dupar, Sr.*, secretary treasurer of Western Hotels, Inc. and *Robert Dupar*, administrative assistant for Western, visited the Cascadian Hotel, Wenatchee. The visit was an informal one and brought together the senior *Dupar* with his two sons. Son *Robert* is a former manager of the Cascadian, son *Tom* is present manager. This year is the Cascadian's 30th anniversary.

New faces at the Cascadian: Coffee shop waitress *Ethel Howe*. *Ethel* comes from Alaska where she was a Fairbanks hotel employee. A few days after her arrival in Wenatchee, *Ethel* repeated the famous words of



*Ethel Howe*



*Ramona Roach*

Brigham Young, "This is the place!" ... *Earl McKay* is the new dinner cook at the Cascadian. Combining his talents with first cook *John Watts*, *McKay* adds much to the food department. There have been many recent compliments by guests on the Cascadian food... the Cascadian again submits a photograph of its pretty and efficient banquet waitress, *Ramona Roach*... cook *John Watts* received a fresh pineapple from friends in Hawaii; thought manager *Tom Dupar* would enjoy it since he is recently from the Hawaiian Village. But the pineapple "gave out" after the long sea voyage so *Watts* gave his boss a can of Hawaiian pineapple juice instead. "Its the spirit in the gift that counts," he said.



*Bob, Frank and Tom Dupar*



*John Watts*

*Tom Dupar*

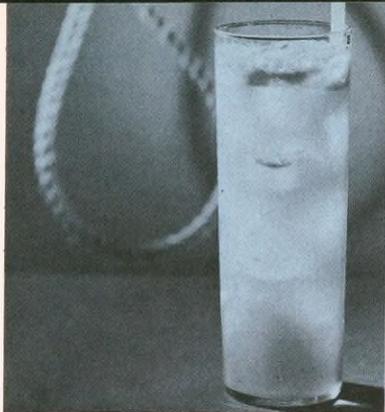


*Earl McKay*

## Western "Mixologist" Shows Skill With Drinks-of-Month

In each of the Western Hotels, Inc. promotions-of-the-month, there is a featured special "drink-of-the-month." These range from a West Indies Collins in June to a Hot Buttered Rum in December. The drinks appear on Western Hotels printed promotional material. For this purpose the drinks must be mixed to perfection, with just the proper amount of ice, garnish and refreshing atmosphere. At the last minute the drink is placed under the hot lights and before the photographer's camera.

The 1959 drinks-of-the-month were photographed recently in Seattle. The photographer called upon *Jim Olsen*, veteran bartender at the Roosevelt Western's Roughrider Room. *Jim* rose to the occasion and put together ten of the most delicious drinks ever mixed. Keep an eye out for them as they appear throughout the year in the Western Hotels promotion-of-the-month.



"Hangman's Noose" (top) is the current drink of the month. In the photo above, *Jim Olsen* performs his drink creation while *Fred Putnam* of the Western Hotels food and beverage department looks on.

### ANSWERS TO THE WESTERN QUIZ

- 31
- Caravan Inns
- Guatemala
- Does, Georgia in Vancouver
- Nevada
- Olympic, Seattle
- Pump Room
- Held his card for five years or more
- The second most popular business card in the West.
- 1,500
- Finlen, Great Falls (it's in Butte)
- Marcus Whitman, 1802-1847, best remembered pioneer of the Oregon trail
- Olympic—809
- Pay his cab fare to another hotel, then pay for his room, and the next day pay his transportation back to the Western Hotel
- Cosmopolitan, Denver
- a main course
- Davenport, Spokane
- Winthrop, Tacoma (and featured in last issue of FRONTI)
- Northern, Billings
- Pretty girl and chef from Winthrop.



*Dan E. London*, managing director, Hotel St. Francis, is the new president of the Board of the Golden Gate Bridge and Highway District. *London*, left, receives gavel from outgoing president, *Charles W. Reinking* of Santa Rosa.



