

Western Hotels, Inc.
Front!

OCTOBER, 1952
Vol. 6, No. 4



**830 EMPLOYEES RECEIVE
SERVICE AWARD PINS** —Page 4

ABLE ABEL

(No. 11 in a series on the men who are guiding the destinies of Western Hotels, Inc.)

NOT long ago a nervous young hotel manager who visited the Sir Francis Drake in San Francisco became quite overawed at the size and complexity of the job of managing the huge establishment. He was reassured by manager Willard Abel, who told him, "It's really no different than running a small hotel . . . there are just a few more digits in the figures."

Abel should know. He has run some mighty small hotels and now directs the largest hotel in the Western Hotels family. In addition, he is a vice president of Western Hotels in charge of its vast personnel program. He also finds time to serve on the organization's food committee and keeps a watchful eye on the new Research Kitchen.

Abel was born in Vancouver, Washington, just across the river from Portland. His father was a farmer and little Willard soon learned to milk eight cows before and after attending school. One of the proudest days that he can remember occurred when, at the age of 12, he hired out as a shingle layer for one dollar a day. He later attended junior college in Centralia, with ambitions to become a chemist. However, ro-

mance intervened. Abel met Hazel Shoemaker, a pretty English teacher in a Centralia high school. They were married and he settled down to become a provider. At that time S. W. Thurston, now president of Western Hotels, was opening the Lewis & Clark Hotel in Centralia. Abel applied for and obtained a job as night elevator boy and porter, and was made night clerk a little later. Abel attacked the hotel business with determination and soon moved to Walla Walla, Wash., to become chief clerk at the Marcus Whitman. Not long after that, he assumed his first managerial job, at the Donnelly Hotel in Yakima.

In 1933, at the bottom of the depression, he moved to Wenatchee to take over management of the Cascadian. When World War

WILLARD ABEL
Vice-President
Western Hotels, Inc.



II broke out, Abel went immediately into the army as a lieutenant in the quartermaster corps. He eventually became a major in charge of managing the Santa Barbara Biltmore Hotel for the army. He has remained active in the reserves and was recently promoted to lieutenant-colonel.

After mustering out in 1945, Abel returned to the Cascadian, but soon added the Marcus Whitman to his responsibilities, dividing his time between the two hotels. It was about this time that Western Hotels began its postwar expansion program, and changes came rapidly. Abel was moved to the Roosevelt in Seattle and managed that hotel a year before taking over the Sir Francis Drake in July, 1947.

Despite Abel's own comments, his new duties involve more than merely handling large figures. San Francisco is a highly competitive hotel city. His dining room must fight for business with some of the nation's most famous eateries. His cocktail lounges must have glamour to outshine the fabulous spots of the Bay area. He has more different types of business within the hotel.

All this Abel takes calmly in stride. He still finds time for a little gardening and his favorite pastime, golf (he carries a 14 handicap). He dazzled his hotel competitors when playing against them one day by nonchalantly

rapping out a hole in one. He is past president of the California Northern Hotel Association.

With ability running as it does in the Abel family, it is not surprising that their son, David, is an outstanding violinist at 16. At the age of 14 he performed solo with the San Francisco Symphony. Abel, himself, has considerable talent as a vocalist.

As vice president in charge of personnel, Abel has one of the most complicated responsibilities in the hotel organization. Western Hotels has over 3000 employees. They are composed of both men and women of all ages and a multitude of different occupations and interests. He must supervise a training program, an employe information program (including Front) and such things as employe credit unions.

He is working on the production of an employe's manual, a program of personnel managers in the larger Western Hotels cities, and recognition of employes through Service Awards.

Abel is impressed with the importance of these programs. "We must never forget our associates," he frequently says. "They make us what we are in business. We can be no better in the hotel field than those with whom we work." Nor do the complex and irritating details of the job disturb him. He merely smiles and says, "Everything takes a little time."

EMPLOYEES HONORED

830 Western Hotelites Receive Service Award Pins

IN THE trade of serving the traveling public, time and experience are the greatest teachers, and there is a lot of it in Western Hotels. Early this year the Personnel Department totaled up the service records of all employes and found 830 people who have been employed five years or more. Of these, 47 have been employed 25 years or more and are entitled to special diamond-studded pins.

This is a remarkable record considering the great moving about that has occurred in all businesses since the war. It was so impressive that a move was promptly initiated to publicly recognize these service records. Small gold pins were created to be awarded each employe in the over - five - year bracket. Because Western Hotels have grown so rapidly in recent years, it was agreed to count each employe's total time in any Western Hotel regardless as to how long it had been part of the family. This gave an opportunity to recognize service at the Northern, Newhouse, Mayfair, Oasis and Winthrop that have become part of the family during the last five years.

"In appreciation for your years of faithful service to Western Hotels, I wish to extend my personal thanks and hope that you will be a member of our family for many years to come. The greatest asset we have is the continued loyalty and service of our employes."

S. W. Thurston,
President,
Western Hotels, Inc.

WINTHROP IS FIRST

The Winthrop Hotel in Tacoma started the ball rolling with an award banquet on July 23rd. It was a memorable occasion and especially for Sarah Bjelland, Anne Ebel, John Glenn, Sr., Anna Reimer, and Augustine Ragasa. These five were presented with diamond-studded pins signifying more than 25 years at the Winthrop. Roy Insel and Gregorio Gonzales received 20-year awards and 39 other employes received pins for 5, 10 and 15 years' service. Edward E. Carlson, vice president of Western Hotels, Inc., made the awards and Scotty Myles, manager, tendered greetings to those present.

