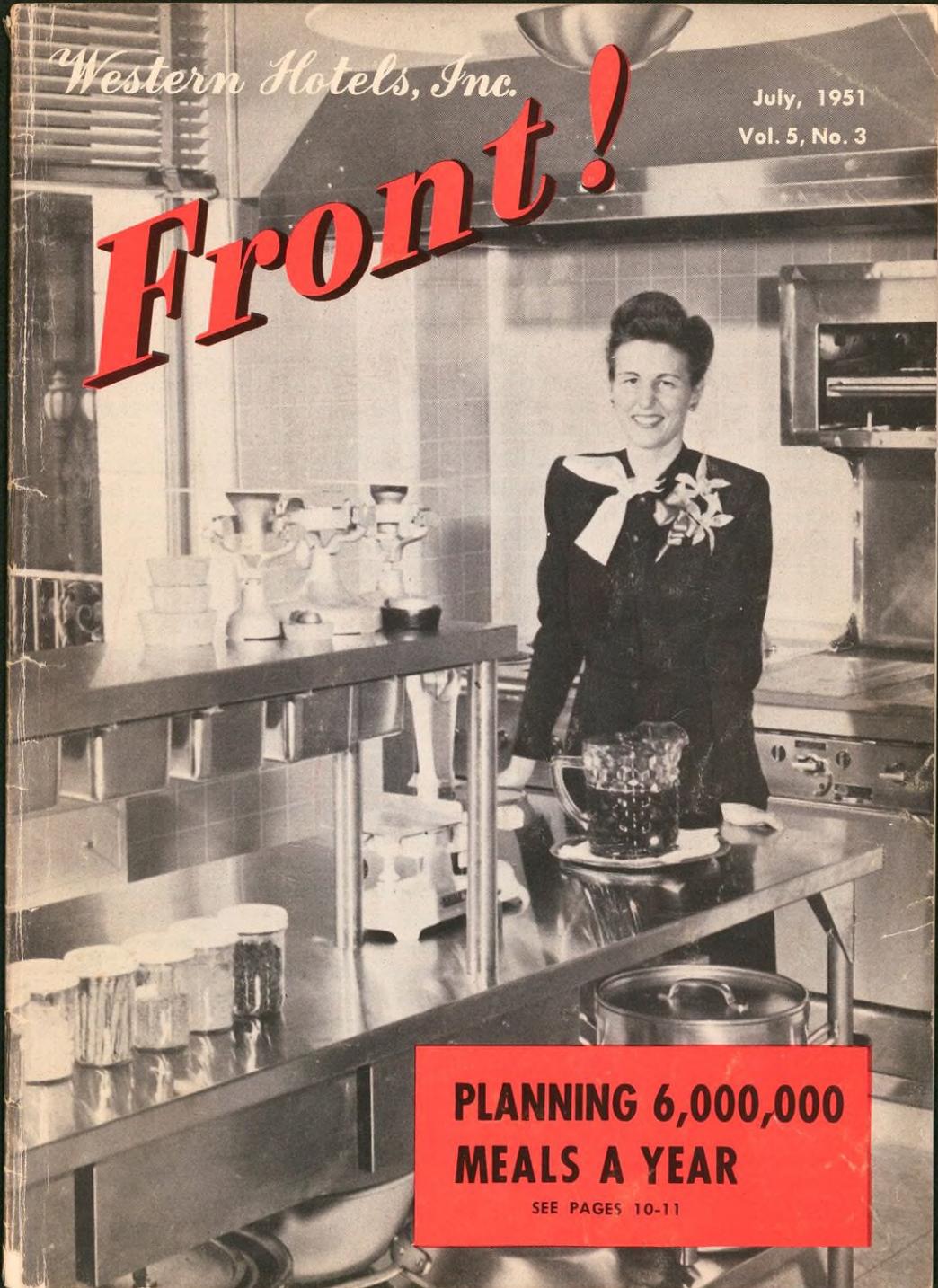


Western Hotels, Inc.

July, 1951
Vol. 5, No. 3

Front!



**PLANNING 6,000,000
MEALS A YEAR**

SEE PAGES 10-11

Venturer . . .

No. 6 in a series of articles on the men who are guiding the destinies of Western Hotels, Inc.

WHEN he was 37 years old, Dewey W. Metzdorf was a secure family man with a good job as superintendent of hotels, commissaries and stores for the Alaskan railroad in Anchorage, Alaska. He had only one unfulfilled want—a hotel of his own.