When the San Francisco Examiner wanted a feature story on French Pastry for their Sunday supplement, *Pictorial Living*—they selected *Steve Vineys*, pastry chef at the St. Francis, to make the pretty little sweets, and tell the story of each one. *Steve* came to the St. Francis 25 years ago. His uncle was pastry chef at the St. Francis when it opened in 1904.



*Clovis Soubrand*, at the Multnomah Hotel since 1956, is the new executive chef at the St. Francis Hotel. After serving an apprenticeship in France, *Soubrand* worked at Claridges and the Savoy in London. Left to right: *Clovis Soubrand*, *Reinhold Keller*, executive chef, Western Hotels, Inc., and *Louie M. Chavey*, catering manager, St. Francis.

After the Annual Hotel St. Francis Day, educators, students, and hotel executives gathered to compare notes. Front, left to right, *Lawrence Wong*, City College Hotel, Dept. Director of Student Placement; *George Love*, St. Francis Executive; *William Romney*, Student leader; *Dr. Louis Batmale*, Dean of Instruction. Second row, *David Plant*, Asst. Director; *Dan London*, Managing Director, and *Dr. Lloyd Luckmann*, College administrator.



## Flowers, Sandwiches, Inheritance, Etc.—Big Events At The Olympic

*Arlene Bigger* (recent cover girl on Western Herald) reports several interesting events from the Olympic Hotel. She's the new FRONT! correspondent there, diligently searching for items. Herewith, *Arlene's* report:

Old *Cap'n Mullikin* (Olympic Hotel Resident Manager *Harry Mullikin*) recently acquired a 19 foot, Lightning Class sailboat. He and his burly crew include Olympic employees, *Norman Lavin*, Catering Manager; *Ed Sullivan*, Assistant Manager; *Lee Jenks*, Credit Manager; *Dan McClaskey*, Sales Manager, as well as *Chuck Indermuehle*, Manager of the Roosevelt Hotel.

\* \* \*

And then there's the story of the poor boy who unexpectedly gets an inheritance check from a long lost relative. Such is the case with the Olympic Hotel's "poor ole" *Peter Iverson* and his wife, *Pauline*, a Western Hotels stenographer.

*Peter*, whose father originally came from Germany, received an official type letter. Inside was a genuine German check from a fellow named *W. Luis*, who lives in Lubeck. A relative remembered *Peter* in his will. The enclosed check was his share of the estate.

*Peter* and his wife were flattered,



*Peggy Rohrer* with prize-winning flower display and silver trophy.



*Sonja Spillseth*, *Paul Matteucci* and *Jean McMorris* display "sculpture" created during Seattle's only snowstorm of the winter season.

but amused. The check, unfortunately, came only to a total of \$33.32.

\* \* \*

*Walter Roth*, Olympic Hotel Chef de Cuisine, created two typical Northwest type sandwiches to enter in the National Restaurant Association's "Sandwich Idea Contest."

*Walter's* "49th State Club Sandwich" and "Alaskan Open-Faced Finger Sandwich," are made with fresh grilled Salmon Filet.



Del Humes

Fran Stimac



Ora Russell

## News And Views From The Rainbow

A recent Great Falls Advertising Club luncheon held at the Rainbow featured a champagne flight luncheon. It was planned jointly by the Rainbow staff and Western Airlines. A table was set in the shape of an airplane, complete with blinking wing lights, no-smoking and seat belt signs, stewardess-served champagne and lunch on trays. Hats off to *Tom Sneberger*, Rainbow assistant manager, for a well done job... *Ora Russell* of the housekeeping department offered to pay a guest for a broken bottle of shaving lotion. The guest refused payment but was so impressed with *Ora's*

sincerity he brought it to the attention of the management in order that she might be recognized for her thoughtfulness. Mr. and Mrs. *Joe Callihan* had a farewell reception given by Rainbow employees recently. They were presented with an original painting by *Les Peters*, Great Falls artist, as a remembrance from their friends on the staff... Dancing waters were featured at a Rainbow luncheon for the Business and Professional Woman's recent fashion show at the Rainbow. In the accompanying photograph *Del Humes* and *Fran Stimac* are shown setting up for the festivity.



