

# FRONT!



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The Golden Belle Saloon at the Northern Hotel is represented by head bartender Red Burnett, left, and cocktail waitresses Rose Byars, center, and Rose Scofield. More on the Northern starting on page 9.

## FRONT!

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 San Francisco Caravan, *Bob Barlow*  
 Sir Francis Drake, *Lorraine Koenig*  
 Winthrop, *Bruce McKibbin*

## FROM THE PRESIDENT

Starting on the following page of this issue of FRONT! you will see pictures and stories on the Western employees who were recently given special recognition for the significant contributions they have made to their hotels and their communities.

Each of these people was nominated by a committee of fellow employees. Each is the recipient of an Inspirational Award. These awards will be given annually to employees of Western Hotels, Inc. It is fitting that we give such special recognition to the people who have contributed so materially to the outstanding success of the organization.

I wish particularly to congratulate Judson Doke of the Multnomah Western Hotel, winner of the first overall Inspirational Award. The final judging from the nominees of the individ-



ual hotels was done by Gov. Albert D. Rosellini of Washington, Gov. Mark Hatfield of Oregon and Gov. Edmund Brown of California.

Jud Doke has made major contributions to his hotel and the company as a whole. But more than this, he has played an important and continuing role in the civic life of his community. He has given unstintingly of his time to help fellow employees, to assist youth and civic groups.

These award winners—all of them—typify the more than seven thousand employees who have made the success of Western Hotels, Inc., possible.

A handwritten signature in dark ink that reads "S. W. Thurston". The signature is written in a cursive, flowing style.

S. W. THURSTON  
*President*

## *Jud Duke of the Multnomah Named Thurston-Dupar Winner*

Judson Duke of the Multnomah was named as the overall winner of the Thurston-Dupar Inspirational Award at the annual meeting of Western managers in Portland.



Thurston-Dupar Award winner Judson Duke, second from left, proudly holds the plaque given him at the Western managers meeting in Portland. With Duke are F. A. Dupar, left, S. W. Thurston and Bob Lindquist, right.

Duke and the winners from the individual Western hotels were nominated on the basis of (1) leadership in the hotel and community; (2) service to the guests, hotel and fellow employees; and (3) dedication to work and improving work methods and services in such a way that the hotel is a more efficient and profitable operation and, thereby, renders better service to the guest.

The award is named for S. W. Thurston, president, and F. A. Dupar, secretary-treasurer of Western Hotels, Inc.

Duke has been a member of the Multnomah staff for the past 13 years.

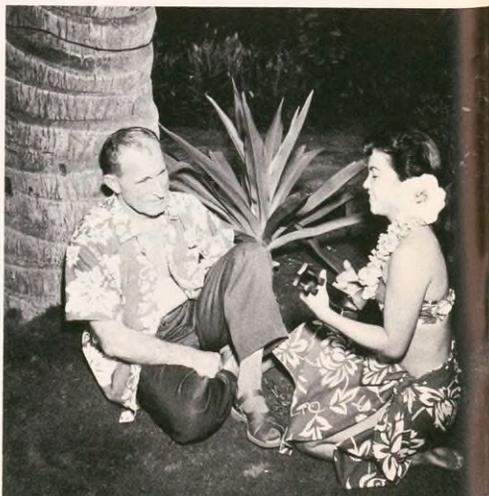
He was cited for his work as a member of the Purchasing Agents Association of Oregon, as chairman of the Benson and Multnomah hotels Junior Achievement organization and as food advisor to the Camp Fire Girls Central Committee.

He was instrumental in organizing the Ben-Nomah Credit Union and has served as its chairman, secretary to the loan committee and as publicity chairman.

Duke developed a new method for reporting purchases to management daily, a system now in general use throughout the company.

On the following pages you will find pictured the Thurston-Dupar Award winners from the individual hotels.

Along with his award, *Jud Duke* received a vacation at the Hawaiian Village. He is shown here relaxing under a palm as he listens to the lilting song of a beautiful Polynesian girl.





**ANCHORAGE - WESTWARD**—*Peggy Jo Roop*—hostess cited for her work in promoting The Chart Room Restaurant and the hotel.

**BOISE**—*Victor Bushman*—executive assistant manager named by fellow employees for his work with the Chamber of Commerce, Kiwanis, Shrine and Masons, as well as the consistent high caliber of his hotel work. Victor is now assistant manager at the St. Francis.



**FINLEN**—*Aaron Ralph*—assistant bell captain cited specifically for his work with survivors from the August earthquake as well as his work with juveniles.



**BENJAMIN FRANKLIN**—*Mrs. Lillian LaChapelle*—executive housekeeper cited for her 13 years of outstanding work as well as her active participation in the National Executive Housekeeping Association.



**BENSON**—*Orthel Lathan*—wine steward nominated for outstanding performance in a demanding position and for the thousands of friends he has made for the hotel through his work. Orthel will become the wine steward at the new Golden Lion restaurant in the Olympic.



