

front!

Features Western International
Hotel Benson in Portland

JANUARY-FEBRUARY, 1964



The Benson Lobby

ONE OF THE FEW REMAINING GREAT HOTELS

THE PRESIDENT'S CORNER



Paying tribute to the Hotel Benson in Portland is nothing original. You'll find Benson fans wherever travelers gather to discuss their favorite hotels.

The Benson typifies the *point of difference* that has made it possible for Western International Hotels to prosper in the face of growing competition everywhere. The men and women who serve our guests at the Benson are never satisfied with *routine service*. The traveler who stops at the Benson isn't a faceless customer—he's a guest of the hotel and he's treated that way.

Of course the Benson has a great deal going for it—bright, clean rooms; three sheets on every bed, automatic dial telephones, an alarm clock in every room with a thermometer outside the window plus the London Grill, London Bar, Picadilly Bar and Trader Vic's. You'll recall that *Holiday Magazine* has selected the London Grill as among the nation's finest restaurants seven years in a row.

But it's still our co-workers at the Benson who cause it to have such a large, growing cheering section. This dedication to service is what makes the Benson a really great hotel.

And so it is with genuine pleasure that all of us salute the Benson and its hard working employees.

EDWARD E. CARLSON
President
Western International Hotels Inc.

front!

a bi-monthly publication written and edited for employees of Western International Hotels

COVER

The charming lobby of the justly famous Hotel Benson graces our cover this month.

PEOPLE MAKE THE DIFFERENCE

AT THE BENSON Page 3

The tradition of service started back in 1914 and is still going strong, says Joe B. Callihan with forgivable pride.



THE WESTERN CAMERA CLICKS Page 6

... and shows a variety of photographs of your co-workers in many a Western International Hotel.



GOING WESTERN Page 7

What's going on? Plenty, from the weight of our mailbag for this issue.



EATING WELL WITH WESTERN HOTELS . Page 13

Covering anniversaries, awards and celebrities on many fronts.



front! CORRESPONDENTS

This is the list of FRONT! correspondents. Please get in touch with your correspondent if you have any news for your magazine:

Alameda, *Alfredo Lamont*—Anchorage-Westward, *Bill Mueller*—Bannock Hotel, *Richard Fisher*—Bayshore Hotel, *Fred Oakley*—Benjamin Franklin Hotel, *Betty Bowen*, *Jack Gaines*—Benson Hotel, *Jean Rhine*—Boise Hotel, *Clayne Dice*—Cosmopolitan Hotel, *Bob Simpson*—Davenport Hotel, *Gayle Jewell*—Edmond Meany Hotel, *Richard May*—Finlen Hotel, *Phil Murelaga*—Georgia Hotel, *Michael Lambert*—Guatemala-Biltmore, *Dianne Benford*—Leopold Hotel & Motor Inn, *Mr. Pat York*—Marcus-Whitman, *Bea Boatman* and *Elzada Saunders*—Maurice Hotel, *John N. Grant*—Multnomah Hotel, *Hal Carey*—Northern Hotel, *Allan Woodrow*—Oasis Hotel, *Ruth Avery*—Owyhee Motor Inn, *Kaye Spicka*—Rainbow Hotel, *Esther De Vault*—St. Francis Hotel, *Sherry Baker*—Sir Francis Drake Hotel, *Harry M. Payne* and *Nancy Wilkins*—Space Needle Restaurant, *Jayne Kear* ■ INDUSTRIAL DIVISION—Seattle, Boeing, *Russ Kozak*—Other, *Dave Hartstein*—Montana, *Jim Longo*—South Dakota, *Don Mickey*—North Dakota, *Frank Meyer*—Missouri, *Fred Eckel*—Western International Hotels Executive Office, *Anne Swensson*



People Make the Difference at The Benson

By JOE B. CALLIHAN
General Manager, The Benson

Each of us think of our hotel as the best, and here in Portland we truly believe The Benson is one of the world's really great hotels!