The opportunity came in 1936 when the Anchorage Hotel became available for \$75,000. The only hitch was that Metzdorf didn't have \$75,000. In fact, including his sons' piggy banks, his total cash savings barely amounted to \$2,000. Undaunted, he mortgaged his home for \$8,000 and boldly asked the Anchorage bank to loan him the balance, which it did (at 12% interest).

In hock that much, Metzdorf figured he had nothing to lose by getting in deeper, so he persuaded the RFC to back him in an additional loan of \$200,000 to build an annex to the hotel. By this time, the bank had advanced him more money than it had lent any other individual up to that time, but, within seven years, Metzdorf had repaid every cent and owned the hotel, annex and all, covering a full city block, free and clear.

Obviously any man who could operate a hotel that successfully is a good man to have in charge

of operations, and that is Metzdorf's main responsibility as a vice president of Western Hotels, Inc., sharing these duties with Edward E. Carlson, a fellow vice-president.

He is the man who descends rapidly upon any hapless manager whose hotel is not showing results expected of it. He keeps a sharp eye on operating costs, but also sees to it that programs to increase business volume and give better service to guests are carried out.

Getting out of tough spots is no new experience for Metzdorf, who comes close to holding a record for such an achievement. He was one of six people in an airplane that crash-landed on the snow-swept Alaskan coast in the winter of 1943. One passenger was killed. The plane's pilot died a few days later while trying to find help. After about two weeks on the frozen ridge, the four survivors moved down the mountain-side to establish a new camp. A few days later two of these, who were able to walk, struck out for the coast to try to get help. They left Metzdorf and one other survivor who were too injured to move. Arriving at the coast, they were eventually picked up by a patrol boat. A rescue party was sent back where Metzdorf and the other survivor were found lying

helpless on blankets covered with water. It was 33 days since the crash. The last nine days they had gone without food or warmth as the water in their blankets alternately froze and thawed.

Metzdorf served in the navy in both world wars. In the first he enlisted as a seaman and emerged as an ensign. During the second he served as a lieutenant-commander. It was in this capacity, on loan to the Department of Interior, that he was flying over Alaska at the time of the crash.

Metzdorf's father was a pioneer construction man who was working on a railroad project in Anaconda, Montana, when his son was born in 1899. The family kept heading west as the frontier developed. They were in Spokane a few years and then moved to Seattle and from there to Cordova, Alaska, where the elder Metzdorf helped build the Copper River-Cordova railroad. In 1921 they returned to Seattle where Metzdorf attended high school and studied business administration at the University of Washington.

His first job after World War I was in a leaching plant at Kennecott, Alaska. He returned to Seattle to become purchasing agent for a hotel supply house and finally in 1921 moved to Anchorage.

After his brush with death in the Alaskan wilderness, he went to Palm Springs, California, to recuperate. In a typical Metzdorf

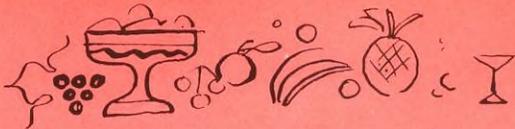
move, he calculated that it would be more sensible to buy a hotel there than to pay the cost of maintaining himself as a tenant for an extended period of time in that resort area. So he purchased a major interest in the Oasis Hotel, which he still owns. He subsequently bought and sold interests in a hotel in Barstow and in the swank El Mirasol at Santa Barbara.

Metzdorf came with Western Hotels in 1947, selling out the Anchorage Hotel and acquiring a substantial interest in the Maltby-Thurston Corporation of which he is now a director.

Though he stands six feet, two inches, he is still the "runt" in his family. Son Robert, senior assistant manager of the Benjamin Franklin, is six feet, four inches, while his younger son, Dewey Jr., now attending the University of Washington, looks down on them both from a towering six feet, five.

DEWEY W. METZDORF
Vice-President
Western Hotels, Inc.





A Letter from Korea . . .

To every hotelman there come fleeting moments of melancholy when he wonders whether anybody really cares. Such doubts were removed for staff members of the Winthrop's Sabre Room last month when they received the following letter from one of their former guests now serving in Korea:

"I thought it might be nice to tell you, over a distance of some nine months and five thousand miles, with what affectionate regard that little simulated tavern of yesteryear of yours is remembered by one of your old customers . . .

"I do mean that splendid staff of the Room whom some genius assembled on one of his particularly auspicious days. You've been most fortunate in your selection of personnel, you know. From the moment a hat is checked at the door until it is retrieved, the keynote is graciousness. In all the times I've visited your hospitable little haven, I have yet to note anyone on the staff who was ever an iota less than perfect.