25 years—Sarah Bjelland, Anne Ebel, John R. Glenn, Sr., Augustine Ragasa and Anna Reimer.

20 years—Gregorio Gonzales and Roy I. Insel.

15 years—Ida Corrie, Louis Burson, Laura Mathias, Anne Bremner.

10 years—Jack Beal, Jonnie Atkins, Edna Summers, Alma Thorson, Ethel Nation.

5 years—Agnes Borkwick, May Christkautz, Grace Fox, Agnes Ratchford, Elsie King, Pearl Price, Libbie Pring, Beryl Shaw, Orin Stager, Walter Andrews, Inez Johnson, Mary Mayer, Lena Schmechel, Nellie Snyder, Jack Alexander, Lucille Corson, Calvin Dial, Anne Dupas, Gladys Fink, Adelia Kemesat, John Luxtrum, Hildur Powers, Ida Wohl, Eula Lee Yarborough, Edmund Fournier, Freda Freese, Greta Grant, Einar Rosengren, Ruth Ann Stevens, Hildur Stewart.

SEATTLE HOTELS CELEBRATE

The largest award dinner was held at the New Washington's Windsor Room honoring 140 employes from the New Washington, Benjamin Franklin, Roosevelt and Mayflower. Topping the list of old-timers were S. W. Thurston, president of Western

Hotels, Inc., and H. E. Maltby, first vice-president, with over 40 years each. Crowding them was Fred Blizzard, superintendent of service at the Roosevelt and "Bellman of the Year" for 1951, with 33 years.

The dinner, preceded by a cocktail hour, was a gay informal affair. Carlson, again, served as master of ceremonies. There was group singing led by vice president Charles Hunlock, Grace Morgan, New Washington cashier, several individual hotel managers and anyone else who felt the urge to grab the mike and test his vocal cords.

BENJAMIN FRANKLIN

20 years—George Penchos, Irene Clayton, Rose Miller, Edward Davies.

15 years—Lynn P. Himmelman, Christine Christianson, Catherine McGrath, Frank R. McCammon, James A. Hastings, A. E. Schilling.

10 years—Pete Cholas, John E. Foote, Bess Donnelly, Lew Zapata, Frances Webster.

5 years—Gertrude Sullivan, I. A. Krisologo, Mary Dodge, Phyllis Mitchell, Evelyn Stavik, James Ralston,

EIGHTEEN EMPLOYEES were dined and awarded pins at the Newhouse on July 29th. Pearl Morgan and James Floris, at head table, 2nd and 4th from left, received 25-year awards.





THE LEOPOLD honored employees at a banquet in the Mirror Room. Above are 20-year-employees, George Newman, Chrissie Crandall, standing; Ephriam Strand, Elvira E. Graves, and Greg Martinez. At left are John C. Pierce, manager, and Thomas Feenstra, each with 30-year service records. THE MAURICE boasts three employees each who have been with the hotel more than 20 years. They are Irma Bablon, John N. Grant, and Ethel Silve, pictured below.



Wm. A. K. Carter, Jennie Hibbard Moen, Cleo Boyd, Lila Fauskin, Olga Hagstrom, Lilliam LaChapelle, Dorothy Adams, James Zapata, Effie Kurzdorfer, Emily Marchese, Dorothy Elliott, Clarice Reine, George Nakamura, Iva Wiseman, Bridget Kelly, Peter Delpin, Frank Kuranishi, Louis Godfrey, Frances Brewster, Irene King, James E. Greene.

MAYFLOWER

15 years—Raye D. Cohen, Bertha Pulver, Josephine Norberg, Fred Mayo Rivera, Howard Johnson.

10 years—Hazel Sausett Kelly, Jack Sellick.

5 years—Christine McIntyre, Harry Westrup, Vivian Rettig, William Foley, Vivian Christianson, Josephine Smith, Alexis Ozeroff, Carrie Glenn, Hilda Huotari, Emily Schultz Snyder, George G. Marble, T. A. McDaniel, Bertha Johnson.

ROOSEVELT

30 years—Fred Blizzard.

20 years—Mrs. E. M. Morris, Harold Piper.

15 years—Ethel Williamson, Dorothy Wilson, W. J. Afflerbaugh.

10 years—A. L. Blair, Charles Watson, Harry Mullikin.

5 years—Vina Ross, Mary Gallacher, Mack Regudo, Don Elliott, Henrietta Buckner, Rose Les, David Smith, Ethel Durr, Anna Cochrane, Laura Somer, Mamie Green, Marcella Blackstone, Margie Crow, Effie McCain, Beatrice Bryant.

NEW WASHINGTON

25 years—Walley G. Marino, Martin Johnson, Margery Redmon, Irma Schultz.

20 years—Carl W. Hudgens, Laurie Jamison, Izola Hatfield, Ray Miller, Mrs. Willie Roberts, Esther Hager.

10 years—Edith Zeigler, Eva Bates, Susan Marshall.