Joe and Pat Callihan



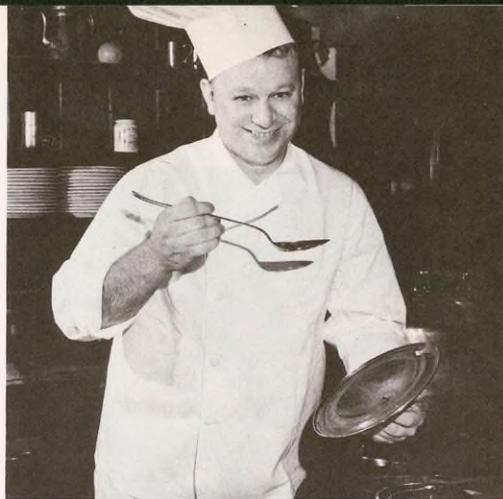
## Going Western

**KUDOS TO COSMO:** Denver's Cosmopolitan has received an Award of Honor from the Colorado Society for Crippled Children and Adults in appreciation for benefit given in new Outrigger restaurant on its opening. Proceeds totaling \$3,935 were donated for a new dormitory for handicapped children... *Elwood Brooks*, society treasurer and Denver banker, presented plaque to General Manager *Tom Lee*.

*Lola Montana* (the woman, not the state) is back at her former position of Head Hostess at the Cosmopolitan's Gun Room. Her return from 20 months at the Mayfair, Los Angeles, called for picture with the other "Gun Room Girls" — *Helen Prowers* and *Olga Sorensen*. *Lola* helped open the room in 1954.

From Sunny California and the Caravan Division comes a photographic welcome to the 49th state. Props: Pretty Girls (of course, of course!), a "sled dog" and sled, and white sheets to simulate snow.

*Jack Rosenbaum*, San Francisco Daily News columnist, called attention to the thoughtfulness of *Irene Baird*, Head Waitress the last 14 years at the St. Francis English Grill Room... she noticed a "piece of paper" on the floor, was about to discard it, when it turned out to be a \$65,000 check a widow had dropped after



*Matt Berger*, formerly with Cascadian, has joined the Winthrop as Executive Chef. He spent many years at the Davenport. Hobbies — ice carving and bowling. He and wife *Mira* have four children.

coming from her lawyer's office.

Newcomers, Sir Francis Drake — *Jane Mathias*, secretary to Executive Assistant Manager *Karl Eitel*, from Buffalo, N. Y., active in theater work, including play "Career" with spring opening... *Gail Chugg*, assistant in credit department, native of Salt Lake, formerly at Newhouse Hotel... *Anita Hall*, front office cashier, Kansas City, Mo. native, formerly Los Angeles... *Ray Baldwin*, front clerk, is a native of Albany, Oregon... *Sykie Brown*, formerly Hostess in the Golden Hind has been named Manager of Drake's Tavern, following tragic death of *Mavis Smith*, Drake's Tavern manager in an automobile accident.

Sir Francis Drake, again — *Terry Cyr* spent a week in Hawaii, a week in Vancouver, on vacation, then on first day home fell and broke her hand

## GOING WESTERN

(continued)



Joe Jensen and Karen Muck, with Ice Carving

... Ted Rutt, Front Clerk, in America a year from England, has married Barbara Wilde, Hamburg, Germany. He proposed in London. . . Recent Recoveries: Mary Tenton, news stand



Helen Prowers, Olga Sorensen, Lola Montana

clerk, from broken bone in foot; Henrietta Matozzi, housekeeping, from pneumonia; Bud Evans, Golden Hind bartender, from automobile accident injuries.