"This may seem trite, even corny. But there is a lad on a hillside in Korea tonight who is homesick, not only for the Martinis and Moscow Mules, the roast beef and the au gratin potatoes, the Camembert and the B & Bs, but for that utterly charming hostess, that perfect host, your always adorable waitresses, the chef presiding over his tiny kingdom, Tiny and the boys behind the mahogany—in short, for the Sabre Room!

Sincerely,
Ralph A. Kennedy"



Homecoming . . .

BACK in 1941, Larry Blair, fresh from the Washington State College School of Hotel Administration, started as a night clerk at the Roosevelt in Seattle. Last month Blair had the pleasure of returning to the same hotel as manager. Into his shoes at the Olympian stepped Bruce Pierce, who could also enjoy the thrill of returning to his home town as manager of the leading hotel.

The series of promotions was precipitated when Ray Thatcher, former manager of the Roosevelt, left the Western Hotels organization. Temporarily, Sam Standard, recently-appointed manager of the New Washington, moved over to the Roosevelt to plug the gap until the regular promotional wheels were set in action.

Blair was born in Toppenish, Washington. His career at the Roosevelt had hardly started in 1941 when war broke out and he

went into the Marines as a pharmacist's mate. He participated in both the Guadalcanal and Bougainville campaigns. After the war he returned to the Roosevelt and became assistant manager in 1945. In September, 1947, he moved over to the New Washington to become assistant manager in charge of the food department. Late in 1948 he was given his first manager's job at the Governor in Olympia. A year later he moved over to the Olympian. While he was there Washington approved liquor by the drink, and Blair played a major role in launching The Traveler room at the Governor and The Village Forge at the Olympian. During his regime, the Olympian began an extensive redecoration program that saw creation of the Chestnut Dining Room with a tree growing in the center.

Back at the Roosevelt, Blair

DE GOLIA NAMED VICE PRESIDENT

E. B. De Golia, president of the Sir Francis Drake Hotel Company, owner-partner of the St. Francis and Maurice Hotels in San Francisco and president of California-Western Hotels which operates the Mayfair in Los Angeles, has added another title to his long collection. He is now also a vice president of Western Hotels, Inc.

The announcement was made last month by S. W. Thurston, president of Western Hotels, Inc., who stated, "Mr. De Golia has long been associated with many of our properties and we are pleased to now have him become an officer in our management company. With his experience and wide acquaintance in the hotel industry, we feel that he can make a real contribution to the continued growth of our company."





LARRY BLAIR
returns to Roosevelt

will be operating Seattle's "newest and tallest" hotel. During his absence, it acquired a cocktail lounge of its own, the Rough Rider Room, and a transformed dining room now called the Conestoga Room.

PIERCE TO OLYMPIA

Bruce Pierce was only a school-boy when his father, John Pierce, and uncle, Thad, opened the Olympian Hotel. Before he had a chance even to be a busboy, his family moved to Bellingham where his father still manages the Leopold. Pierce grew up in Bellingham, working in the hotel during summers. He attended one year at the University of Wash-



BRUCE PIERCE
returns to Olympian

ington and then completed his college career at Cornell University School of Hotel Administration in New York. During summers there he worked at the Lake Placid resort and the Taft Hotel in New York City. Upon graduation he moved to Seattle where he was employed in the Western Hotels accounting department.

Three years ago Pierce moved to Pocatello, Idaho where he did an outstanding job as assistant to William Shields, manager of the Bannock. Shields is strong on promotional activities and Olympia can look for plenty of excitement if Pierce imports some of the Bannock razzle-dazzle.

BRADEN IS ASSISTANT

Cy Braden, who was named as new assistant manager of the Roosevelt, is a man of versatile talents. He can toot a trumpet and fly an airplane as well as carry on a successful hotel career. Braden has been at the Roosevelt for four years, starting as clerk on the desk and later taking over liquor control problems before stepping into the assistant manager's spot last month.

His trumpet-tooting days, however, started back while he was attending the University of Washington. To help defray expenses, he organized a dance band, which had from seven to ten pieces, depending on who had homework to do that night. He kept this band going for four years, playing at sorority and fraternity dances.

Near the end of his last year Braden left school to go with United Air Lines. This career was promptly terminated by the war. Braden had become sufficiently intrigued with flying, however, to join the navy air corps. He became a lieutenant - commander and did offshore patrol work and instructing until leaving the service in 1946. He is a member of a volunteer navy reserve squadron in Seattle.

Braden is married to the girl he went with all through high school and college. They have no children, but give a lot of atten-



JAY SHARPE
assistant at Mayfair

tion to their two pets, a big Boxer and a playful Dachshund.

SHARPE UPPED AT MAYFAIR

Recently promoted to assistant manager at the Mayfair is Jay Sharpe, former clerk. Sharpe came to Los Angeles five years ago from New Orleans, and has been with the Mayfair for over four years.

