

FRONT!



THURSTON-DUPAR AWARDS—PAGE 4-8

Contents

Alameda	30
Anchorage-Westward	8, 28
Bannock	8, 9
Bayshore Inn	5, 14, 28
Benjamin Franklin	6
Benson	7, 10, 28
Boise	6
Cascadian	8
Cosmopolitan	Cover, 4, 11, 28
Davenport	6, 12, 30
Edmond Meany	13
Eye of the Needle	7
Georgia	6, 14
Industrial Division	16, 17, 18, 19
Kowaki-en	31
Leopold	7
Marcus Whitman	8, 15
Multnomah	8, 22
Northern	6, 23, 31
Oasis	24
Olympic	7, 25, 29
Owyhee	8
Rainbow	6, 23, 30
St. Francis	5, 26
Sir Francis Drake	5, 8, 27
Western Service & Supply	29, 30
Winthrop	5, 15
President's Message	20, 21, 22



Kendon Bolsinger, Cosmopolitan bellman, was named winner of the Thurston-Dupar Inspirational Award. See Pages 4 through 8.

FRONT!

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Adolph Hoch

*Miss Sonja Spilseth's death on February 3, 1962, as a result of accidental monoxide poisoning, shocked and grieved her many friends and associates.

From the Chairman of the Board

You will find this issue of FRONT! symbolic of the busy year that's ahead for all of us. An editor of any publication rarely finds himself in the position of not having enough news.

In this issue, there's so much to talk about it's difficult to know exactly where to start.

I'd like to pay personal tribute to Ken Bolsinger, winner of the Thurston-Dupar award and for the other nominees who have been honored for their leadership in their hotels and communities as well as service to guests, hotel and fellow employees.

You will note that the people who work in our banquet departments are receiving special recognition in FRONT! Their hard work and careful attention to the guest's wants have made our hotels the place to call when



the community or a convention group are looking for superior food, service and facilities.

Also featured is our new Industrial Division. In these times an organization to survive must continually broaden its activities. All of us are proud of the progress being made by this new division.

And finally, I think you'll find inspiration from the remarks made on Pages 20 and 21 by our president. Mr. Carlson's philosophy of a "House of Friendship" is one worthy of everyone's serious consideration.

A handwritten signature in dark ink, appearing to read "S. W. Thurston". The signature is fluid and cursive, with a large initial "S" and "W".

S. W. THURSTON
Chairman of the Board of Directors

COSMOPOLITAN'S BELLMAN BOLSINGER WINS THURSTON-DUPAR AWARD



Kendon Bolsinger with S.W. Thurston, left, chairman of the board and Edward E. Carlson, president of Western Hotels.

Kendon Bolsinger, bellman at the Cosmopolitan for 19 years was named winner of the Thurston-Dupar Inspirational Award for 1961.

Bolsinger's winning of the coveted award was announced by *Edward E. Carlson*, president of Western Hotels, at a luncheon held during the annual meeting of managers and executives in Seattle.

Named for *S. W. Thurston*, chairman of the board, and the late *Frank A. Dupar*, the award annually honors the employee adjudged most outstanding on the basis of leadership in the hotel and community as well as service to guests, hotel and fellow employees.

In presenting the award to *Kenny*

Bolsinger, Carlson said:

"In addition to serving long hours on the job at the Cosmopolitan, *Kenny* has contributed much time and effort in helping the youth of his community through Cub Scout work. He has donated many of his own free hours to some of the tedious but necessary tasks about the hotel. He has been faithful in cheering hospitalized fellow employees and has for the past two years tirelessly cared for his invalid wife who is convalescing from a broken back."

Bolsinger's prize is an all-expense vacation trip for two to the Seattle World's Fair.

Nominees for the award are shown on pages 5 through 8.



Mrs. Doreen Tucker, St. Francis secretary.



Lora Lee Berryman, Winthrop waitress.



Mike Currie, Sir Francis Drake paymaster.



William Cooper (Scotty) Scott, Bayshore doorman.

THURSTON-DUPAR NOMINEES



D. W. Christianson, Davenport auditor.



Arthur Oades, Georgia catering manager.



Joseph Ploeger, Boise bellman.



Lee Hong Young, waiter at Trader Vic's in the Benjamin Franklin.