**CASCADIAN**—*Mrs. Ann Phillips*—executive housekeeper cited for ten years of helpful friendliness in dealing with other employees and her constant consideration of guests.



**COSMOPOLITAN**—*Frank Wallace*—chief engineer with the hotel for 30 years. He was named for his hotel work and for his continuing work with crippled and handicapped children.



**GEORGIA** — *Xavier Hetzman* — executive chef nominated for inspiring a spirit of loyalty in his staff and for his work in organizing the annual Vancouver Culinary Exhibition.



**DAVENPORT**—*Carl Larson*—carpenter nominated for the constant high quality of his work and his active participation in civic activities, including his church, P-T A, Boy Scouts and United Crusade.



**BANNOCK**—*Clayne W. Dice*—room clerk on the Bannock staff since 1952, he was nominated for his work as president of the hotel's Credit Union, captain of the bowling team and FRONTI correspondent.

**LEOPOLD**—*Ephriam Strand*—carpenter and maintenance man nominated for his 30 years of outstanding work and for his development of collapsible tables and rolling table carts for banquet use.





**HAWAIIAN VILLAGE**—*Fred Sarbach*—financial manager cited for his conscientious approach to his many duties and for his work as president of the Hawaii Hotel Accountants' Association.



**MARCUS WHITMAN**—*Miss Genevieve Craver*—auditor named for her 26 years of excellent work in the hotel and for her participation in many civic activities.



**MAURICE**—*Roger C. Thoman*—controller singled out as a diplomatic troubleshooter and a man who helps fellow employees with work and personal problems.

**OLYMPIC**—*Norman Lavin*—catering manager named for his consistently outstanding efforts on behalf of better service, employee relations and dedication to his work.

**OWYHEE**—*Mrs. Elizabeth Collins*—housekeeper, receives her award from manager *Basil Miaullis*. She was named for the numerous thoughtful things she does for guests and other employees.



**SIR FRANCIS DRAKE**—*Hans Grundman*—executive chef honored for his efforts in creating a nationwide reputation for fine food for the hotel.





**NORTHERN**—Mike Di Lulo—head pantryman nominated for his diligent efforts towards making the Golden Belle Restaurant such an outstanding place for fine food.



**WINTHROP**—Mrs. Anne Dupas—auditor named for her work in spearheading the hotel's United Good Neighbor drive each year and for the development of labor saving ideas in various departments.

**ROOSEVELT**—Mrs. Hilda Tripp—housekeeper nominated for her 16 years of consistently excellent work as well as the active role she plays in the United Good Neighbors Campaign.



**ST. FRANCIS**—James Parker—head electrician cited for his friendly cooperation with guests and fellow employees and particularly for his active work in the Joint Agency for Kiddies.



**MAYFAIR**—Miss Violet Wilson—head cashier cited for her many contributions to her job, including a revised city ledger billing procedure which has resulted in better service for guests.



**RAINBOW**—Joe Mares—bellman named for his 18 years of service and for his cheerful willingness to help guests and fellow employees alike.



## **FRONT!** Goes to the **NORTHERN**

"Enthusiastic!" That one word describes the attitude of general manager *Joe Calliban* and the 185 Northern employes about their hotel. This attitude ranges from top management through every department. It is the contagious enthusiasm of people who know that they have a winner and want the world to know about it.

The Northern Hotel in Billings has always been one of the great, sprawling Midland Empire's most famous hotels. It opened for operations in July 1942 with 280 guest rooms under the direction of the late *Les Carter*. The Northern immediately established itself as the center for business and social activities in the area—a position it has maintained and magnified over the years.

Golden Belle dinner waitresses in colorful Gay Nineties striped dresses and crisp white aprons. Left to right, *Jean Tjetkes, Vivian Rodriguez, Kay Tweeden, Ann Hudson, Myrna Smith, Margie Goich* and *Myrtle Wilcox*.



Golden Belle manager *J. Arthur White* and hostess-cashier *Maddy Schneiter* stand in front of the hooded fireplace as they check over a menu.

On these pages you will see numerous pictures of the Golden Belle Restaurant and Saloon. The opening of this outstanding specialty room at the Northern Hotel was one of the major events on the Billings scene during the past year.

The FRONT! correspondent for the Northern has this to say in his glowing report: "Just off the main lobby is the Golden Belle. Guests en-



Bartender Benny Stoelting and cocktail waitress June Nelson seem to be enjoying themselves. The Gay Nineties costumes blend in with the Golden Belle decor.



Two of the major reasons for the distinguished food served in the Golden Belle Restaurant: Chef Al Bohley and pantry chef Mike Di Lulo.

Assistant manager Ed Parks of the Golden Belle chats with guests.