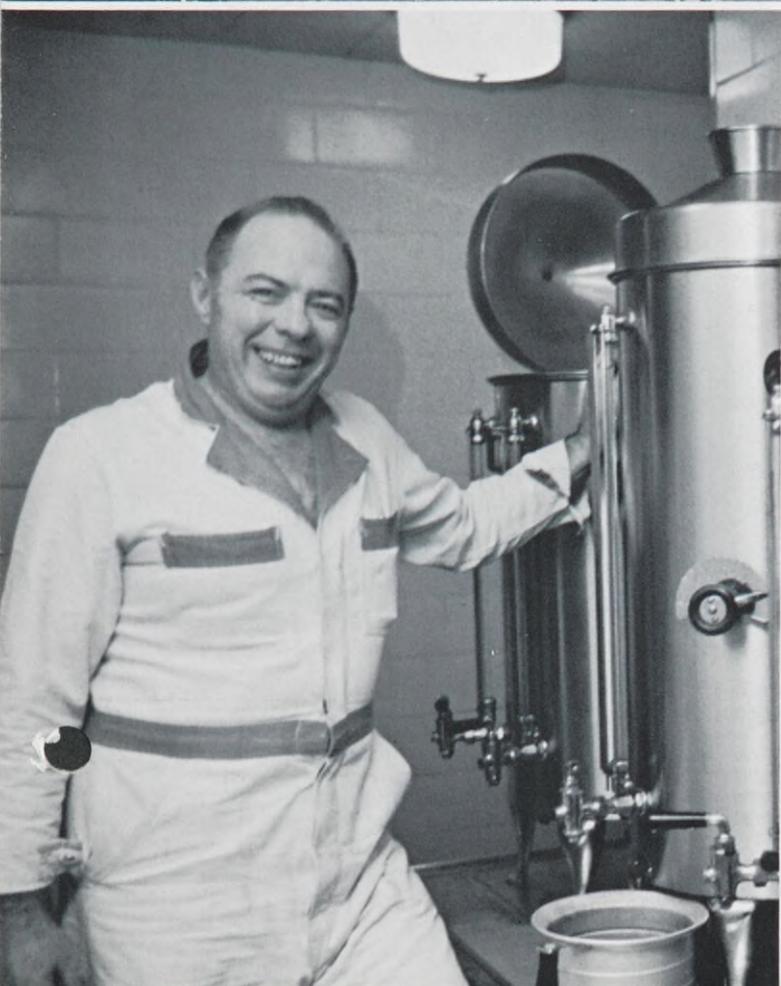
There are a good many reasons why we feel this way.

It started back in 1914 when the original Benson was opened by Simon Benson, one of the Pacific Northwest's leading lumbermen.

He wanted to build a great hotel. That's why the concrete separating the floors is 16 inches deep rather than the four-to-six inches of today's construction. That's why the guest room doors are all thick, solid oak. No wonder The Benson is rated the city's best fall-out shelter.

After a quarter century of outstanding service, The Benson joined the enviable ranks of Western International Hotels in the early 1940s. It marked the beginning of a new chapter in the growth and development of The Benson on Broadway.

Following World War II, the first addition was the lavish London Grill, now one of the nation's most outstanding restaurants. Since its opening in 1947, the London Grill has won the coveted Holiday Award seven times, the only such winner in Oregon and one of three in the



Nothing beats a smile in the hotel business. (Upper left) Doorman Al Peterson, (left center) Engineer Vern Turner, (lower left) Mervin Garrison of the Sanitation Department, (below) Sou Chef Ivan Runge, Tommy Tamura and Chef Rene Schiess.





Pacific Northwest. This is certainly in keeping with The Benson's continuing quest for superiority in accommodations and service.

When the London Grill had been successfully launched, Western International purchased the adjacent property of the old Oregon Hotel. On this site was built a 160-room addition which is unsurpassed anywhere in America. The construction is equal to that of the original Benson—which is as good a way as any to indicate top quality.



JOE CALLIHAN

In addition to 100 per cent air-conditioning, here are some of the niceties of the new wing: thermometers outside each window, circulating ice water and floor-to-ceiling tile in every bathroom, over-size twin beds, electric alarm clocks, Provincial Drexel furniture, direct-dial telephones (with phones in most bathrooms), automatic closet lights and, of course, television in every room.