David E. Vincent, Rainbow assistant manager.



Bill Stallworth, Northern porter.

Lawrence Morris, formerly Olympic purchasing agent, now assistant manager of Top of the Needle Inc.



Bill Wright, Benson bell captain.



Miss Elvira E. Graves, Leopold catering manager.

MORE NOMINEES



Mrs. Billie Box, Cascadian assistant auditor.



Mary Belle Leathers, Multnomah waitress.



O. T. Lyon, maitre d' at the Anchorage-Westward.

Not Shown

Keith Hollenbeck, assistant manager, Owyhee Motor Inn.

Ruth Bessie Bales Wirth, housekeeper, Marcus Whitman.



Harold Brown, Golden Palace manager at the Bannock.

BANQUET DEPARTMENTS VITAL TO EFFICIENT HOTEL OPERATION

"And, now, ladies and gentlemen, while you're finishing your dessert, I'd like to introduce the man we're privileged to hear tonight..."

Sound familiar?

To those "ladies and gentlemen" seated in the banquet rooms of our hotels, the smooth handling of arrangements, the quiet, efficient service are important.

And they're important to all of us, too.

Here is a vocal, walking advertisement for Western Hotels. The local people attending banquets often have very little contact with us. They tend to judge our entire operations by how they're treated on the Big Night. Visitors, too, are impressed by the efficiency of our banquet departments.

For this reason, FRONT! salutes the men and women appearing on these pages (9 through 15 and 22 through 27).

Bernice Fore and Metha Hanckworth, banquet waitresses, take time out after setting up the weekly Kiwanis meeting.



BANNOCK

Toyono Akiyama is kept on a busy schedule in the dish washing room.



Busboy Art Jenkins fills salt shakers between banquets.

43 EMPLOYEES ON IMPORTANT BENSON ASSIGNMENT



The banquet and catering department of the Benson consists of 43 hard working employees. Catering Manager Max Birnbach is assisted by Mrs. LaLond Vaughan and Mrs. Lorraine Hodges. Gary Pinker is banquet manager. With 11 meeting rooms, the Benson has someone on duty in the banquet department around the clock. Above, Benson's banquet waitresses, from left, Ruth Collins, Melva Nagel, Clara Hess, Betty Boyd, Shirley McAtee, Dorothy Reznick, Myra Painter and June Hazel. Below, Catering Manager Max Birnbach proudly stands before the beautiful setting for a wedding reception.



DENVER'S PROUD OF COSMOPOLITAN SERVICE



Gracious living is legendary in Denver and the Cosmopolitan does nothing to destroy this proud tradition. Whether it's a banquet or a club luncheon, the people at the Cosmopolitan go all out to provide VSP Service. Above, *Chris Leventis* is the newest addition to the catering department working under the able direction of Manager *Edward Green*. Below, *Norman Bowie* carves a baron of beef in the popular Imperial Room.



GRAND MANNER DELIGHTS GUESTS AT DAVENPORT



Catering Manager Frank Ferris and Banquet Manager Mickey Cooper present a glamorous picture enroute to a formal party at the Davenport.



Evelyn Vail picks up food preparatory to a banquet while Gary Carey wheels in serving table.

Betty Johns is behind hot table, Molly Fish picks up from front and Betty Foster draws hot coffee for banquet guests.



Successful banquets require paper work! Catering Manager Frank Ferris is assisted by Mrs. Warren Turk, left, catering secretary, and Banquet Manager Mickey Cooper.



EDMOND MEANY STAFF ENJOYS HOLIDAY RESPITE



Chief Clerk *Marvin Perry* hands *Vi Goodrich*, pantry, her Christmas gift.



Helen Barrett, food and beverage manager, thanks fellow employees for her present.



Emma Varney and *Eleanor Olson* of the banquet department serve each other.



Banquet Waitress *Natalie Brown* toasts the New Year at employee party.

WESTERN OFFERS FINE BANQUET FACILITIES IN VANCOUVER

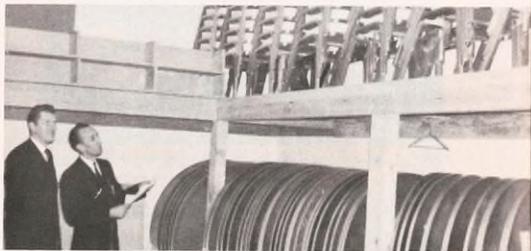
BAYSHORE INN



Jack Swoboda, banquet manager.