He began his hotel career in 1937 as valet at the Hotel New Yorker in New York, and has worked in hotels ever since, except for the three years he spent with the army during World War II. His hotel experience has been with the San Juan Hotel in Orlando, Florida; the Belmar Hotel

in Miami Beach, and the Ocean House in Santa Monica, California. He was also employed by the U. S. Government as hotel assistant at the Tivoli Hotel in the Panama Canal Zone from 1944 to 1946.

Sharpe has traveled extensively throughout Europe and South America. He flew to Peru with Ambassador Poli, U. S. ambassa-

dor to Peru and his staff, on a scenic tour of that country.

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BRIDAL PARTIES INVITED

Scotty Myles, manager of the Winthrop, recently inaugurated a program designed to increase the hotel's bridal party business. Each day his secretary notes the wedding announcement column in the daily paper and immediately writes letters to the mothers of the brides-to-be inviting them to utilize the facilities of the Winthrop for their parties.

WESTERN HOTELS BOOTH at the Seattle Sports Show last month featured the "Hoteletype" reservation service and some of the more outstanding Western Hotels dining rooms and cocktail lounges. Erection of the booth was supervised by Bob Metzdorf, senior assistant manager of the Benjamin Franklin, who was assisted by other Seattle Western Hotelites in manning it. Below, Paul Nilsen, assistant manager of the Mayflower, takes his turn at handing out literature and taking coupons for the free dinners that were offered as prizes.





HOOPS, MY DEAR. This isn't Scarlett O'Hara, but you wouldn't be surprised if it was at the New Washington's Colonel's Corner. It's Jody Harkoff, night waitress. She and Lee Bell, day waitress, recently took to wearing hoop skirts to maintain the room's colonial tradition. The idea won the hearty approval from guests who applauded the added touch of femininity. The beaming guest is Stewart MacKenzie, manager of the Cascadian in Wenatchee.

A Woman's Place is in the Kitchen

FOR MANY years women have let men get the last word on food arguments with the disdainfully stated "Oh well, all the top professional cooks in the world are men." Now, however, they can take new hope. Western Hotels, Inc., which operates 22 dining rooms and coffee shops in its hotels, has hired a woman, not just to cook, but to assist the men with new ideas and suggestions for improving food.

This courageous member of the fair sex is Mildred Inwood, supervisor of the new Food Research Department set up in the Sir Francis Drake in San Francisco. Charming and attractive, Miss Inwood is the month's Front cover girl.

Born in Zionsville, Indiana, Miss Inwood made such an excellent record in high school chemistry that she stayed on an extra year to work as a laboratory assistant.

To work her way through Purdue University, she had to juggle three different jobs, but still managed to make all "A" averages five semesters out of eight. She was accepted into Omicron Nu, national home economics honorary, and the very choosy Sigma Xi, national research honorary.

Out of college, she served a dietetic internship at Philadel-

phia General Hospital and as metabolic technician in the Diabetic department. She also served as dietitian in Hahnemann Hospital in Philadelphia.

From July, 1939, to May, 1942, she was dietitian for United Air Lines. She managed their first employees cafeteria, designed and started the first research kitchen, traveled their 5600-mile route once a year, inspecting meal supply stations and doing other trouble shooting.

She designed a food service unit for the new DC-6 plane used by American Air Lines. In December, 1945 she began serving as associate food editor on McCall's Magazine in New York City, developing recipes, testing and photographing food items.

Late in 1948, Miss Inwood took a two-year Sabbatical leave to live in Mexico and New Mexico. She settled down for a while in Taos, New Mexico. Before you could fry a tortilla, however, she had opened a "Sundae Shoppe" selling homemade ice cream and fresh fruit sherbets.

There's no magic in Miss Inwood's recipe for food department success. "It takes one part hard work," she says, "one part high standards and add a generous dash of the artist's touch."

FOOD FASHIONS

Chefs hear details of New Food Research Department

WHAT may well be one of the most historic milestones in Western Hotels' history occurred in San Francisco last month. Chefs and food department heads from all hotels in the organizations gathered to witness the formal opening of the new research kitchen and to meet Mildred Inwood who will supervise its operation.

They also received details of how the new Food Research Department will operate direct from John Hennessy, nationally known food consultant now serving Western Hotels, Inc.

"Food, like fashions, must be kept up to date," said the smiling, energetic former Statler board chairman, and proceeded to show the chefs how to put glamour into food without hiking costs.