Out to set a new record for continuous record-playing Pocatello disk jockey Miss Jo Warner spun platters for a total of 205 hours without sleep, breaking the "women's record" in the off beat event . . . upon awakening after 15 hours' sleep, Miss Warner

was greeted by the smiling Assistant Manager of the Bannock, Dave Clift, pictured in Going Western as Miss Warner was served breakfast prepared in the Bannock kitchen.

Going Western is pleased to publish a picture of an outstanding athlete, Hal Espy, wine steward in the Bannock's Red Dining Room, who upon graduation from Idaho State College will return to his native California to teach . . . he's an outstanding boxer—NCAA heavyweight champion, Olympics runner-up, and an excellent track man as well. He's a great favorite with the sport fans who visit the Bannock, and with diners as well . . . his excellent speed of foot and quick reflexes provide outstanding service, Correspondent Clayne Dice reports.

Sheldon Ewing has been appointed room clerk at the Maurice . . . and



from the Oasis, a number of changes and new faces—Dick Nowell, maitre d'; Mike Conley, desk clerk; Herb Roediger, desk clerk; Laurance J. Burns, auditor; Jerri Lyons, hostess; Grace Collins, assistant hostess and cashier; James Pickett, new chef, replacing Louis Capella, transferred to Multnomah; Pat Fanning, switchboard operator; Shelby Gray, relief girl, and Dorothy M. Beardshall, FRONT! correspondent.

## GOING WESTERN

(continued)



Miss Jo Warner and Dave Cliff

Joe Jensen, pantry cook at the Bannock and king of the senior ball at Pocatello High School, is shown with his date Karen Muck, at the dance . . . of interest, too, is the large "59" carved in ice by Joe during his spare time, representing his graduating class . . . another senior, Ron Curtis, is a Bannock bellman.

Elmer Westgate, Bellman at The Maurice who is featured on the Cover design of The Maurice Hotel folder, was operated on several months ago and is convalescing.

Hal Espy



Caravan Division Salutes Far North

When his friend Chuck O'Leary of the Davenport promoted a trip to Guatemala, Fred Norman was on hand with a marimba band and the Guatemala Tourist Bureau to greet the guests upon their arrival. . . "Hasta



Elwood Brooks and Tom Lee

la Vista, Amigos!"—pictured here is the revelry.

MAYFAIR FACES: Executive Chef Edgar Feltault is on temporary leave to the Lancaster Caravan . . . new faces include Sherry Shear, teletype office; Mollie Hightower, auditing, and John McCord, Fred Schwartz and Mort Fuller, front office . . . while Paddy McEwan was recovering from surgery, William Hawkins acted as maitre d'.

When the San Francisco Examiner wrote a story in defense of "well dressed women" of their city, they consulted Walter Lawrence, veteran doorman at the Post Street entrance of the St. Francis Hotel.

At San Francisco's Sir Francis Drake  
*western Hotel your*

# CONFIRMED RESERVATION GUARANTEED

...or we pay for  
your hotel room

*All Western Hotels make this pledge:*

If you have a confirmed reservation and arrive by the time stated on your confirmation, we will have a room for you. If we don't, we will secure a room for you at another hotel, hire your transportation to it, pay for your room and the next day will again pay for the taxi-cab to bring you back to our hotel where we both wanted you to be in the first place.

In addition, all Western Hotels offer the "Payment Guaranteed Service" for those who have uncertain times of arrival.

We also promise that you will enjoy your stay more than ever before. You are served better food in finer surroundings, receive your telephone messages promptly and correctly, your laundry and valet service is quick and the furnishings and appointments of your room are superior.

Western Hoteletype service will confirm your reservations fast; credit cards to all hotels and restaurants are available without charge; and if you want to bring your family with you, children under 14 occupying the same room as adults are free.

At the Sir Francis Drake, all the romance, the sophisticated charm of San Francisco is yours on the Starlite beverage. You will also enjoy the finest merrie olde Er...

This is one of the series of current advertisements featuring Western Hotels' confirmed reservation guarantee. The ad is localized to many individual Western Hotels and is appearing in newspapers throughout the West. The same pledge is also featured on counter cards and large easel cards.