When the new addition was completed it became imperative that the North (or Original) Wing be redecorated and refurnished in the same way. During the past three years, this program was undertaken so that today it is impossible to determine whether you are in the new or old wing when you step from one of the three high speed automatic passenger elevators.

But talk as we will about automatic door-closers, back-



(Above) The ladies of the Housekeeping Department enjoy a coffee break. Left to right, they are: Ruby Sargent, Martha Bayer, Flora Laycox, Gussie McClanahan, Maartje van Heusden, Dorthy Brennan, Nina White, Virginia Hunter, Mildred Yapp, Ursula Schulz, Evelyn Gardner and Ruth Turner. (Center) Pastry Chef Fred Harder and assistant Martin Stelter. (Below) Amelia Bassett, Evelyn Mosimann and Helen Fullerton of the Housekeeping Department.



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Some People Who Make The Benson Go

(1) Lee Chaney and John Phillips share a chuckle. (2) Gals of the Accounting Office: Judy Hathaway, Ina Barrett, Thelma Singer. (3) Julie Smith and Jack Hartman, Trader Vic's manager. (4) Henry Young (5) Jean Rhine (6) Max Birnbach, Maitre d' (7) Chef Marvin Lee (8) Karen Mills (9) Assistant Manager Jack Vaughn (10) Wally Chin (11) Stina Falk (12) Lee Jenks, Executive Assistant Manager.

ground music at the flip of a switch and other modern mechanical achievements, we still depend upon people to create for The Benson its excellent reputation. We have the kind of staff which makes every guest feel like a king—and therein lies the big difference between hotels!

Most of the ideas for better service come from our employees. For instance, our very successful pre-registration system was originated by Don Osmund, one of our alert bellmen. Because of his ingenuity, guests no longer have to wait in line to register. They simply pick up a key in an envelope at our front desk and go to a room without the bothersome chore of signing in. Our automatic check-out

cards make it equally easy for guests to take their leave.

We are also proud of the employees who make our many private dining rooms, the London Grill and the world-famed Trader Vic's such outstanding dining accommodations.

To sum it all up, Western International Hotels has provided The Benson with top quality equipment, elegant decor, fine furnishings and a solid basic structure. Yet, we depend entirely upon our staff to convert these inanimate objects into a living, vibrant and inviting institution.

We are proud of all the enthusiastic people who go far beyond the call of duty to "make the difference."

The Western Camera Clicks



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(1) Maury Galloway of The Benson. (2) Lou Chavey, catering manager of the St. Francis, and Marge Hamburger, secretary to the managing director. (3) Chuck Bishop keeps The Benson sparkling. (4) Peter Schwind of the Sir Francis Drake. (5) Betty Myles, hostess in The Multnomah's Stirrup Room, surveys a sign re-arranged by University of Washington alumni during an eventful Saturday of the past football season. (6) Bellman John Lewis of The Rainbow. (7) These Irish travel agents were guests at the Hotel Alameda during the ASTA convention in Mexico City. (8) Miss Anna Marie Alice Huebl, owner-operator of one of Austria's most fashionable resorts, compares notes on hotel operation with Charles Greenland, assistant manager of the St. Francis Hotel. (9) Del Coronado Manager Ralph Van Noy talks tennis with Charlton Heston and Lloyd Bridges (10) The Benson's Assistant Manager Jack Vaughn and Bellman Jim Gimelli.



Alameda



Waiters and waitresses of the La Diligencia Bar of the Hotel Alameda wear somewhat glamorized versions of the "charro" and "China poblana" costumes. Left to right are: Maria Luisa Salcedo, Luis Da Silva, Alicia Saro, Jorge Regalado and Teresa Assenzo.



Hotel Caleta



Headed by Manager Raul Sanchez-Vergara (at right, holding pole), the Hotel Caleta baseball nine greets its rivals with a sign which announces it is "proud to participate in this championship series and wishes the best of luck to participating teams."