Attractive desk clerks Erna Parker, left, and Betty Kinnick, along with bellman Glen Starkweather give their VSP Service smiles a workout.

tering this plush restaurant are greeted warmly at the hooded fireplace and seated amid all the splendors of the decade known as the 'Gay Nineties.' From the crystal chandeliers to the heavy velvet drapes, the room is a monument to the creative abilities of Western Hotels' *Ross Cox.*"

*Cox* is the Western Hotels, Inc., interior designer.

The distinguished food at the Golden Belle is prepared under the direction of Chef *Al Bobley* and served under the able direction of room manager *J. Arthur White* and assistant manager *Ed Parks*. Wine Steward *James Britt* has pioneered the serving of good wines. The Golden Belle Saloon staff is under the leadership of head bartender *Red Burnett*.

Assistant manager *Jerry Schaeffer* talks with bellmen *Bob Nichols*, left, and *John Craighill* about the VSP Service program. Bob has been on the Northern staff for 14 years, John for 18 years.



Chief engineer *Bill Hilner*, left, and his very capable staff talk over some projects. Standing, left to right, *Don Childers*, *Deke Hernbloom* and *Powder Ellis*. Seated, *Ronnie Ellis*, left, and *Floyd McMullen*.



Auditor *Bettye Keirsey*, center, takes a coffee break in the Golden Belle with her staff. Left to right, *Blanche Peterson*, *Barbara Coronel*, *Bettye*, *Shirley Wright* and *Doris Gates*.

Northern housekeeper *Marna Bryan* shows the day's schedule to maids *Dorothy Streeper*, left, *Katie David*, center, and *Katie Massie*.



We are grateful to the FRONT! correspondent for an excellent group of pictures that tell the Northern story graphically. So, let the pictures speak...and meet some of the people who make the Northern one of America's outstanding hotels.

The above story on the Northern was written before the untimely death of *Les Carter*. *Mr. Carter*, president of the Northern Hotel Co., vice president of Western Hotels, Inc., and past president of the American Hotel Association (1956), was a leader in the industry. His passing is mourned by the people who worked with him and by the many more who were his guests.

Night assistant manager *Phil Clark* chats with pretty switchboard operators *Dorothy Secret*, left, and *Charlotte Nichols*.



The Northern Hotel's chief elevator operator *Mary Hogens*, center, chats with operator *Maryann Coop* and bellman *Don Cook*.



This happy trio seems to be bubbling over with enthusiasm. Left, *Dorothy Byars*, reservation manager; center, *Bulah Manning*, secretary to the manager; and right, *Colleen Hutcheson*, secretary to the assistant manager.





Rae Robertson



Iris Sparkman



Duane Bernardy and Paul Nielsen



Mable Knapp



Margie Wells

## NORTHLAND REPORT

### from the Anchorage-Westward

One of the newest employees at the far northern outpost of the Western Hotels chain is *Mable Knapp* who came to Anchorage from Portland. *Mable* is in charge of all moneys for the food service department.

The big smile on the face of head auditor *Rae Robertson* must mean that the books balanced... Head banquet waitress *Iris Sparkman* is shown taking a few minutes off to look over the painting exhibit by the Alaskan Artists Guild on display in the hotel lobby.

Bell captain *Duane Bernardy* is pictured helping out resident manager *Paul Nielsen* with some weighty prob-

lem... *Margie Wells*, popular waitress in the Westward Coffee Shop is not sleepy—the photographer's flash bulb was just too much for her eyes.

It's a real family affair at the hotel for a trio of *Muellers*. That's *Bill* on the left in the picture. He's assistant manager in the front office. *Vi*, in the middle, is evening fry cook in the coffee shop. And *Gary*, right, is a houseman... The other trio in the pictures (the sad-looking three around the radio) are listening to the final results of the Rose Bowl football game. Obviously they bet on the wrong team. They are *John Miller*, *Gordon Wilson* and *Joe Snyder*.

Bill, Vi and Gary Mueller



John Miller, Gordon Wilson and Joe Snyder





Western managers arrive in style

## Western Hotels Managers Meeting in Portland

Western Hotels managers gathered in Portland early in January for the annual meeting.

Eight of the hotels received Silver Trumpet Awards. The hotels were divided into A, B, C and D groups on the basis of gross receipts and two Silver Trumpet Awards were given to the hotels in each group: one award for the best overall promotion of the hotel, the other award for the best promotion of food and beverage service.

The managers who received Silver Trumpet Awards for the best overall hotel promotion were: *Roland Richter*, Oasis; *Joe Mogush*, Finlen; *Tom Lee*, Cosmopolitan; and *Al Schilling*, Davenport. Silver Trumpet Awards for food and beverage service promotion were given to: *Dick Sherwood*, Marcus Whitman; *Joe Callihan*, Northern; *Ray Dodge*, Bannock; and

*Bob Lindquist*, Multnomah.