The research kitchen will be

used both to test and create recipes. From it will issue new and exciting culinary delights that will be exclusive to Western Hotels, which serves over 6,000,000 meals in its 23 hotels. The recipes, in great detail, will be sent to all Western Hotels so that the guest can smack his lips with the same degree of satisfaction no matter which hotel he is in.

GOALS SET

The goals of the new Food Research Department were set forth to the chefs as follows:

1. To bring all Western Hotels to the same level of high food standards, both in the preparation and serving of all food.
2. To build up in each kitchen a file of thoroughly tested recipes which originate from the Food Research Department.
3. To standardize the portion

ROOSEVELT CHEF

Orlee Cole, new chef at the Roosevelt, started out to be a baker and highly recommends the practice. Born in Texas, he started cooking in an Austin coffee shop at the age of 14. From there he went to baking, which he continued through four years in the navy where he served as baker on the U.S.S. Grayson, a destroyer in the South Pacific. During the war he married a Northwest "Yankee" girl and after receiving his discharge, he built and operated a bake shop at Coulee Dam. He sold this and moved to Seattle, serving as cook at the New Washington and chef at another Seattle hotel before going to the Roosevelt.

As a spare time activity, Cole and his wife indulge in their favorite hobby, cooking. They are avid recipe collectors and try out every one they can find. The influence of Cole's bakery background pops up constantly. One of his favorite dishes is tuna fish turnovers, baked just like apple turnovers except using tuna instead of apples.





CHEFS, food department heads and Western Hotels executives joined in dedicating the new Food Research Department June 7, 8, 9 in the Sir Francis Drake. In the front row are Vernon Phillips, catering manager of the Drake; Hal Chavis, catering manager of the Winthrop; Edward E. Carlson, vice president of Western Hotels, Inc.; Willard Abel, manager



of the Drake; John Hennessy, Western Hotels food consultant; and Art Beaulier, catering manager of the Multnomah. Behind them, surrounded by Western Hotels chefs, is Mildred Inwood, supervisor of the kitchen.

size, to insure not only customer satisfaction, but also to insure a tight control over food costs.

4. To train our kitchen and dining room employees so thoroughly that Western Hotels food service will be top quality at all times, and equally so in each and every hotel.

Food department people will need to become familiar with two new terms: the "standard" recipe and the "tested" recipe. A standard recipe is one that is in use in Western Hotels kitchens. A tested recipe is one which has been tested and approved in the Foods Research Department, and used in the Sir Francis Drake kitchen, which will be used to introduce new recipes. Good tested recipes may eventually become standard recipes.

To start the pot boiling, Hennessy announced that 16 standard entrees would be issued to the chefs immediately. These are to go into use in all the hotels. Any chef having a pet recipe of his own may send it to the Food Research Department for testing, where it must pass Miss Inwood's critical appraisal. If it makes the grade, it will be promoted to a "standard" recipe and circulated

TRAVEL BROADENS

James Henshaw, night clerk at the Georgia, joined the hotel business to see the world. At 29 he has worked in hotels in Switzerland, England and Spain ("so I could learn Spanish") and Canada. After nine months at the Georgia, he is on his way again, but this time to take a summer school course in hotel operation at Cornell University.

NEW HOSTESS AT GEORGIA

Gladys Adams is the new evening hostess in the Georgia Hotel coffee shop, succeeding Mrs. Hamilton who left recently.

among all Western Hotels. All standard recipes will be cost-accounted to establish average prices. In addition to recipes, the Food Research Department will make up complete luncheon and banquet menus using standard recipes for practical use in each hotel.

CATERING NEWS

To keep a steady flow of up-to-the-minute activities of the department, a Catering News will be published monthly and sent to all hotel food departments. Each hotel will have a number of activities to carry on in connection with the program. Regular meetings of kitchen and dining room employees will be held to brief them on the new recipes and menus. Each hotel will set up its own taste-testing panel to check the finished products. Honest and individual criticism is encouraged.

The new Food Research Department will function under the supervision of a newly-created Western Hotels Executive Food committee consisting of Hennessy, Willard Abel, manager of the Sir Francis Drake, and Edward E. Carlson, vice president of Western Hotels, Inc.

Employee Committee

UNDER the leadership of Bob Poston and Sally Bjelland, Winthrop employees have formed an Employee Committee to study problems affecting the welfare of the employees and to provide machinery for channeling grievances to the attention of management. In its first meeting, the committee decided that one big help would be to get Winthrop employees better acquainted with each other, so the first step was to hold an all-Winthrop picnic.

The picnic was held on May 27 at Rainbow Park on Steele Lake. Approximately 40 employees, wives, husbands and children attended the affair which started at 1 p.m. and lasted until 8:30 p.m. The program included balloon races, boat riding, water bicycling and swimming (for the hardy). Winthrop employees discovered that their co-workers had many unnoticed talents. Joyce Roger, waitress in the Sabre, and her husband Howard surprised everyone with a skillfully performed tumbling act.