5 years—Floyd Huffaker, Harry Beaver, John Corey, Harry Rowe, Yvone Martin, Emma Love, Grace Corcoro, Alta Ackley, Eileen Hinz, Margaret

Hensel, Emily B. Bostick, Addie Felts, Verona Harker, Florence Preston, Bessie Lampton, Rose Getchell, Carrie Harding, Marie Clarberg, Sammy Numoto, Kobayashi Hidenori, Denichiro Kanzaki, Esma Bruloff, Primito Zapata, Vidal Rillera, Tom Nakamoto, Hitoshi Mukai, Naoki Sakoguchi, Misaburo Koizumi, Ichi Numoto, Betie Crowell, Wm. J. Glanister, Grace Grant Morgan.

MAURICE HAS PROBLEM

At the Maurice in San Francisco, a peculiar problem arose as how to make the awards. A large percentage of the employes were entitled to pins and scrolls, many of them being from the dining room staff. If they were all entertained at a banquet, there would be practically no one left to serve them. This problem was finally overcome by sending each award winner a personal letter of commendation signed by E. B. DeGolia, president of Pacific-Western Hotel Company and vice-president of Western Hotels, Inc. The letter included an invitation to bring the family to dinner as his guest. Among the old-timers at the Maurice are John N. Grant, assistant manager, Irma Bablon, waitress, and Ethel Silve, hostess, each with over 20 years' service.

20 years—John N. Grant, Ethel Silve, Irma Bablon.

15 years—Adele A. Bowes, John Linton, Claudia Lord, Hannah Neill, Lee Tong.

10 years—Helen Kollath, Galina Viltz, Henry Carlson, Humberto Alvarado, Tom Yen, Alex F. Hoffer.

5 years—Jack E. Krumnes, Gen Moon Chan, Ethel McGrath, Sam Dang, Alice





Berg, Roger C. Thoman, Esther V. Myers, Douglas Schroeder, Bob Silliman, Ida R. Torp, Nettie Bidstrup, Georgiana White, Hazel Milner, Dorothy Glasper.

NEWHOUSE BANQUETS

The Newhouse in Salt Lake City held its banquet on July 29th. Presentations were made to 18 persons and two of them, Pearl Morgan, cashier, and James Floris, vegetable cook, received the coveted 25-year pins. The awards, made by Carlson, were part of a fine program under the direction of Bob Wood, Newhouse sales manager. Manager Sam Standard made the occasion doubly auspicious by announcing the birth of a son the same day.

25 years—James K. Floris, Pearl Morgan.

20 years—Joe Folca, Otto E. Schwarz.

15 years—Mary E. O'Neill.

10 years—H. Rex Cox, Willis Hansen, Nona Heimbucher.

5 years—Irene M. Bloomfield, Carlos

TWENTY-FIVE-YEAR AWARD is presented to Pearl Morgan, Newhouse cashier, by Edward E. Carlson, Western Hotels vice president, who is attending most of the award banquets and finding plenty of esprit de corps, which he defines as "the fun of being on a winning team."

E. Draper, Margaret Loutensock, Charles J. Mueller, Mamie J. Nebeker, Dora E. Perry, Donna Rosenberg, Eva Schmidt, Samuel Spencer, Hannah M. Thomson, Irene O. West.

LEOPOLD CELEBRATES

The Mirror Room at the Leopold was the site of the award banquet in Bellingham. There were 32 employes in attendance with from five to 30 years of service. High men on the hotel's service rolls are John C. Pierce, manager, and Thomas Feenstra, houseman; each with over 30 years at the Leopold. Five of the employes qualified for the 20-year awards: Chrissie Crandall, Elvira E. Graves, Greg Martinez, George Newman and Ephriam Strand. Pins and scrolls were presented by vice president Carlson, fast stepping donor of awards.

30 years—John C. Pierce and Thomas Feenstra.

20 years—Chrissie Crandall, Elvira E. Graves, Greg Martinez, George Newman and Ephriam Strand.

15 years—Lissa Dillabough.

10 years—Klara Da Zelle, Frances Erickson, John Garrow, Aslough Haugness, Ada Jewell, Bertha Merrill, Hulda Montgomery and Julia Park.

5 years—Lillie Angerman, Edna Armstrong, Frances Bruns, George Chartier, Martha Edgbert, Ernest Erickson, Bernice Hicks, Lorraine Inama, Kristine Larsen, Mary McLeod, William Morrill, Eeva Osbloom, William Peterson, Fred Philbrick, Elizabeth Schultz and Ova Tillotson.

As of Front's press time, reports were still coming from other Western Hotels. These will be reported in future issues.



CASCADIAN'S "WATER FOLLIES"

Early in August, the Cascadian Hotel in Wenatchee nearly floated away from Western Hotels. About 3 o'clock one afternoon, rain started falling in near flood proportions. Fifteen minutes later the street and storm sewers were completely filled and beginning to back up. In fact, the water backed up to the extent that Bellmen Eldon Jones, Richard Carver and Jim Spence had to roll up the lobby carpet—just laid that morning. However, operations went on as usual. Room clerk Dale Morback continued registering guests with water over his shoe tops. Guests waded in and out of the lobby and waitresses served their cus-