GOING



WESTERN

Western News Notes

The *Guatemala-Biltmore* has a new fifth floor addition which includes 29 brand new rooms . . . Ruth Avery, reservations manager for *The Oasis Hotel*, has some nice things to say about WIH: "I have been in the hotel business for 18 years . . . but until I became associated with *The Oasis Hotel*, I did not believe that a job could be so near perfect . . . It is a welcome relief, after so many years, to be associated with a hotel that KNOWS what it is doing at all times, and to be part of a chain that strives constantly to attain such high standards not only for the guests, but for the very important employees."

George Griffith, the *Del Coronado* swim instructor, is now teaching the children and grandchildren of former pupils in the Turquoise Pool—a sure sign that time flies . . . As an incentive for persons who customarily visit Vancouver to take advantage of the international shopping for the holidays, *The Bayshore Inn* has renewed its program of "two people, two days, two breakfasts," at the special rate of \$30, with an advance reservation.

Bill Newman is the proud father of his first son, Russell William Newman, born in Coronado, California . . .

Edward C. Sequeira, Assistant to the President of WIH,

is chairman of the board of the San Francisco Convention and Visitors' Bureau . . . Sales Manager Bruce McKibbin and Catering Manager Tom Sneberger have teamed to promote some very successful Biersrubes at *The Cosmopolitan Hotel*. One of them was for the Olympic Ski Fund and another was a premiere showing of United Air Lines' new film, "Ski, U. S. A."

Officers of the *Hotel Boise's* new Employees' Council are: Dick Johnson, president; Marie Carter, vice president; Emma Dorazio, secretary; Charlene Humpherys, treasurer; Bill Trueaux, sergeant-at-arms . . .

Don't Stop Now!

You're doing great on material for FRONT—but we can always use More, More, More! We like names, promotions, feature stories and behind-the-scenes tidbits, so if anything newsworthy happens, please notify your correspondent listed on Page 2.

We much prefer black-and-white photos because they reproduce better. To make sure we get the right names on the right pictures, lightly print the individual's name and the name of the hotel on the back (if you press hard, you might ruin the picture). Or scotch-tape a cutline to the photo in the conventional manner.

Thanks for your excellent WIH cooperation!



Del Coronado



The Hotel Del Coronado's First Annual Celebrity Tennis Tournament attracted numerous famous students of the hotel's veteran tennis instructor Alex Gordon. Above (left) are Robert Wagner, Charleton Heston, Coach Gordon, Robert Richardson and Efrem Zimbalist, Jr.

Another popular instructor at the Del Coronado is George Griffith who has been teaching youngsters to swim in the Turquoise Pool for 20 years. George also conducts a children's summer camp and is an outstanding exhibition diver.

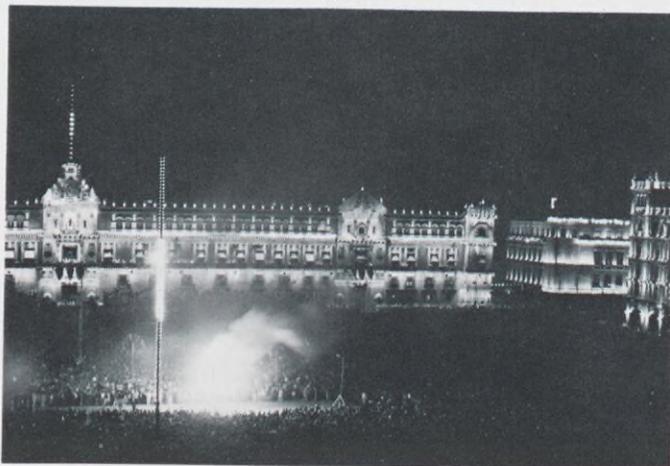
Above (right) Robert Stack receives his trophy from General Manager Ralph Van Noy after the Celebrity Tourney.

Georgia



The Georgia Hotel continues its claim as "the stopping place for celebrities." Recently on its guest list were Harry Belafonte (upper left) and Pearl Bailey (lower left). In addition to the singing stars, the hotel welcomed Miss London Airport (above). She is Judy Silburn, who was a guest of honor at a reception given by two British airlines.