Mrs. Bjelland, chief telephone operator and co-chairman of the employee committee with Poston, is very enthusiastic about its possibilities. She has been with the Winthrop ever since it opened its doors 26 years ago. "There are many little internal problems," she says, "that can be taken care

of easily if we just get together and talk them out."

Other members of the committee are Betty Graves, waitress in The Sabre; Nellie Snyder, laundry; Helen Schmechel, maid; Ben Halverson, front desk; Art Jensen, cook; Anne Montague, waitress in the Daffodil Room.

The Employee Committee has the full blessing of Manager Scotty Myles who approved a \$50 contribution from the hotel to start an employee fund. This fund will be further supplemented by proceeds from the coke machine by the storeroom and that collected by the auditing department for opening locks in the locker rooms. The fund will be used to meet employee emergencies, entertainment or in other ways that the committee may direct.

A WINTHROP EMPLOYEES' picnic on May 27 was the first official act of the newly-formed Employee Committee. In the picture above are, from left: Lucille Schultz, Bob Poston, Ernie Lagbourn, Dorothy Robertson, Len Honeland, Betty and Wesley Graves.



The Last Impression . . .



MUCH has been said of the value of a first impression, but probably a lot more ought to be said about last impressions . . . and the last impression in a hotel is the cashier. Her attitude and method of handling the guest's accounts often have a profound effect on the way he feels about the hotel and whether he comes back to it or not.

Western Hotels' cashiers have outstanding "last impression" records and many of them can give excellent tips on how to speed the departing guest in such a way that he will want to speed right back again.

"It isn't what you say, it's the way you say it," says Wynne McMahon, cashier at the Newhouse in Salt Lake City. "One has to like people. You have to let them feel that you are interested in them . . . and that is almost impossible to do unless you really are."

Wynne McMahon, better

known around the Newhouse as just plain "Mac," should be able to rank as an expert. She will celebrate her 29th anniversary with the hotel this year. Soft-spoken and friendly, "Mac" often surprises her friends with her rather incisive wit. She is active in hotel circles and was president of the Hotel Greeters auxiliary for two terms.

One of her "don'ts" for cashiers is "Don't say, 'I don't know.'" It only takes a minute to find out." She supplies all sorts of odd bits of information to her guests, works out their next stops for them, sells stamps, money orders and travelers checks.

She was born in Salt Lake City and makes her home at the hotel. Her favorite hobbies are painting and needlepoint work. She particularly enjoys making highly decorative items out of such lowly objects as typewriter ribbon cans, cellophane tape cans, and bottles.

NIKATES TO THE DESK

Nick Nikates, night auditor at the Owyhee for the past eight months, has moved onto the day desk.

STORK NEWS

Al Kelly, manager of the Owyhee, has a new daughter, Terry. Kelly's only despair is that she arrived too late to be entered in the Miss Idaho contest for 1951.

Dean Atkinson, chef at the Winthrop, became a father for the fourth time, when his wife presented him with a son.

Mayfair's Secretary

ANOTHER North-Western Hotelite successfully invading the South is Arnita Driskill, secretary to Tom Lee, manager at the Mayfair in Los Angeles. Arnita is an old-hand in the hotel business. She is not only familiar with executive office procedure, but knows the routine and problems of all other departments as well. In addition to secretarial duties, she handles the Mayfair's fast-growing Hoteletype reservations service.

Born and raised in Irvin Cobb's old home town of Paducah, Kentucky, she graduated from high school there and attended Lindenwood College in St. Charles, Missouri. Later she moved to Carbondale, Illinois, where she attended Southern Illinois Normal University.

Arnita moved to Seattle in 1944, where her mother, Mrs. Ella Askew, was employed by the Roosevelt Hotel. Her first job in the Northwest was in the pur-



ARNITA DRISKILL

chasing department of Pan American World Airways, and following this she worked for several years in the front office of another Seattle hotel.

In 1947 Arnita moved to Wenatchee to join the staff of the Columbia Hotel which was then managed by her parents. After three years, she returned to the Roosevelt in Seattle and worked there until moving to Los Angeles.

Her hobbies are golf, swimming and bowling, and she plays the piano for her own enjoyment.

CAN YOU TOP THIS?