The VSP Service program was announced at the meeting. At a luncheon at the Multnomah, *Bill Hudson* and *Nick North* of the Georgia received some of the VSP Service from bellman *Henry Guittard*, *Sammy Miller*, *Cliff Brault*, *Herman Ramme*, *Loren Borgerson*, *Hans Rampmeir*, *Jim Gimarelli*, *Chuck Weaver* (bell captain) and *Merla Brault*.

The meeting was not all work, as is obvious from the other picture on this page. *Bill Ellis*, financial manager of the Benson, met the managers at the Portland International Airport—met them dressed as a British Bobby, with handcuffs and with a paddy wagon waiting. In the picture *Bill* is helping *Joe Mogush*, *Basil Miaullis*, *Warren Anderson* and *Joe Callihan* descend after their ignominious ride.



Silver Trumpet Award winners

VSP Service in action at the Multnomah





The food must have been good at the Benson Christmas party to judge from the way these ladies are going for it. Left to right, Hazel Caputo, Avis Taylor, Margaret Baranow, Eva Walsh, Kathleen Noll and Mary Slaymaker.

## Western Christmas Pictorial



A mischievous Santa practices Ho-Ho-Ho's and Jingle Bells at the Davenport. Pleased to be with him are, left to right, Ruth Brown, Evelyn Burton, Julia Warfield and Sally Jones.

Food was popular at the Bannock Christmas party, too. The committee which arranged the gala event included Bonnie Bogar, Bernice Fore, Ed Pilkerton, Jack Czajowski, Danny Hong, Dave Jones, Leroy Churchill, Jack Herdridge, Floyd Anderson and George Girrany.



This pretty pair—Lois Hoss, left, and Ruby Newton, both cocktail waitresses—did a lively tap dance to the tune of "Me And My Shadow" at the Roosevelt Christmas party.



It was a double celebration for the quartet in the center here. They are shown receiving service awards from D. W. Metzdorf, right, as Roland Richter looks on at the Oasis Christmas dinner. Edith Smith received her ten-year pin, while Mary Hokey, John Weeks and Joe Albert each received a five-year pin.

These girls from the Olympic's coffee shop staff seem to be enjoying themselves at the Christmas party. Left to right, Rae Chandler, Marie Talbot, Helen Andrews, Dee Frodle, Helen King, Tedi Simon and Irmine Hennessy.



## These Men Direct the Destin



Pictured here are all of the management personnel who attended Western Hotels Annual Managers' Meeting in Portland January 3-6.

Front row, left to right, *William W. Shields*, vice president; *F. A. Dupar*, secretary-treasurer; *S. W. Thurston*, president; *Troy Himmelman*, vice president; *Edward E. Carlson*, executive vice president; *Willard E. Abel*, vice president; *Dewey Metzdorf*, vice president; *Lynn P. Himmelman*, vice president; *Gordon Bass*, vice president.

Second row, left to right, *Cyrus Braden*, credit manager, Western Hotels; *Robert Dupar*, administrative assistant; *Ray Dodge*, manager, Bannock; *Harry Steel*, manager, Caravan East and West; *C. R. Lindquist*, general manager, Multnomah; *Tom Dupar*, manager, Cascadian; *Warren Anderson*, manager, Rainbow; *Ed Sullivan*, manager, Boise; *Al Kelly*, manager, Benjamin Franklin; *Scotty Myles*, manager, Winthrop; *Al Schilling*, general manager, Davenport; *Bob Wilhelm*, manager, Lancaster Caravan Inn; *Joe Mogush*, manager, Finlen; *John Parker*, Western regional sales director; *Charles Indermuehle*, manager, Roosevelt; *Bill Ellis*, financial manager, Benson; *Gina Tucker*, Western Hotels food supervisor; *Basil Miaullis*, manager, Owyhee Motor Inn; *Joe Callihan*, general manager, Northern.

Third row, left to right, *John Hickman*, Eastern regional sales director; *Roland Richter*, manager, Oasis; *Dave Williams*, night manager, Benson; *Tom Lee*, general manager, Cosmopolitan; *Jack Borg*, executive assistant manager, Benson; *Sam Standard*, general manager, Benson; *Ross Cox*,

## Destiny of Western Hotels, Inc.



decorator-designer; Palmer Tollefson, comptroller, St. Francis; Rheinhold Keller, executive chef; Harry Mullikin, manager, Olympic; Ed Sequeira, general manager, Sir Francis Drake; Carl Hudgens, manager Mayfair; Don Allison, executive assistant manager, Multnomah; Bill Bryant, personnel coordinator, Western Hotels; Charles Greenland, assistant manager, St. Francis; Bill Ellis, manager, Riverside Caravan Inn; Tom Gildersleve, managing director, Olympic; Juan Legoretta, Western International Hotels; Alex Hoffer, manager, Maurice; Bruce Pierce, administrative assistant, Western Hotels; Bill Quinn, general manager, Anchorage-Westward.