Service from portable hot food cart, equipped with self-control moisturizing heat unit and holding 95 plates.

Bill Boyd and Ralph Klokeid, banquet captains, check equipment.



GEORGIA

Room Service Waiter *John Haid* and Executive Chef *Xavier Hetzman* admire a deer head bagged on a recent hunting trip.



Rene' Debine, washer-up.



Nick Klassen, chief kitchen steward.

Right, Banquet Waiter *Willy Preisz* and Sous-Chef *Wolfgang Meyer*.



... AND IN TACOMA .. AND IN WALLA WALLA

R. D. Sherwood, Marcus Whitman manager, gives buffet table his personal touch.



Marcus Whitman waitresses ready for action. In rear, Art Savers who does the carving.



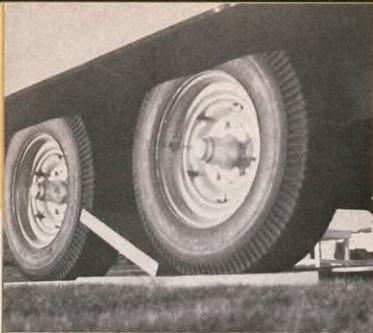
Mrs. Sharon Rubel sets table for a banquet in the Windsor Room.

TACOMA LUMBERMAN'S ASSOC



Mrs. Mary Mykland, catering manager at the Marcus Whitman.

Banquet employees of the Winthrop just before the Tacoma Lumberman's Association Banquet. Front, Delores Lawson, Chef Bennett Blumlo and Billie Kiehn. Second row, Gladys Loveland and Bessie Bell. Rear, Irene Hoskins, Pat Dahn, Ted Verhaaren, assistant manager; Veda Wailes and Barbara Rhodes.



FRONT! GOES TO MOBILE-VILLE

Now Western Hotels Can Be Found On Wheels.

The Aero Space Age is here, and we are on the move. Now Western Hotels can be found on wheels!

The Air Force men developed a missile that travels 15,000 miles per hour and has target range of 6,000 miles. The missile is called the Minuteman. It is a retaliatory weapon, which will provide a constant threat to potential aggressors.

The President of the United States signed a bill accepting Minuteman to be used as a defense mechanism and Congress appropriated the necessary monies to complete the project. Minuteman holds the attention of nations everywhere as it is the first such installation of solid fuel missiles in the world.

The United States Air Force, directed by the Defense Department, supervises the development of each Minuteman Missile Base. Contracts were let to The Boeing Company by the Air Force to assemble the missile, check each missile out, and lower the missile

into a silo, which makes it ready for connection and firing. Such large projects bring into their respective areas hundreds of technical people and consequent problems of food and lodging for those working on the project.

Boeing sub-contracted management of the housing and food operations to bidders. Western Hotels, because of its successful experience in both of these fields, was selected to handle the food and housing operations for bachelors and housing for families of Wings I, II, III and IV.

Western's role in this National Defense project is so large that a new division of the company was formed—it is called Western Hotels, Inc., Industrial Division. The Industrial Division is under the direction of *William W. Shields*, vice president of Western Hotels. *Dewey Metzendorf Jr.* is administrator of the division and *Ralph Van Noy* is operations manager of the Minuteman Project for Wings I, II, III and IV, and *Gordon Gray* general

Green Acres Park being set up in Lewistown, Mont.



manager of Boeing Cafeteria in Seattle.

Wing I headquarters is located in Great Falls, Montana, which has been designated as the central area for the Minuteman Missile project. Wing I covers a distance of 150 miles long and takes in the cities of Great Falls, Fairfield, Stanford, Harlowton, and Lewistown.

Wing II headquarters is located in Rapid City, South Dakota, and takes in the cities of Belle Fourche, Union Center, Wall, and Sturgis. Wing III headquarters is at Minot, North Dakota, and extends from Kenmare to Parshall and Garrison.

These Western employees participate in the Industrial Division:

Ralph Van Noy, director of operations for the Industrial Division.