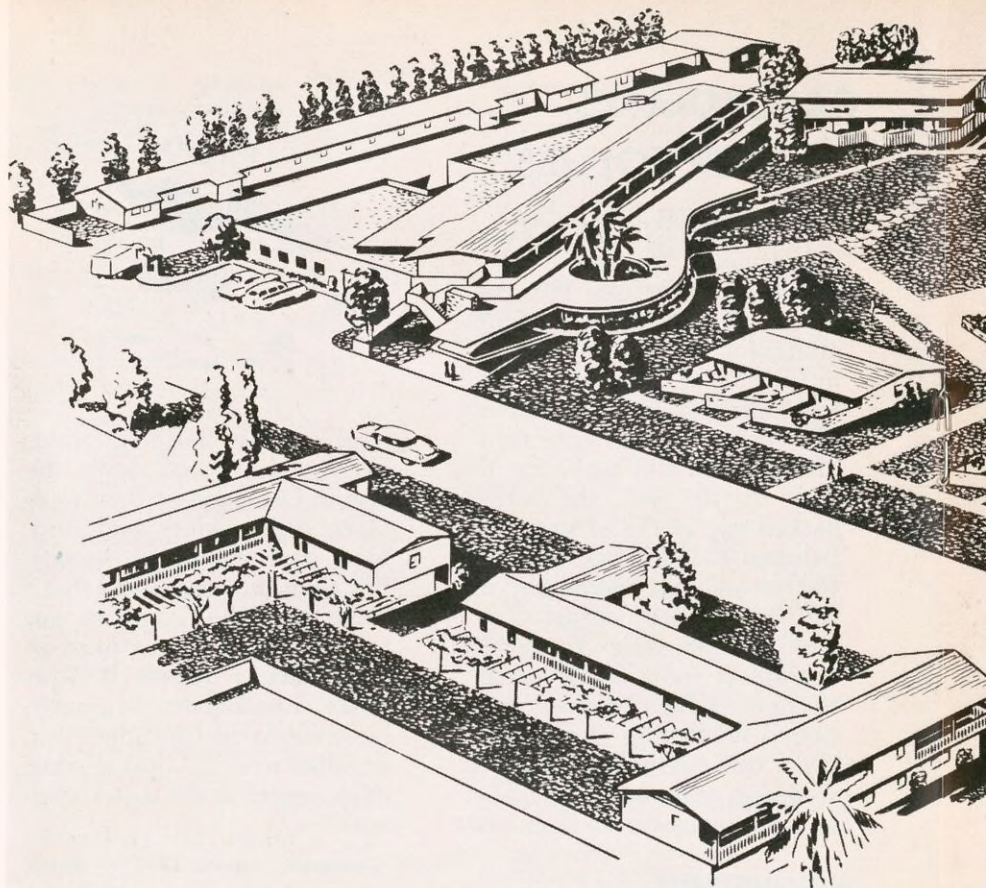
tomers while pushing water out the doors and down the drains. Cooks put on their raincoats, water wings and dripboots and continued service. But as in the circus, and that's about what the Cascadian was turned into, the show must go on. Manager Albert B. Turrill's nonchalant comment, however, to the Cascadian water follies was, "... just another day's work in the hotel business."

WEDDING BELLS

Joyce Myles, daughter of Scotty Myles, manager of the Winthrop in Tacoma, took marriage vows on August 20th. The groom was Richard L. Rose of Tacoma. The event held double significance to the bride's parents, because it was on the same day, 25 years ago, that they were married.

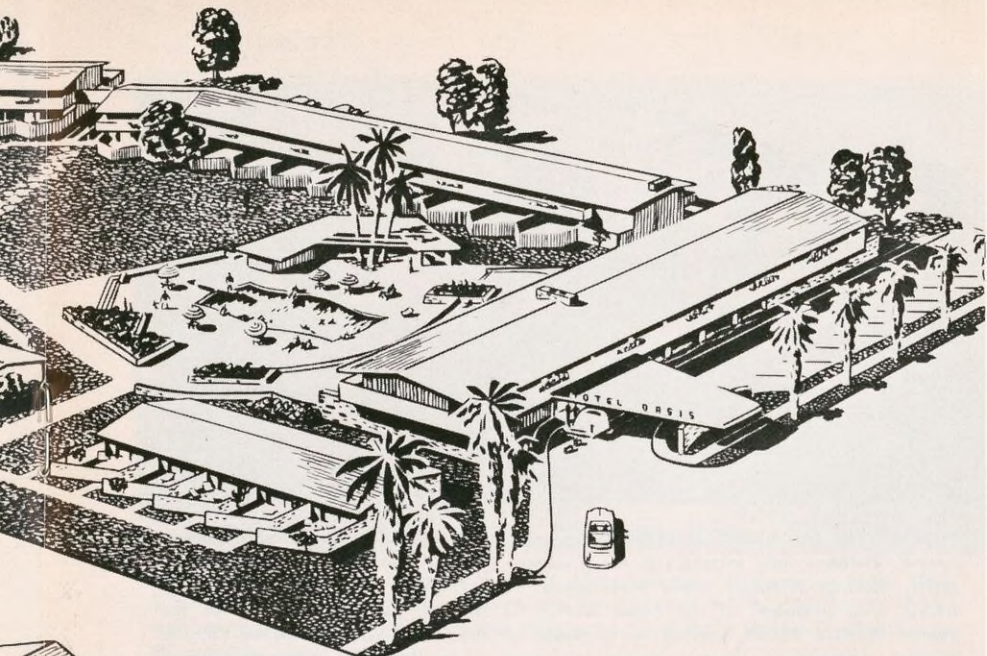
COVER PICTURE:

Front's cover this month is dedicated to Western Hotels employes with extra long service records. The seven people in the picture are just a few of the 47 employes in the Western family entitled to diamond-studded pins for over 25 years service. In the foreground, S. W. Thurston, right, president of Western Hotels, Inc., presents a pin and certificate to Fred Blizzard, superintendent of service at the Roosevelt. Both men are well past the 30-year mark. Behind them are Irma Schultz, seamstress at the New Washington; Marjorie Redmon, waitress at the New Washington; and Martin Johnson, New Washington engineer. In the back row are H. E. Maltby, first vice president of Western Hotels, and Walley Marino, superintendent of service at the New Washington.