Majestic



This night view is from the terrace of the Hotel Majestic. It shows a huge throng in the "Zocalo," Mexico City's main square. The hotel is a spectacular vantage point for national holiday celebrations. In the background is the National Palace.



The Golden Lion Honors A Crippled Disc Jockey

Popular radio personality Frosty Fowler of Seattle's KING, a long-time Olympic Hotel booster, was hospitalized recently by an auto accident, so Golden Lion staffers cooked him a complete dinner at Swedish Hospital. Shown here are waiter Thomas Gipson, headwaiter Orthel Lathan and manager Erik Pedersen with Frosty as he describes the dinner—from crab cocktail to butterfly steak to flaming Moana Loa dessert—on the air by telephone interview. Frosty also broadcasts daily from the Space Needle, where Jack Borg's tasty breakfasts are described—and eaten—by the intrepid DJ.



Directly above is the special holiday shopping bus arranged for Olympic Hotel guests in cooperation with Frederick & Nelson department store.

Testing the beribboned vehicle are Ellen Haas of the front office and Pat Farrow, chief elevator starter. Bill West is the lucky driver.

At the far left, Waitress Martha Woo serves a Terrace Room specialty (Three Cups of Cheer) to Kunio Ogawa, executive director of Fujita Tourist Enterprises Co., Ltd., Tokyo, Japanese affiliate of Western International Hotels. He visited Seattle after attending the ASTA convention in Mexico City.

And at the immediate left, Nancy Meyers is skeptical about trying a raw oyster hors d'oeuvre proffered her by Bill Newman at the latter's farewell party. He moved from the Sales Department at The Olympic to become the Sales Director at the Hotel del Coronado.

Happy Montanans Win Service Awards



Finlen Hotel



The Finlen Hotel of Butte held its Award Dinner on November 14. It was a big night especially for Ethel Hover, who received her 20-year pin from Gordon Bass, senior vice president, representing Western International Hotels.

The event attracted a big percentage of hotel employees (see the jolly gathering on the stairs above). A total of eight new awards were made, including six five-year citations. Josephine Kirby was honored for her fifteenth year with the organization.

Nothing proves stability more than the ability of a hotel to retain loyal employees on the job. That's why WIH offers its hearty congratulations to the winners!

Award-winners shown above with Manager Robert Wilhelm and Gordon Bass are (left to right): Jim Ralph, Wilhelm, Elizabeth Sullivan, Virginia George, Bass, Josephine Kirby, Ilene Holm, Ethel Hover, Reece Ennesh and Frank Adamo. Josephine is jolliest!

Rainbow



Diners at The Rainbow Hotel's Tenth Annual Awards Dinner sat at a giant W-shaped table (for Western, of course) to honor employees who qualified for service awards this year. (See top photo.)

WIH Senior Vice President Gordon Bass, who himself wears a 25-year badge, made the presentations to the ten Rainbow staffers who were on hand to receive public recognition for years of outstanding service.

Awards banquets are more than just localized celebrations. They are a symbol of Western International Hotel's continuing desire to develop and maintain a reservoir of loyal personnel second to none.

Wearing new badges above are (front row, l to r): Gordon Bass, Stella Dupuis, Katherine Williams, Lola Wahlberg, Georgia Roban, Betty Jensen and William Ellis, Rainbow manager. (Back row): Mary Terhaar, Milton Loy, Guddie Fredriken, Fred (Scotty) Hall and Opal Souhrada.

Guatemala-Biltmore



(Upper left) William Jauregui, Jr., has been promoted to Executive Assistant Manager; he previously had been operations analyst. (Upper right) Gene Carlson holds Irene Gonzalez, daughter of Jorge and Alice Gonzalez; another familiar gentleman named Carlson looks on. (Lower left) This is the Guatemala-Biltmore's special airport bus. (Lower right) Newly named general manager of the hotel is Jorge Gonzalez.

Multnomah



The Multnomah Employees' Council has begun an Employee-of-the-Month Award to recognize outstanding service.