Frank Bradley, industrial relations department of the Boeing Company, is the liaison to Western Hotels Inc. Industrial Division. He is seen standing in the fenced in patio he built around his mobile home.

WING I—MONTANA

Manager Jim Funk
Park Supervisors . . . John Barber,
Fred Eckel and Chuck O'Leary

WING II—SOUTH DAKOTA

Manager Paul Barrett
Park Supervisor Don Mickey

WING III—NORTH DAKOTA

Manager Jack Bellman
Park Supervisors . . . Bob Deleshaw,
Frank Myers

WING IV—MISSOURI

Manager Ray Olson



IT'S A BIG, IMPORTANT JOB



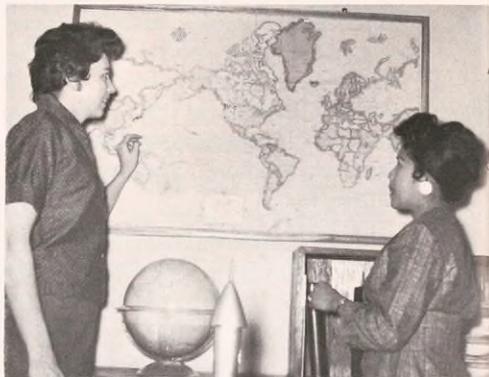
Jim Funk, manager of Wing I.

Ray Olson, manager of Wing IV.



Chuck O'Leary, supervisor of family housing in Olympic Manor Park, Great Falls, and the family housing development in Fairfield.

A Pacemaker mobile home ready for occupancy. It is air conditioned and is surrounded by land and a picket fence.



Auditor Donna Smith and Secretary Betty Caldwell are with Wing I offices.



Peter Sermias, grounds foreman, uses this truck to gather evergreens which he replants in the Wing I parks.

Jim Morley, maintenance man, Olympic Manor Park; Fred Eckel, supervisor of Bachelor "B" and Carl Pueschel, maintenance man, display their means of transportation needed to accomplish their duties.





Ken Risley puts a typical Olympic Manor living room in order.



Virginia Michaels takes dictation from John Barber, supervisor of Vista Village Park.



Dixie Jonnston, secretary and receptionist at Olympic Manor Park.



Secretary Cherie Howe helps fulfill the responsibilities of the Industrial Division's contract at Green Acres Park.

Warren Kukay bunks twin beds to accommodate a newly arrived family.



Holiday decorations made this club house equivalent to a hotel banquet room.



"I would call it the House of Friendship"

On January 2, 1962 . . . in Seattle . . . Western Hotels managers and other executives listened while President Edward E. Carlson gave what those close to him feel was the most inspirational message of his crowded career. It is felt that every employee will be interested in his description of "the house of friendship."

"Let me just be a touch nostalgic about the days when I was active in day-to-day management of hotels. Like most of you here tonight, I have experienced the pleasures of working on a daily basis in all phases of operating. In recent years I have moved a bit away from this, but if I were again to have that opportunity I believe I would keep in mind some customs, some techniques, some philosophies that I have observed along the way.

"Because this hotel that I might manage should have the same warm sense of friendship as developed by the elevator staff of the Olympic Hotel, the bellman staff of the Olympic and Multnomah, I would call it the House of Friendship.

"Service employees would have on their sleeves the stars representing years of service that the Multnomah Hotel uses so well. They would have attractive elevator uniforms and attractive girls, and I would hope I would have the courage to put the

girls in different uniforms from time to time as did the Olympic when the girls wore red velvet trimmed with white fur and Santa Claus hats during the Christmas season.

"The doorman would have the same distinctive appearance as at the Bayshore Inn so that the tourist would want his picture taken with this friendly fellow. It would have room clerks in distinctive jackets. These men would be selected because they like people and genuinely want them to be happy.

"The clerk who created the impression 'We are doing you a favor to let you have a room' would be short-lived in the House of Friendship.

"An effort would be made to eliminate the debating society that exists in any hotels between the uncomfortable guest who desires a room at a price and the confident room clerk who sometimes oversteps his bounds. In instances where advance reservations have been made at a specified

"...eliminate debating society."

rate every effort would be made to see that the guest received the room he desired at the price that was quoted to him in advance.