In 1911, the Hotel St. Francis inserted the following advertisement in the local newspapers:

"Our clerks have been carefully directed to please everybody and can unite in prayer, play poker, will procure the house doctor, or will shake for the drinks at any time, day or night; play billiards; are good dancers; amuse the children, repeat the preamble to the Constitution from memory; are good judges of horseflesh; know many jokes, good and bad ones; as a railroad reference, they are superior to any timetable; will flirt with any lady, young or old; can room five people in the best room of the house when the house is full; answer questions in Greek, Hebrew, Sioux, Irish or any other language; they can drink, smoke, chew, gamble, tell stories to ladies, gentlemen and drunkards; stare for minutes at new arrivals, etc."

Some Prefer the Floor . . .

NOT LONG ago a guest at the Maurice in San Francisco called Mrs. Ethel McGrath, the housekeeper, and asked for five extra blankets. It wasn't a particularly cold night and this request had all the appearances of a ruse to walk out with a supply of blankets. Nevertheless, being a dutiful hostess, Mrs. McGrath sent them up. It wasn't until the next day that she learned that the guest had not slept in his bed at all. Due to his religious faith, he had slept on the floor and merely used the extra blankets as padding.

Such are the incidents that have kept life interesting for Mrs. McGrath during her eight years at the Maurice. She is a skilled housekeeper and it is her boast that during the rush war years there was never a night that all the hotel's rooms were not made up.

She gives a lot of credit to a highly trained and experienced staff. She insists on adequate training. A maid may have over 20 years experience, but must still train for three days at the Maurice before taking charge of a section there.

One of the rules she has established for maids is to check the refuse when they empty the carpet sweepers. Over a period of



MRS. ETHEL McGRATH
Maurice Housekeeper

years the maids have turned up everything from dental bridge-work to diamond rings. This idea has saved guests and the police department valuable time, as otherwise many a guest would have claimed their valuables stolen.

Mrs. McGrath is a capable decorator as well as housekeeper. Due to her efforts, the Maurice has recently gone in for color tones in the guest rooms. She frequently consults such men as Robert Miller of the National Lead Company, to get advice on the color scheme she desires.

CAVEN CAVORTS, CAUGHT

When Arthur Caven, the Multnomah's versatile bartender, spotted manager Gordon Bass watching the Rose Festival parade from atop the hotel's Fourth Avenue marquee, he couldn't resist persuading a friend of his, who was with the sheriff's motorcycle escort, to arrest Bass. In the process, however, Caven's plan backfired and he found himself carried off on a motorcycle in the parade.

Such cavorting is old stuff to Caven, who is a man of many talents. He is an accordionist, pianist, long distance swimmer and a pilot of either land or seaplanes. During the war he served as a radio operator in Europe. He is the originator of a popular post-war cocktail, the MacArthur Sour.

MULTNOMAH'S EX-GOLDMINER

Ruth DeLorme, waitress at the Multnomah, was once a gold digger, that is, she did mining for the precious metal at a place called Alder Gulch for over six years. At the present time, in addition to being a waitress, she keeps house for her husband, Dave, does gardening, sewing, goes in for outdoor sports and manages to play the piano occasionally. She once played professionally in a Portland theatre.



Modernization Continues . . .

DESPITE rising costs and shortages, Western Hotels' remodeling and modernization kept rolling under full steam during the first half of the year. Three hotels that managed to make headlines with their work were the Northern in Billings, the Georgia in Vancouver, B.C. and the Sir Francis Drake in San Francisco.

The Northern, newest member of the Western family, completed a 63-room addition which brought its total capacity to 288 rooms, making it the largest hotel between Minneapolis and Spokane. It also recently installed a complete laundry and acquired a garage building two blocks from the hotel.

GEORGIA MEETS GOAL

William Hudson, general manager of the Georgia, reports, "We are just completing the first year of a three-year plan to redecorate all guest rooms. Last year the goal was set at 100 rooms a year

and by the end of May, this number was completed. Redecorating also means rehabilitating generally. The carpets, which are in good condition, are washed before the room is put back into use. Everything is new from ceiling light to light switch (new silent mercury switches are being used), new valance boards, double width drapes, new spreads, new "California" beds. The furniture is cut down and bleached. The hotel's lobby and lounge have been completely refurnished under the guidance of Anne Rickard and at a cost of \$20,000."

New suites on the top floor have enabled the hotel to capture an extremely fine type of clientele, including many stage and screen personalities.

DRAKE'S NEW DESK

The Sir Francis Drake is face-lifting portions of its main lobby. A remodeled registration desk provides greater efficiency, more working space, better lighting,

OH, OH, WRONG OFFICE

The proper route to take to get to the Western Hotels accounting offices on the mezzanine floor of the Waldorf is often confusing to strangers. In fact, it was confusing to Anne Rickard, Western Hotels decorator, the first time she visited there. As she passed through the lobby, however, she noted a "Western" executive mounting the steps just ahead of her. Assuming that he was on his way to the offices, she followed close on his heels up the stairs, around a hall corner and almost walked into the "Men's Room."