Fourth row, left to right, Charles Gaskell, manager, Newhouse; George Knowles, resident manager, Leopold; Bill Hudson, general manager, Georgia; Clair Lias, Boldts Western; Gordon Gray, Boldts Western; Harold Carey, assistant manager, Multnomah; Max Birnhach, catering manager, Benson; Ron Kirtland, assistant manager, Benjamin Franklin; Karl Eitel, executive assistant manager, Sir Francis Drake; Jim Durham, general manager, Hawaiian Village; Jack Bellman, executive assistant manager, Cosmopolitan; Warren Mohr, Hawaiian Village Sales Office, San Francisco; Charles Comstock, Sands Caravan Inn; G. Nicholas North, executive assistant manager, Georgia; John Stevens, executive assistant manager, Davenport; J. William Keithan, Western Service & Supply; Dwight Call, assistant manager, Mayfair; Dick Sherwood, manager, Marcus Whitman; Tom Gee, executive assistant manager, Winthrop; Peter Hudson, administrative assistant, Multnomah; John Pierce, manager, Leopold; David N. Plant, assistant general manager, St. Francis; Judson Doke, purchasing agent, Multnomah.



Norman Thompson



Verda Gibson and Grace Bloom

Florence Bohi



## Bannock Bulletin

Elevator operator *Dave Kubiak* and bellman *Duane Novis* are seen steady-ing a sailboat that was on display in the Bannock lobby . . . Bartender *Norman Thompson* is a new addition to the Bannock staff.

The stork has been quite busy in Pocatello lately—particularly in the vicinity of the Bannock Western Hotel. Chef *Everett Miller* and his wife, *Lucille*, are the parents of a new baby girl named *Julie Lynn* . . . *Dave Jones*, front office assistant manager, and his wife, *Donalie*, received a real Christmas present on December 25: third child, daughter *Caroline Marie*.

Bookkeeper *Mrs. Florence Bohi* was so busy talking on the telephone that she was not even aware that the ubiquitous FRONT! correspondent for the Bannock was snapping her picture. Along with her bookkeeping activities, she serves as secretary of the Bannock Federal Credit Union.

That's coffee shop waitress *Verda Gibson* and hostess *Grace Bloom* standing behind the unusual winter display. Constructed of seven pounds of sugar cubes and two pounds of candy mints, the display was made by *Grace's* husband, *Jim*.

Dave Kubiak and Duane Novis



## Report from Poor Richard

(BEN FRANKLIN, THAT IS)

Pretty and perky *Lynn Peterson*, the sales secretary, is just five-foot tall. She's shown gazing up—way up—at seven-foot three inch *Swede Holbrook*, a member of the Wichita Vickers basketball team. That's some Christmas mistletoe *Swede* is holding.

Chief engineer *Bob Buckley* pauses half way up on a ladder to pay his respects to the ship's figurehead over the entrance of *The Outrigger*. Bob was on his way to change a light bulb in the sign overhead.

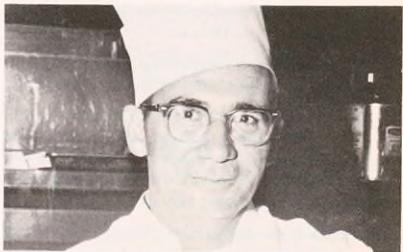
Chef *Peter Moran* received recognition when he was photographed by the *Seattle Post-Intelligencer* recently for a story dealing with his versatility and particularly about the famous French apple pancakes he serves at the Benjamin Franklin Coffee House.

The service offered by the hotel ranges from breakfasts, plain or wedding, to cocktail parties and holiday dinners. Another service is the coffee available in the lobby to early risers. In the picture *Alan DeGarmo* gets a cup from catering manager *Joe Huebner* at the entrance to the Coffee House.

*Alan DeGarmo and Joe Huebner*



*Lynn Peterson and Swede Holbrook*



*Chef Peter Moran*

*Bob Buckley and friend*



# VSP SERVICE

## 23 BETTER WAYS OF HOSPITALITY

Here are 23 better ways of hospitality through which the full meaning of V S P service can be expressed by your hotel:

- 1 Guest reservations are placed and confirmed via Hoteletype at no extra charge.
- 2 Confirmed reservations are guaranteed; once confirmed, if accommodations are not available, the guest is provided free transportation to another hotel, accommodated free of charge and returned the next day.
- 3 If no accommodation is available, the guest is offered an "accommodate or locate" service.
- 4 Guests may pre-select rooms by cost: Standard, Medium or Deluxe.
- 5 When making a reservation, if possible, the guest is supplied with a written confirmation.
- 6 When the guest arrives, the desk clerk acknowledges the reservation, confirms the spelling and pronunciation of the guest's name and welcomes him to the hotel.
- 7 The desk clerk explains the phone service and, if the guest is expecting mail, where and how it is handled.
- 8 The bellman—courteous, well-uniformed, efficient—explains the use of any special equipment, i.e., television set, air conditioner, radio, clock, etc., then confirms the guest's satisfaction with the room and quickly leaves.
- 9 The room itself is well lighted, well made up with fresh, crisp linen. There is a minimum of clutter; the room is at a comfortable temperature and the latest printed material informing the guest of services, where to go, etc., is available. The decor and furnishings are in good taste and well done.
- 10 Soon after the guest's arrival, a staff member calls to confirm the guest's satisfaction with the room and again check on the spelling and pronunciation of his name.
- 11 Staff member also confirms mail, telephone and message procedures and assures guest of speedy delivery of calls, messages and correspondence.
- 12 Western Hotels' Family Plan accommodates children under the age of 14 free of charge if they occupy the same room as the parents.
- 13 Baby sitter service is available through the front desk.
- 14 Available in the room, via VSP Room Service, are electric irons, hot water bottles, sewing kits, special foam rubber pillows and bed boards.
- 15 The guest can make and confirm reservations at his next destination via Western Hotels' complimentary Hoteletype reservations system.
- 16 Also available to the guest with his Western Hotels Credit Card is the car rental service and the services of any shop within the hotel.
- 17 The guest can request the use of a typewriter or inquire as to the office of the public stenographer via VSP Room Service.
- 18 For the guest's convenience, a Western Hotels Credit Card is available without charge by simply filling out a brief form.
- 19 High quality food is expertly served, attractively presented and generously portioned. Menus are clean. Waiters and waitresses are smartly uniformed.
- 20 In cocktail lounges and specialty rooms beverages are swiftly served, generously portioned and carefully mixed of high quality ingredients. Special care is given to the guest's personal requests and tastes. The Drink of the Month or feature of the house is suggested.
- 21 Personnel take every opportunity to call the guest by name, reflecting the personification of a Very Special Person attitude.
- 22 When the guest checks out, the cashier inquires as to the guest's satisfaction, thanks him for his visit, asks him to return, offers to make reservations via Hoteletype for him at his next destination and, if paid in cash, offers the guest a credit card application.
- 23 At all times, every employee of the hotel reflects the attitude of personal interest, personal contact, personal consideration that is a natural part of Western Hotels' hospitality.

## Somewhere Over the Rainbow

The hotel now has its own Rainbow Newspaper which is published once a month and carries everything from the hottest news topics to advice for the lovelorn. Editor of the new publication is night auditor *Ray Modlin. Ray*, who has been a Rainbow staffer for six months, is a graduate of Michigan State University.

*Eva Treager*, beloved 35-year veteran of the Rainbow staff, just had a birthday. "We aren't telling her age," says FRONT! correspondent *Esther DeVault*, "but *Eva* can still keep up with the best of them."

That's the Davenport's *Al Schilling* and *Mrs. Schilling* in the "surrey with the fringe on top." They were greeted at the Great Falls International Airport by *Joe Callihan*, manager of the Northern, *Warren Anderson*, Rainbow manager, *Joe Mogush*, manager of the Finlen, and *Ron Johnson*, president of



*Eva Treager*



*Ray Modlin*

the Montana Hotel Association. The *Schillings* caused quite a stir as they drove to the Rainbow in the 1906 automobile. The temperature was in the vicinity of zero—a little chilly for open-air transportation.

The Rainbow's *Dave Vincent*, manager of the Silk & Saddle, is the temporary manager of the Horizon Club in the airport terminal at the Great Falls International Airport. The Pacific Rainbow Hotel Co., an operating company of Western Hotels, Inc., has recently signed an agreement for the management and operation of the Horizon Club.

*Joe Callihan, Warren Anderson, Joe Mogush, Al Schilling, Mrs. Schilling and Ron Johnson*





Tom Dupar and George Weyrauch

## Cascadian Scenery

The Cascadian Christmas party had everything: Beatniks, Hawaiians and Hillbillies. An extensive buffet was prepared for the occasion by first cook *Jack Hinchy*. After the supper, there was dancing, with music by *Betty Recchia* at the piano and *Dave Whitaker* on the guitar.

Manager *Tom Dupar* came dressed Hawaiian style. He is shown with engineer *George Weyrauch* who completed his hillbilly costume by carrying his own mountain-style jug.



Yvonne Ahl

Dolores Malliot

Gary Emerson and Carolyn Moorehead



Secretary *Carolyn Moorehead* and auditor *Gary Emerson* were a couple of beatniks for the evening. *Gary* even sported a goatee . . . *Mary Mykland*, food and beverage supervisor, wore a Hawaiian costume.

*Senator Hubert Humphrey*, one of the Democratic presidential hopefuls, was a recent Cascadian guest. He is shown in the hotel lobby wearing the Indian headdress that signifies his role as an honorary chief of the Chippewa's *Chief Peter King* inducted him.