"The guest in a room of the House of Friendship would be conscious of a room that was tastefully decorated, but because all rooms cannot always represent the latest decor, they would have the feeling of a scrubbed appearance.

"My guest rooms would have a place for guest's trousers, good hangers and perhaps a tie rack. Wonderful bedside reading lamps, exceptional quality linen, good pillows, mattresses and springs that didn't show the ravages of time. The bath would have a feeling of fantastic cleanliness, a good shower head, luxurious towels and good lighting with a place for a shaving kit.

"If I were anxious for repeat business, I would devise some type of a system so that guests who come back from time to time were quickly identified even though there was a new face at the desk.

"When I acknowledged the reservation of a returning guest, I would try and take into consideration the type of room that he prefers and the rate.

"In taking care of an old guest I would not overlook the need of new friends because all of us know that there are those who move away, so I would devise some friendly approach to greet the new friends perhaps similar to the name inscribed on personal

matches that Dan London has used so effectively for the men and the orchids for the ladies. They would be delivered to the rooms immediately after arrival. Because these guests usually want to spend some money in the community, I would make certain that the folio was clearly marked in advance so that there would be a minimum amount of difficulty in cashing checks.

"In the specialty rooms featuring good food and drinks in this House of Friendship, I would combine all of the best of the food items, menu presentation and service techniques that have made the Chart Room in the Anchorage-Westward, the Cavalier in the Georgia, Trader Vic's in the Bayshore Inn, the Golden Lion in the Olympic, Trader Vic's in the Benjamin Franklin, the Matador at the Davenport Hotel, the Silk 'n Saddle at the Rainbow, the Golden Belle at the Northern, Trader Vic's at the Cosmopolitan, the Golden Knight at the Multnomah, Trader Vic's and the London Grill at the Benson, the Lamp Post in the Boise and the Diligencia at the Alameda.

"I am sure that if I were fortunate to have entertainment in the House of Friendship I would search the country for new faces and ideas and occasionally gamble on an act that might cost a little more and maybe recover the cost with a cover charge.

"And because I like people, I think

(Continued on page 22)

MULTNOMAH WAITRESSES ENJOY SERVICE



Multnomah Busboy Phillip Washington serves coffee to three waitresses in the new employee's dining room. From left, Marybelle Leathers, Evelyn Huffman and Bonnie Lehne.

CARLSON MESSAGE *(Continued)*

I would use my time so that when the hotel was at its busiest I would be in the lobby or moving through the restaurants and dining rooms and public space to say 'hello' to friends and customers and to make certain that the employees in the dining rooms, banquet rooms and kitchens knew that I cared enough to check the activities and when business slowed at perhaps 1:30 or 2:00 I would then have my own lunch, recognizing the exception when important guests might be entertained.

"When these guests left my hotel, I would hope that the girl at the cashier's desk could be so gracious and so sincere that when she said 'Thank you and please have a pleasant trip home,' there would be instilled in the minds

of the guests leaving a desire to come again.

"And because I would hope to have many friends who could send me business, I would make a very special effort to direct business in return to my friends, and perhaps, if the House of Friendship were operated in the manner representing many of the good ideas I've mentioned, it would be a pleasant place to work.

"I would have the joy of being with people, and as we would have happy guests, we would have a profit and a profit means that the employees would be well paid, as would I, and the stockholders would have a proper return on their investment and perhaps we might become internationally famous."

NORTHERN, RAINBOW PROVIDE EXCELLENT FACILITIES



RAINBOW: Above, from left, Bob Vacek, banquet manager; Frances Stimac, waitress; Gladys Czerwynski, head banquet waitress; Georgia Roban, waitress; Edna Minkler, waitress, and Dave Vincent, assistant manager. Right: Banquet Steward Dennis Zitterich and the Rainbow's Jolly Snowman.



Head Busboy Clyde Enfield.



NORTHERN ➔

Catering Manager Leonard Nardella instructs Eleanor Weidinger, head banquet waitress and Paula Schieno.

"AT YOUR SERVICE"—OASIS MOTTO

Mike Hayes, assistant bartender, and Ray Sendejas, head barman, in the Cork Room of the Oasis.



Dining room personnel at the Oasis. From left, Albert Josef, "Ah So" Wong, Ray Sendejas, Ruth J. Heitz and Cora A. "Jerri" Lyons, hostess.