Not all of Western Hotels are geared to satisfy the needs of hard-working businessmen. At least one is designed strictly for pleasure and relaxation. It is the Hotel Oasis in the heart of Palm Springs. The Oasis became part of the Western Hotels family last winter. It is one of the older, better-known resorts in the area and proudly includes on part of its five-acre palm-studded grounds, the McCallum adobe, first white man's house to be built in the city.

In typical Western Hotels fashion, plans were immediately made to enlarge and modernize the property. All summer long workmen were grading, building, painting, landscaping. The illustration above shows how the hotel will look when ultimately completed. The older part of the hotel is in the lower left-hand corner. The swimming pool and luxurious new dining room, part of the center area at the upper left,



Hotel Oasis **EXPANDS**

were built this summer and are now in use. The long row of low buildings in the extreme left hand corner is living quarters for staff members. The two large buildings in the upper right hand corner are slated for construction in 1953. The modernization more than doubles the capacity which is now over 200 guests.

Guests at The Oasis can choose from one, two or three bedroom suites on either the ground or second floor. Ground floor suites have private patios and second floor suites have their own sundecks. Rates run from \$15 to \$18 per day per person on the American plan; however, guests may use the European or Continental plan as preferred.

Plans whereby Western Hotels employes may enjoy The Oasis are being discussed. Some personnel may have an opportunity to move back and forth working there during peak seasons.



MEMBERS ON THE BOARD OF DIRECTORS are Boyd Hagen, liquor control at the Mayflower; Vivianne Lehr, secretary to the president, Western Hotels, Inc.; William Glanister, catering manager, New Washington; Fred Putnam, liquor control, Western Hotels, Inc., president of the Credit Union; Cy Braden, personnel director of the Seattle Western Hotels, serving as chairman of the educational committee; Myrtle Winters, reservations, Western Hotels, Inc.; and James Hastings, assistant manager of the Benjamin Franklin.

"WESTY" CREDIT UNION

WESTY, the Western Hotels jack-of-all-trades, has turned financier. Following the lead of the Sir Francis Drake, the four Seattle hotels have now established the Westy Federal Credit Union. Operations began upon receipt of the charter, July 3rd, and since then 89 employees have been voted in and over \$1,000 accumulated.

Money for the Credit Union is obtained from payroll deductions in amounts ranging from \$5 to \$25 or more per month. These funds then draw dividends as sav-

ings and are used for loans to members. Financially safeguarded by the Federal Government, and subject to an annual federal audit, all savings are insured.

This organization is for employees only and as such is controlled by them—management is not involved. The Credit Union in Seattle, besides being beneficial to employees, is also serving test purposes. If found to be successful, it may later be extended to other Washington State hotels in the organization.



CREDIT COMMITTEE is composed of Margaret Allore, executive housekeeper at the New Washington, secretary; Howard Johnson, assistant manager of the Mayflower, chairman; Myrtle Ott, payroll clerk, Western Hotels, Inc.; and Mary Gallacher, secretary to the manager of the Roosevelt.

SUPERVISORY COMMITTEE includes Jerry Wangsness, assistant auditor, Western Hotels, Inc.; Vern Ahola, auditing office manager, Western Hotels, Inc., chairman; and William Keithan, assistant manager at the Mayflower.



HICKMAN TO SAN FRANCISCO

JOHN HICKMAN, Western Hotels' sales representative in Southern California, has moved to San Francisco to take charge of sales in the important Northern California area. He comes well prepared for his new duties, having battled for the past two years in the Los Angeles area, one of the most competitive territories in the United States.

Such rough and tumble selling calls for a rugged salesman, and that's where Hickman qualifies. He is a native of California, born in Oakland and attending college at U.C.L.A., where he played both basketball and football. He studied pre-law in college and when the war broke out, he went into the Air Corps as air inspector. After four years of service he was discharged and joined the staff of Stockman's Hotel in Elko, Nevada. He was there five and a half years, working up from assistant steward to office manager to assistant manager.

"There's a lot of glamour to working in Nevada," he said. "We had 62 slot machines, two dice games, two roulette wheels and Keno. I finally decided, how-



JOHN HICKMAN

ever, that I was learning more about gambling than I was about the hotel business."

Hickman subsequently met Tom Lee, manager of the Mayfair, and went to work there as relief clerk and two days a week as an outside salesman. Last year he went into selling full time. Hickman works closely with Western Hotels salesmen from other districts, interchanging tips on conventions and following up leads that will benefit all areas.

GUESTS CARRY MORE LUGGAGE

The average guest today is more loaded with luggage than he was ten years ago, according to Alex Hoffer, manager of the Maurice in San Francisco. The guest who had only one or two suitcases ten years ago now has on the average at least five bags, he maintains.