The winners have their pictures posted in the hotel lobby, as well as receiving a typical Portland token of appreciation: a bouquet of roses!

First nominee in the series was Rufus Narvasa (left) of the kitchen staff. The popular pantryman has been with the Multnomah for 18 years and was a unanimous choice.

Cashier Nelvia Turner (right) was the second winner, and deservedly so. She has been a Multnomah employee for nine years. In addition to her diligence on the job, she is also active in church work, serving as an adviser to an organization of some 60 teen-agers.

South Dakota Division



(Upper left) Charles Steele and Orville Anderson make sure that the picket fence around the Wing office at Northern Heights Park will pass inspection. (Lower left) The Rushmore Special Police provide security coverage for Northern Heights Park from 6 p.m. to 6 a.m. Officers include (l. to r.) Patrolmen Ralph Boyer and Ed Gums and Captains Robert Hayes and Dale Hayes. (Above) These Wing II office girls designed their own natty outfits which sport the WIH crest. Left to right are Lu Emler, Lillian Disharoon, Lurlene Feiock and Mary Adams.



(Left) Kay Ossege, Bartender Milton Robinson and Renate Hoegner get into the Parisian spirit of things at the French Cognac Bar of the St. Francis during the French Festival. (Right) Pouring champagne for two French lovelies is Edward C. Sequeira, Assistant to the President of WIH. It was all part of the French Festival, and the young ladies are Marcelle Viale (Mademoiselle Festival of France) and Christine de Sessevalle (Official Hostess of Paris).

St. Francis Helps Celebrate 'French Festival'

The St. Francis Hotel helped celebrate San Francisco's French Festival this fall by creating the French Cognac Bar in the hotel's Terrace Room.

During the week-long celebration—sponsored by the French Consul General, French Commercial Attache, French Chamber of Commerce and other organizations

of the French colony—the unique bar was the only one in America to serve French Cognac exclusively. An accordionist and violinist in French regalia played during the cocktail hour.

The St. Francis played host to Ambassador and Mrs. Herve Alphan and to George Desbriere, president of the Paris Chamber of Commerce, and other dignitaries.



(Left) Four St. Francis Scorpions were feted with a surprise Champagne Party. Celebrants were (standing, left) Elsie Moore (and kneeling l. to r.) Gaby Smith, Sherry Baker and Ann McBride. Helping them with the champagne were Ursula Dann, Jeanette Dupouy, Jerry Meyer and Hannah Dittler. (Right) Dan London, managing director of the St. Francis Hotel, greets Governor and Mrs. Nelson Rockefeller during a reception for top Republican leaders in San Francisco recently. Mr. London has been appointed chairman of the Citizens' Committee for the Republican National Convention in 1964.