Ray Sendejas, head barman for 19 years, briefs "Ah So" Wong on how to serve the hot hors d'ouvres.



OLYMPIC STAFF MODEL OF EFFICIENCY



Sergei Romanoff, head houseman at the Olympic, is one of the reasons why a banquet at this Seattle hotel runs smoothly and efficiently. The Olympic is a favorite banquet center both for convention and local groups.

Another five reasons for the Olympic's fame as the place to hold banquets. From left, G. Vasilenko, G. Kaspers, P. Fedosenko, A. Cherepanoff and V. Mort.



ST. FRANCIS SYMBOLIZES FAME OF SAN FRANCISCO



Nell Ball watches Billie Murtagh ring up grapefruit prepared for Miss Australia.



Angelo, a house steward, reports back to Valencía, secretary to the chef. Right, Bill Naziman, banquet captain.



Henry Benguerel, head of the St. Francis service bar.



Robert Scott, head houseman, focuses a spotlight during a fashion show.

George Maslin, banquet steward consults with Ed Garcia, executive steward.

SMILES HELP AT SIR FRANCIS DRAKE



Jane Mathias, catering secretary at the Sir Francis Drake. *Jane's* responsible for all room reservations for catering affairs, handles all correspondence and also works with the chef on menu planning. Below, Catering Manager *Helaire Cwick* and his assistant, *Bill Boyd*. They and their staff help keep alive San Francisco's reputation for fine food and service.





The Cosmopolitan Hotel was the scene of a highly successful Leukemia Telethon recently. Stars were Raymond Burr, the famous Perry Mason of television, Denise Lor, Jack Haskell, Mercedes McCambridge and Ila Balin... plus many, many Denver radio and television favorites. Upper right. Catering Manager Edward Green greets Mr. Burr.



Max Birnbach, Benson catering manager, at the Pari airport during his recent tour of Europe.



Peter Martin, (right) new bar and grill manager at the Bayshore Inn.

Anchorage Westward Manager Bill Quinn helps install the new high speed electronic passenger elevator.

PRESIDENT VISITS THE OLYMPIC



Elevator Operator *Judy Martin* proudly displays a presidential autograph. She took the President down the Olympic eight times.

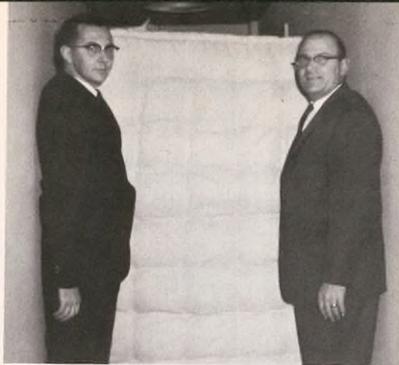


Lloyd Carlson, Olympic Plaza doorman, opened the door for President Kennedy.



Walter Roth has a satisfied smile... he personally prepared the President's food.

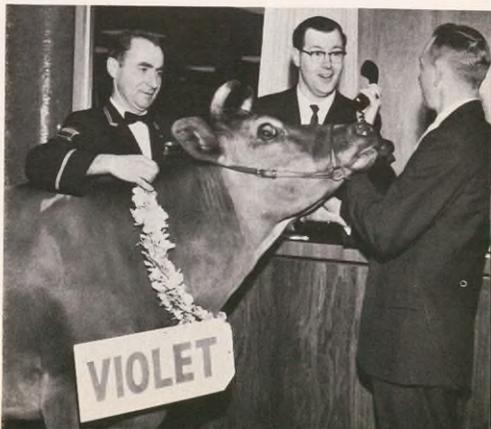
Naturally a purple cow showed up at the 69th annual convention of the Washington State Dairymen's Federation at the Olympic Hotel. Here, attempting to register, is Violet. From left, Bellman *Matt Stack*, *Charles Comstock*, the Olympic's executive assistant manager, and *Ray Belson*, the Federation's president.



Leif Wikan, office manager, and *Leigh MacArthur*, purchasing agent, both with Western Service and Supply, with special mattress that was manufactured and delivered in record time.



Pastry Cook *Heinz Zeller* prepared a confectionary portrait of the President... which was presented to the illustrious Seattle visitor.