OLYMPIAN CLAIMS LARGEST FAMILY

The Ray Hyatt family of Bellingham was motoring southward along Highway 99 when they spotted the Olympian Hotel's highway sign describing the Family Plan. "That's for us," they said, and promptly dropped in on Bruce Pierce, manager of the hotel. Pierce took one look, counted the children and then counted again. There were seven children, all under 14, and two adults. He hurriedly registered the Hyatts and then told them to stand still while he rounded up a photographer. The next day's Daily Olympian carried the picture four columns wide.

CIGAR STORE "SCOTSMAN"

Jack "Scotty" Robertson, former Roosevelt employe, is now the proud owner and manager of the hotel's Smoke Shop. True to his early training—he was born in Ayrshire County, Scotland—he saved diligently from his nine years' pay at the Roosevelt and bought the Smoke Shop which he has been running for the last nine months with the aid of his sister-partner, Marion.

Robertson began hotel work when he came to the United States at the age of 17. In New York he worked at the Waldorf-Astoria and the Windsor Hotels. In England, where he returned to visit his parents in 1938, he worked at the Public School Club, one of London's finest.

SCHROEDER ATTENDS CONVENTION

Douglas Schroeder, Maurice night clerk, attended the National Greeters convention in Detroit as a delegate of the San Francisco chapter, getting plenty of plugs for Western Hotels along the way.

THE GOVERNOR'S GOVERNORS

The Governor Hotel in Olympia, capital of the state of Washington, logically features the state's governors as part of its decoration theme. Portraits of 11 of them hang in the hotel's lobby. There were 27 altogether. Of these, 18 were Republicans and 9 Democrats. The oldest was Samuel Cosgrove who was 68 when elected in 1909. The youngest was also the first, Isaac I. Stevens who was 35 when he became governor. He was also the only governor to list "soldier" as his occupation. Of the others, 10 were lawyers, four were businessmen. There were also, an engineer, newspaper man, banker, farmer and optometrist.

WEDGEWOOD OR WEDGWOOD?

Western Hotels have three rooms with names that sound alike but are spelled differently. There are two WEDGWOOD Rooms, one at the Winthrop in Tacoma and the other at the Georgia in Vancouver. These are dining rooms in the classical style created by Josiah Wedgwood with his famous chinaware. A characteristic of this style is the use of cameo-like relief designs, usually white on a blue background. The WEDGEWOOD Room is a cocktail lounge at the Mayfair in Los Angeles and derives its name from the type of construction (wedge wood) used in building many early English inns.

TWO NEW ASSISTANT MANAGERS

Just before press time FRONT received word of two personnel changes. Charles Indermuehle, former room clerk at the Multnomah in Portland, has been transferred to the Roosevelt in Seattle as assistant manager. At the same time Fred Norman, previously at the Bannock in Pocatello, has become assistant manager at the Mayfair in Los Angeles.



THE "CORNER GALLERY" . . . Above is the original setting of the Newhouse Art Gallery. The pictures shown are for sale and display.

NEW IN THE NEWHOUSE

The Newhouse in Salt Lake City is going in for art in a big way. First it was the beautiful two-story mural at the head of the mezzanine stairs. Now it is an art gallery in one corner of the lobby. Called the "Corner Gallery", it displays the works of Utah's most promising young artists.

The idea took form when Marion Cornwall, Newhouse decorator, decided that one corner of the lobby, being used for writing space and little else, could be put to better use. She hung pictures to add color and eventually the corner became a full-fledged art gallery. Subsequently, it was enlarged to include the entire mezzanine floor. A great deal of enthusiasm is being built up about the "Corner Gallery" as art interest runs high in Salt Lake City.

TOJO'S BODYGUARD

The troubles of prison camp guards in Korea brings back vivid memories to Chuck Buchanan, auditor's aide at the Multnomah. Chuck was one of the four bodyguards who watched over infamous Tojo for eight months during the war crimes trials in Japan. He is a versatile man, being a good basketball player, a wizard at chess and a proficient guitar player.



IT'S A SMALL WORLD

George Olsen, above right, is maitre d' for Drake's Tavern, new dining room in the Sir Francis Drake. On the day he met the Drake's chef, Charles Finance, there was a burst of recognition, fluent French and handshakes all around. It seems that Finance taught at a school for chefs in Switzerland and Olsen was one of his star pupils at the time. Neither knew the other was in San Francisco.



OWYHEE DESK CLERK

Mary Uda Furukawa, newest desk clerk at Hotel Owyhee, came to Boise from The Outrigger Room at the Benjamin Franklin Hotel. In addition to her duties as desk clerk, Mary has been teaching Japanese to some of the officers from the Mountain Home Air Base near Boise. Her winning smile and pleasant personality are proving to be a great asset to the Owyhee.

NIGHT OFFICER

JAMES LYNCH, night officer at the Georgia in Vancouver, finds that besides being an enforcer of the peace, he must have the tact of a Dale Carnegie, the eye of a Sherlock Holmes, and the ability to cope with all sorts of unprecedented situations. Primarily, a hotel night officer must insure the safety of guests and their possessions. At the same time he must make certain that their actions, and those of others, are not detrimental to the operation of the hotel and to the well-being of other guests.

Lynch has been night officer at the Georgia for over two years. Formerly he was with the Regina City police for 25 years, 18 of them as police sergeant. He is married, has a son and one grandchild.