Pretty young *Yvonne Ahl* is new to the Cascadian scene. *Yvonne* is an elevator operator . . . *Dolores Malliot*, coffee shop waitress, also arrived at the Cascadian in 1959. A real huntress, she was the only distaff member of the Cascadian family to get a deer during the past season. The fact that she lives in Cashmere, close to the Yaxon Canyon hunting area, helped—but so did the fact that *Dee* is a very handy gal with a gun.



Mary Mykland and Jack Hinchy

Chief Peter King and Senator Hubert Humphrey





The Davenport's "Idea Party" was a huge success. The program featured a showing of various entertainment arrangements for parties of all kinds, including an informal but informative discussion of hospitality and fund-raising projects for clubs. Here Western Hotels' Mrs. Gina Tucker, left, supervisor of the project, and Chef Dean Atkinson use a suckling pig to demonstrate a Hawaiian luau party idea to three Spokane ladies attending the event.

## Davenport Doings



Mrs. Ila Potter, Northwest Orient Airlines local ticket agent with offices in the Davenport, is one of the people who help bring distinction to the hotel. An employee of the airline for 14 years, she is shown here being honored as "Ticket Agent of the Year" after being selected from among 400 agents. Gordon Bain, vice president of sales, is seen announcing her award.

Zelma Hartley, the Davenport's unofficial hostess, presides at the gala tea table, one of many displays at the Idea Party. The event was an overwhelming success and the attendance was very high.



George Porte of the Davenport's Matador Room does double duty as schoolmaster and baby sitter as he presides over one of the regular training classes conducted for Matador waitresses.

The Silver Trumpet—symbol of the award won by the Davenport at the annual manager's meeting—hangs proudly in the center of the hotel lobby. Chef Dean Atkinson, left, and Bill Newman, right, call the attention of Al Schilling and John Stevens to the trumpet as they return from the meeting.



## WESTERN HOTELS' QUIZ FOR EMPLOYEES

This is the sixth in a series of quizzes designed to tell Western Hotel employees how much they know about their company. Score yourself as follows:

**Score of 13 to 15**—Definitely superior. Congratulations!

**Score of 9 to 12**—Nice job. Just above average.

**Score of 8 to 11**—Average.

**Score of 8 or below**—Now that you've seen the answers on page 31, why not take the quiz again.

(All parts of multiple part questions must be answered for credit)

- VSP is the abbreviation for:
  - ..... Very Sincere People
  - ..... Victory Smiles Proudly
  - ..... Very Special Person
  - ..... Verily, Stay Put
- VSP service is now being offered by:
  - ..... Some employees at all Western Hotels
  - ..... All employees at some Western Hotels
  - ..... All employees at all Western Hotels
- VSP service costs just a little bit more than regular Western Hotel service but gives the guest a great deal more.
  - ..... True
  - ..... False
- The letters VSP are usually written with the:
  - ..... "V" and "P" slightly larger than the "S"
  - ..... All the same size
  - ..... The "S" slightly larger than the "V" and "P"
- A new "signature" will appear on forthcoming Western Hotel advertising carrying the VSP message to the public. It is a:
  - ..... Western Hotels room key
  - ..... stylized door knob
  - ..... bellboy's cap with WH on it
- In his message to employees in the last issue of FRONTI, President Thurston said that VSP service would touch every phase of our hotel operations.
  - ..... true
  - ..... false
- Employees who meet the guest in their work should each begin wearing:
  - ..... the new jacket with "VSP Service" across the back
  - ..... the new key chain with the VSP Medallion on it
  - ..... the new round VSP badges



8. The beautiful new Miss Western was chosen in the last regular issue of FRONTI. She is Miss Diane Ulrich of the \_\_\_\_\_ Western Hotel.

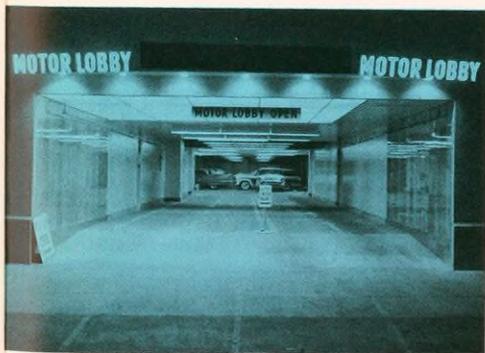
- Some of the following statements are correct; some are false. Can you separate them?
  - The Leopold has just completed a new swimming pool
  - The new Golden Lion Restaurant will soon open at the Cosmopolitan
  - The Trader Vic Restaurant at the Benson just celebrated its third year
  - The Hawaiian Village Diamond Head Tower has just opened
  - The lobby of the St. Francis has recently been redecorated
  - The Guatemala Western Hotels will not offer VSP service because in Spanish "VSP" means "keep out."
  - The editors of FRONTI have a hard time thinking up questions to stump the readers
- Can you tell how many Western Hotels (and Caravan Inns) there are in each of the following states:
 

..... Montana	..... Idaho
..... Wyoming	..... Arizona
..... Oregon	

11. These directions would take you to the side door of a well known Western Hotel. Which one? .....

"Drive southwest from the terminal for approximately eight blocks; then angle off to the right; go four blocks (past the park) and the hotel is on the left. Follow directions carefully or you'll get trapped in the one-way streets."