NEW NORTHERN guest rooms are furnished in the most modern manner as shown in the decorator's drawing above. Colors are carefully synchronized. The furniture is of the finest quality ash. Note the use of a combination dresser and desk set; also elimination of upholstering in arms of room chair in order to simplify maintenance.

complete mail facilities and more convenience for guests. Other improvements included telephone facilities, better display of magazines, attractive liquor and cigar display and a new "Hoteletype" desk.

BEN FRANKLIN LOBBY

At press time the Benjamin Franklin in Seattle was in the throes of completely redecorating its lobby. Marian Cornwall, who designed the highly successful Newhouse lobby, is supervising the decoration which promises to be something quite extraordinary.

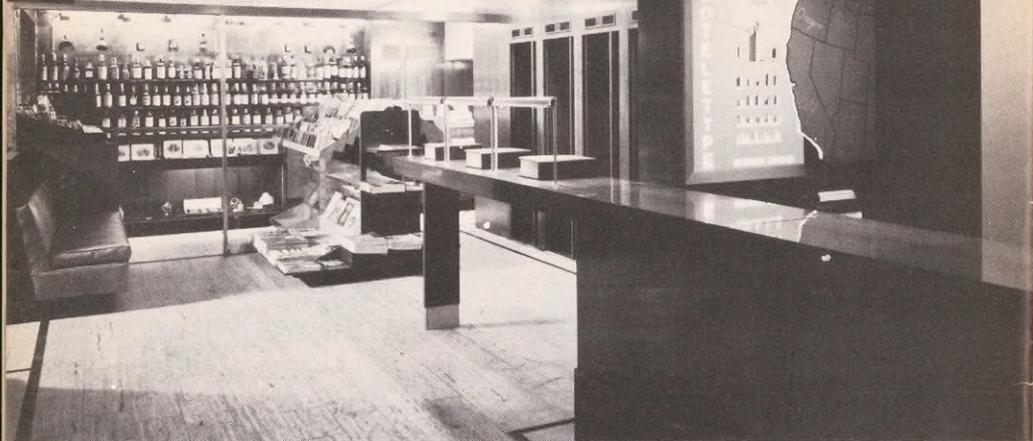
MAYFAIR DINING ROOM

The Mayfair in Los Angeles is rebuilding its dining room and coffee shop to add more atmosphere and create more efficient working arrangements. It is expected that this project will be completed by early September.

WINTHROP PLANS

The Winthrop hotel in Tacoma is making plans for remodeling its front office and registration desk. Work is expected to get under way during July. The new desk is designed to reduce steps and increase efficiency of front office workers.

MANAGE.



"HOTELETYPE" DESK at the Sir Francis Drake is made of brilliantly illuminated glass panels with an adjoining map showing the cities in which Western Hotels are located. The Drake was the first Western Hotel to bring its "Hoteletype" services directly into the lobby. In the background is the new magazine stand and liquor display case.

GEORGIA Hotel's newly redecorated lounge exudes an elegance and serenity in keeping with the old world spirit of the hotel. Anne Rickard supervised the redecoration.





A BRAND NEW KITCHEN including a Lang range and broiler, rehabilitated walk-in refrigerator and pantry box and new dish washing equipment has been installed in the Leopold in Bellingham. Above, Chef Greg Martinez admires the new range. At right, Relief Cook George Chartier, demonstrates the walk-in box.





GEORGIA
Vancouver, B.C.



LEOPOLD
Bellingham, Wash.



NORTHERN
Billings, Mont.



ROOSEVELT
Seattle, Wash.



MAYFLOWER
Seattle, Wash.



WALDORF
Seattle, Wash.



NEW WASHINGTON
Seattle, Wash.



BENJAMIN FRANKLIN
Seattle, Wash.



CASCADIAN
Wenatchee, Wash.



MARCUS WHITMAN
Walla Walla, Wash.



WINTHROP
Tacoma, Wash.



GOVERNOR
Olympia, Wash.



OLYMPIAN
Olympia, Wash.



BOISE
Boise, Idaho



OWYHEE
Boise, Idaho



MULTNOMAH
Portland, Oregon



BENSON
Portland, Oregon



BANNOCK
Pocatello, Idaho



NEWHOUSE
Salt Lake City, Utah



SIR FRANCIS DRAKE
San Francisco, Calif.



MAURICE
San Francisco, Calif.



MAYFAIR
Los Angeles, Calif.



Dine better, Sleep better at a Western Hotel