We asked Lynch to describe his

JAMES LYNCH



duties, so he sent us the following report on one night's activities: "Catering Room 308 was a bit noisy. I notified them at 12:30 a.m. They were very good about it and broke up almost immediately. The C.C.P.A. dance had quite a big crowd and was very noisy when dispersing. I was a little late making the 1 a.m. clock as this crowd was coming down, and picking up things. They had pulled out several flower pots and were taking them away. I made them return these."

"At 2:15 a.m. I found an intoxicated man lying in the corridor on the 7th floor. I took him to the desk and found he was a guest in 701. By this time he was able to return under his own power. All other rooms were quiet."

"Room 1023 door open, guests sound asleep. Notified at 5:05 a.m."

"At 6:10 a.m. I thought I could smell something burning, but no smoke. Puzzled for a minute, I could hear someone moving around in 916, so took a chance and knocked on the door. The guest explained that while taking a bath his underwear fell into the water. He put it over a lamp to dry and it caught fire. No damage done except to his underwear."

PERSONNEL DEP'T. STARTED

WESTERN Hotels has created a central Personnel Office in Seattle to serve its four hotels there. The office is being directed by Cy Braden, former assistant manager of the Roosevelt.

Previously each hotel had handled its own personnel problems, but because there are over 600 people employed in the Seattle hotels it was felt that a better job could be done through a central office. Braden's new duties go considerably beyond the job of hiring new employes. In fact, much of this responsibility still rests with individual hotels. His job is to maintain files and records on every employe, where they are and what they are doing. These records are of great value in finding people to take on special assignments. They are necessary to maintain an orderly promotion system.

In addition to keeping records that will place the right man in the right job, Braden also is responsible for directing a training program to keep each employe up to date on the latest techniques in serving the public. He shows training films and institutes other forms of group training.

Another part of his program is to organize meetings among personnel in related positions. He

rounded up Seattle housekeepers at a dinner where they could become better acquainted and discuss their work, and recently did the same for the assistant managers.

Braden doesn't consider his program done until the guest himself is aware of the service and training that are at his command. To help in this regard, he has established lobby displays showing pictures and names of employes "in the spotlight."

Braden also handles such things as the new Credit Union for Seattle employes. The Service Awards banquet was his responsibility.

Braden has worked in the Roosevelt for the last five years. He started as a desk clerk, took over liquor control and eventually became assistant manager. He now maintains his Personnel office in the New Washington.

CY BRADEN . . . he knows your best talents



IKE PRAISES CHEF



CARL JESPERSON and the centerpiece which won Ike's praise.

BUTTONS were popping recently at the Owyhee Hotel in Boise when Carl Jespersen was introduced to presidential nominee Dwight Eisenhower. "Ike" was in Boise conferring with western governors previous to his "kick-off" speech and the Owyhee was selected to serve a luncheon in his honor. Jespersen, the Owyhee's new pastry chef, concocted such a beautiful centerpiece that the former general requested a meeting with its creator.

Carl Jespersen came to the Owyhee two months ago from the Albertson chain of super markets and pastry shops. He is 27 years old, married and the father of two children. He studied at the Dunwoodie School in Minneapolis and the Ingles Decorating School in Portland.

The Eisenhower banquet was served in the Governor's suite at the State House. However, the food was prepared in the Owyhee's kitchen and then transported across town to the capitol. Mr. and Mrs. Eisenhower were so impressed with the food and service that they later found time to send complimentary letters to the hotel.

Front is published quarterly for the employees of Western Hotels, Inc. Executive offices: New Washington Hotel, Seattle, Washington. PRINTED IN U. S. A.



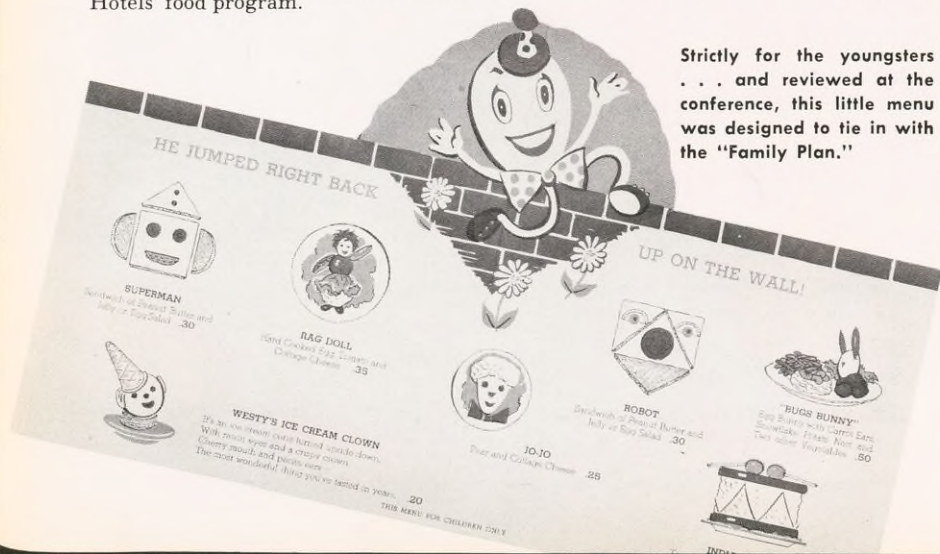
Conference of Connoisseurs

The first complete year of Western Hotels' new food program was reviewed in the Sir Francis Drake July 14-15 at a conference of chefs and catering managers from the 22 hotels.