Going Western



Judy Petherick and Mrs. Michael Cherry of the Davenport reservation department, toss coins into the famous lobby fountain. Transformed into a Christmas Wishing Well, all proceeds went to the Spokesman-Review Fund for Needy Children.

Sven Reinholz, recently from Sweden, has joined the Rainbow staff as manager of the Silk and Saddle Dining room.



Jim Allen, Dwight Mackey, Virginia Barnes and Tom West of Western Service and Supply study an order received from Inland Empire Paper Company . . . asking Allen and his staff for extra copies of the Alameda Promotion of the Month. These copies will be distributed nationally as an example of outstanding direct mail advertising.

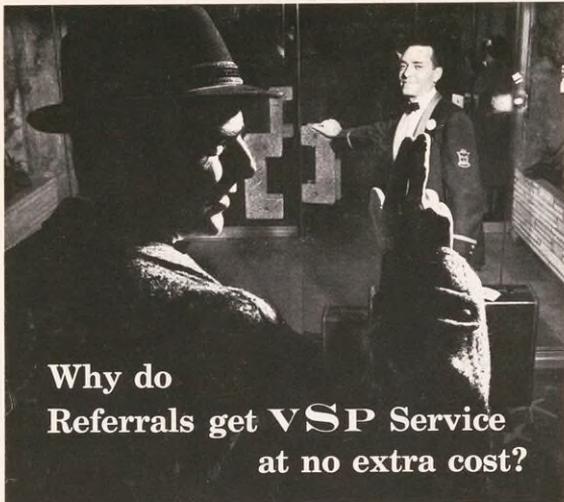


A ribbon cutting ceremony highlighted the grand opening of the Northern's new "Golden Tassel" counter. *Tim Babcock*, Montana's new governor, cuts the ribbon. At extreme left is the Northern's general manager, *Warren Anderson*. *Jerry Schaeffer*, assistant manager, is at right ... and between them are prominent Billings businessmen.



Secretary of State *Dean Rusk* received Very Special Person courtesy when he visited the Kowakien Hotel recently. Bowing to the Secretary is Manager *A. Tanaka* and next to him are Mr. and Mrs. *Kunio Ogawa* of Fujita Enterprises.





Why do Referrals get VSP Service at no extra cost?

Because it's our way of making each guest feel appreciated. And they love it! Learned hotelmen refer guests to VSP Service. When one good stay deserves another and a guest is heading our way, remember this: only Western Hotels offer VSP—Very Special Person Service—plus a host of other features to make him feel good inside and out.



We're located so that referrals can be easy and often.

Western Hotels INCORPORATED

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CHICAGO: 10 North La Salle Street, Suite 752, State 2-5835

SAN FRANCISCO: 1404 St. Francis Hotel, EXbrook 7-7000

TOKYO: 802 Fokoku Building, Uchisaiwai-Cho, Chiyoda-Ku

PACIFIC DIVISION

SEATTLE: Olympic, Benjamin Franklin, Edmond Meany • TACOMA: Winthrop • PORTLAND: Multnomah, Benson • SAN FRANCISCO: St. Francis, Sir Francis Drake, Maurice • PALM SPRINGS: Oasis • ALASKA: Anchorage-Westward

INLAND DIVISION

DENVER: Cosmopolitan • SPOKANE: Davenport • BILLINGS: Northern • BUTTE: Finlen Hotel and Motor Inn • GREAT FALLS: Rainbow • BOISE: Boise, Owyhee Motor Inn • POCATELLO: Bannock • WALLA WALLA: Marcus Whitman • WENATCHEE: Cascadian • BELLINGHAM: Leopold Hotel and Motor Inn

INTERNATIONAL DIVISION



CANADA: Vancouver: Georgia, The Bayshore Inn

MEXICO: Mexico City: Hotel Alameda

GUATEMALA: Guatemala City: Guatemala-Biltmore

JAPAN: Tokyo: Kokusai Kanko Hotel, Chinzan-so Garden Restaurant

Kyoto: International Hotel in Kyoto

Hakone-Yama: Hotel Kowaki-en

Osaka: Taiko-en Garden Restaurant

This "trade" advertisement is currently appearing in publications read by travel agents, hotelmen and others who direct guests to Western Hotels.