Eating Well with Western Hotels



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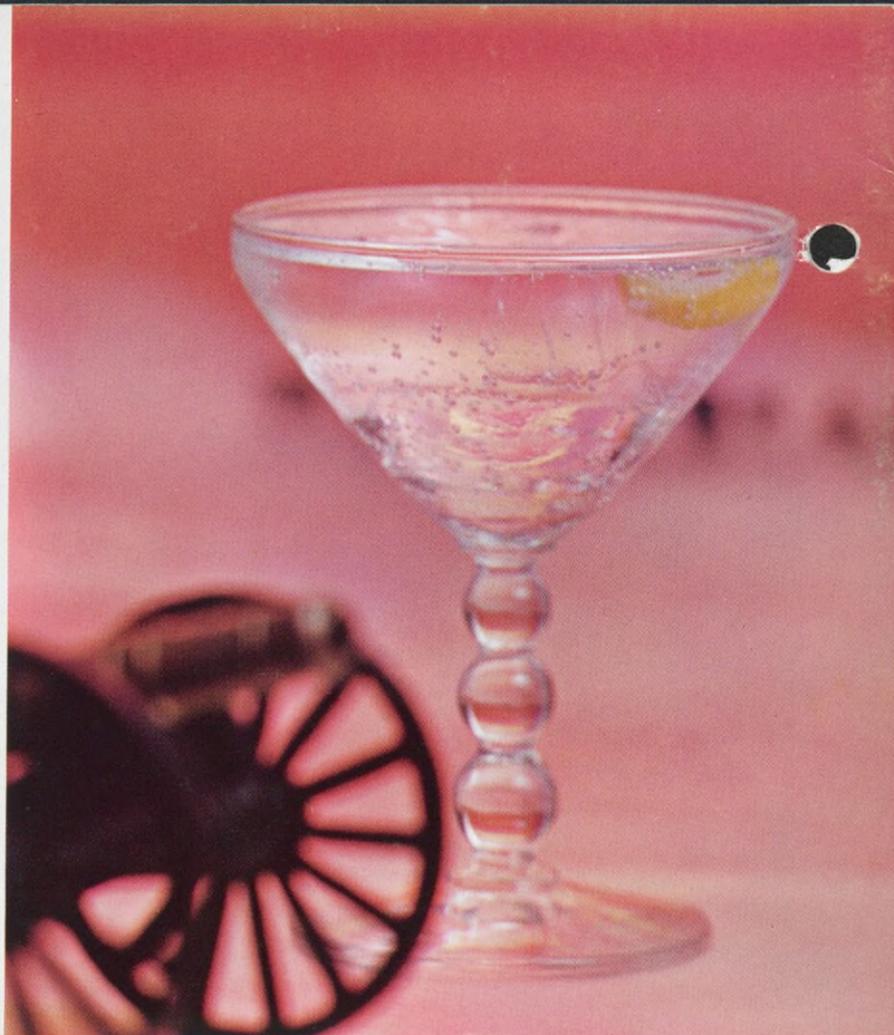


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(1) MULTNOMAH: Mary Burdick celebrates her 30th year of service with an anniversary cake in the Golden Knight Dining Room. Dick Douglas, a 25-year pantryman, helps her enjoy her milestone. (2) ST FRANCIS: Columnist Art Hoppe tries "Breast of Penguin Medallion" (chicken, really) at a luncheon staged for him by Mrs. Elsie (Gramma) Moore, secretary to the publicity director at the St. Francis. They were promoting Hoppe's new book, "Love Everyone But Antarcticans." (3) COSMOPOLITAN: Sous Chef Kay Kawasaki, Banquet Captain Helen Charron and Pastry Chef Georg Jung admire their award-winning sugar work display which was part of the annual Colorado Chef's de Cuisine Food Show. (4) RAINBOW: Chef Edwin Mathson (right) was invited to conduct meat cutting and serving classes at Malmstrom Air force Base. (5) BAYSHORE: Marching in the boar's head, an ancient Elizabethan tradition, will be enacted at The Bayshore this Christmas. Ready for the holiday rite are (l. to r.) Wilfried Schwabe, Fry Cook; Gottlieb Dambach, Executive Chef; Doug Edgeworth, Beefeater Doorman, and Werner Fricke, Roast Cook. (6) Chef Jacque Hatt with Matre d' hotel Claude Webb on Thanksgiving Day in the Porte Cochere of the Hotel Del Coronado. More than 2100 dinners were served in the Crown Dining Room—an all time record.

January Drink of the Month

The Benson Cannon Ball is a creation of the Holiday Magazine Award winning London Grill at the Hotel Benson in Portland. It is a delightful blend of vodka and champagne over ice, topped with a twist of lemon. The night they invented champagne has been enthusiastically chronicled in song. There is every indication your guests will be just as lyrical when they slip into something as soothingly comfortable as a Benson Cannon Ball.



February Promotion of the Month

One of the most valued pieces of plastic in thousands of wallets is the Western International Hotel Credit Card. In our February promotion, we point out that this card opens doors for fine hotel reservations, accommodations, wonderful food and beverage. It is also useful for check cashing identification. The promotion advises our guests that application blanks are available at the front desk.

On the go or on the town—your Western International Hotels Credit Card is a perfect companion. It singles you out as a knowing traveler. Charge fine hotel accommodations, wonderful food and beverage. Use it for check-cashing identification. It is a *welcome sign* at any of the fine Western International Hotels located through the West and the Pacific Rim.