In the foreground of the above picture are Edward E. Carlson, vice president of Western Hotels; John Hennessy, food consultant for the organization; and Herbert Lohman, pastry chef for the Sir Francis Drake who is describing some of the new pastry creations to be introduced in all Western Hotels during the coming year.

Among the success stories reviewed were the Research Kitchen, kitchen staff enlargement, the monthly Catering News, the new children's menu, popularity of salads designed to suit the masculine taste, the new, Western Hotels "Old Fashioned Ice Cream," dining room remodelings, and many other feature attractions of Western Hotels' food program.

Strictly for the youngsters . . . and reviewed at the conference, this little menu was designed to tie in with the "Family Plan."



Unusual but True... at Western Hotels, Inc.

84% of Western Hotels' Guests
Travel for
BUSINESS Purposes...

CONVENIENCE, FACILITIES, GOOD FOOD
AND PROMPT SERVICE MAKE WESTERN
HOTELS FAVORITES FOR BUSINESSMEN
OF ALL OCCUPATIONS.

71% OF OUR GUESTS
SPEND A MONTH OR
MORE A YEAR IN HOTELS
—TRULY THEIR "HOMES"
AWAY FROM HOME.

It is also Unusual But True..... that one can
will identify you for cashing checks, charging account
reservations at WESTERN HOTELS in these cities:

LOS ANGELES MAYFAIR	VANCOUVER, B.C. GEORGIA	TACOMA WINTHROP	WALLA WALLA, WA MAHAR
SAN FRANCISCO SIR FRANCIS DRAKE MARLBOROUGH	PORTLAND MULTNOMAH BENSON	WENATCHEE, WN. CASCADIAN	BOISE ID. DOWNEY
PALM SPRINGS, CAL. HOTEL THE OASIS	SEATTLE NEW WASHINGTON BENJAMIN FRANKLIN MANFLORES ROOSEVELT	OLYMPIA, WN. OLYMPIAN GOVERNOR	
SALT LAKE CITY NEWHOUSE	BELLINGHAM, WN. LEOPOLD		

Write: Credit Manager, WESTERN HOTELS, INC.
New York office: 160 Central Park S.

Unusual but True... at Western Hotels, Inc.

We TEST for TASTE..

THE LITTLE **W** ON A WESTERN
HOTELS MENU MEANS THAT
THE RECIPE HAS BEEN CREATED
TESTED AND APPROVED IN
YOUR RESEARCH KITCHEN...
ASSURANCE OF
FINEST QUALITY.

You could sleep for 14 years,
1 MONTH, 3 WEEKS AND
1 DAY IN WESTERN HOTELS
AND NEVER OCCUPY
THE SAME ROOM
TWICE!



It is also Unusual But True..... that one convenient **CREDIT CARD**
will identify you for cashing checks, charging accounts and help you in making
reservations at WESTERN HOTELS in these cities:

LOS ANGELES MAYFAIR	VANCOUVER, B.C. GEORGIA	TACOMA WINTHROP	WALLA WALLA, WN. MARCUS WHITMAN
SAN FRANCISCO SIR FRANCIS DRAKE MARLBOROUGH	PORTLAND MULTNOMAH BENSON	WENATCHEE, WN. CASCADIAN	BOISE, IDAHO BOISE DOWNEY
PALM SPRINGS, CAL. HOTEL THE OASIS	SEATTLE NEW WASHINGTON BENJAMIN FRANKLIN MANFLORES ROOSEVELT	OLYMPIA, WN. OLYMPIAN GOVERNOR	
SALT LAKE CITY NEWHOUSE	BELLINGHAM, WN. LEOPOLD		



Unusual but True... at Western Hotels, Inc.

CHILDREN FREE

AT ALL WESTERN HOTELS, IF UNDER
14 YEARS OF AGE AND ACCOMPANIED BY
THEIR PARENTS.

SO, BRING
YOUR FAMILY
ALONG!



THE FIRST HOUSE IN PALM
SPRINGS, NOW A PART OF
THE **HOTEL OASIS**,
STILL STANDS AS A HISTORIC
LANDMARK. IT WAS PRESERVED
WHEN THE HOTEL'S EXPANSION
PROGRAM BEGAN THIS YEAR!



WE'RE STILL UNUSUAL . . .

Continuing with the present
series of "Unusual but
true . . ." advertisements
are these three appearing
during the months of Sep-
tember, October and No-
vember. They can be seen in
newspapers, Sunset, Time,
the Wall Street Journal, and
various trade magazines.

It is also Unusual But True.... that you can "Hoteletype"
reservations free to any of these cities by calling your nearest Western Hotel.

LOS ANGELES MAYFAIR	VANCOUVER, B.C. GEORGIA	TACOMA WINTHROP	WALLA WALLA, WN. MARCUS WHITMAN
SAN FRANCISCO SIR FRANCIS DRAKE MARLBOROUGH	PORTLAND MULTNOMAH BENSON	WENATCHEE, WN. CASCADIAN	BOISE, IDAHO BOISE DOWNEY
PALM SPRINGS, CAL. HOTEL THE OASIS	SEATTLE NEW WASHINGTON BENJAMIN FRANKLIN MANFLORES ROOSEVELT	OLYMPIA, WN. OLYMPIAN GOVERNOR	POCATELLO, IDAHO BANNOCK
SALT LAKE CITY NEWHOUSE	BELLINGHAM, WN. LEOPOLD	BILLINGS, MONT. NORTHERN	