12. One of the following Western Hotels is listed with another hotel's manager. Can you identify it?  
Where should the manager be? .....
- Benjamin Franklin—Al Kelly  
Finlen—Joe Magush  
Oasis—Roland Richter  
Mayfair—Dick Sherwood  
Boise—Ed Sullivan
13. Drive in through this motor entrance and welcome to the .....
- Western Hotel.



14. The new central billing offices for Western Hotels are located in:  
..... Seattle  
..... Portland  
..... Spokane
15. Can you remember what was on the cover of the last regular issue (November-December) of FRONTI?  
..... Miss Hawaii and the Benson's Keith Hardman  
..... Employees at the Boise Hotel's annual picnic  
..... A San Francisco cable car in front of the the Sir Francis Drake  
..... A construction photograph of the new Edgewater Western Hotel in Vancouver.
16. You get a story or picture in FRONTI magazine by .....

## WESTERN HOTELS

### Multiplication Table

(New  facilities) X (cities of the West) = (the finest traveling and dining)

#### Just Completed:

- 50 refurbished rooms, Olympic Hotel, Seattle
- 75 refurbished rooms, Sir Francis Drake Hotel, San Francisco

#### Opening Soon:

- Refurnished lobby, Maurice Hotel, San Francisco
- 100 refurbished rooms, Multnomah Hotel, Portland

#### Announced:

- 450-room Diamond Head Tower, Hawaiian Village Hotels (open fall '60)
- 15-room addition to Owyhee Motor Inn, Boise
- Edgewater Western Hotel, Vancouver, B. C.
- Anchorage-Westward Hotel, Anchorage
- New automatic elevators, Multnomah, Portland
- Alameda Hotel, Mexico City (open 1961)
- The Golden Lion specialty restaurant, Olympic Hotel, Seattle
- Finlen Motor Inn, Butte
- New Post Street Entrance, St. Francis, San Francisco
- Banquet room and private club addition, Northern Hotel, Billings
- 50 refurbished rooms, Olympic Hotel, Seattle
- 100 refurbished rooms, Sir Francis Drake Hotel, San Francisco

## Flashes

### FROM THE FINLEN



Front row, left, *Albina Campanella* and, right, *Frances Riendl*. Back row, left to right, *Kay Zindt*, *Maybelle Benedict*, *Eleanor Peltomaa*.

The Finlen bowling team is in first place in their league at last report and, according to FRONT! correspondent *Charles O'Leary*, they stand a good chance of finishing the season in the top spot. Team members are: *Albina Campanella*, *Frances Riendl*, *Kay Zindt*, *Maybelle Benedict* and *Eleanor Peltomaa*.

Ten Finlen employees are recent graduates of the California Wine Institute course in the study of wines. Receiving diplomas were waitresses, *Maud Holland*, *Frances Luebick*, *Mildred Laitinen*, *Katie Fazekas*, *Peggy Knight* and *Eva Williams*, bellman *Ron Triner*, storekeeper *Al Arm-*

Front row, left to right, *Eleanor Peltomaa*, *Myrtle Gratton*, *Margaret Moran*, vice president *W. W. Shields*, *Marcella Leigh* and *Gayle Dunbar*. Back row, left to right, manager *Joe Mogush*, *Vera Herzog*, *Leo Schapiro*, and *John Bartlett*.



Front row, left to right, *Mildred Laitinen*, *Katie Fazekas*, *Peggy Knight*, *Eva Williams* and *Adeline Bajovich*. Back row, left to right, *Ron Triner*, *Maud Holland*, *Al Armbruster*, *Frank McNabb* and *Frances Luebick*.

*bruster*, cook *Frank McNabb* and food supervisor *Adeline Bajovich*.

These Finlen employees received service awards at the annual employees banquet: *Leo Schapiro*, 35 years; *Vera Herzog*, 10 years; and *John Bartlett*, *Eleanor Peltomaa*, *Myrtle Gratton*, *Margaret Moran*, *Marcella Leigh* and *Gayle Dunbar*, all receiving five-year pins.



Western Hotels vice president *W. W. Shields*, left, and Finlen manager *Joe Mogush*, right, congratulate engineer *Leo Schapiro* on receiving his diamond 35 year service award pin.



going **W**estern

Bellman *Elmer Westgate*, whose picture appears on the Maurice folder, had to return to the hospital for another operation. Every employee in the hotel from manager *Alex Hoffer* on is sending *Elmer* best wishes for a speedy recovery.

Outrigger waiter *Ray Wong* of the Cosmopolitan presented *William J.*



*William J. Barker and Ray Wong*

Mayfair correspondent *Gwen Hawkins* reports that *Dwight Call* has been named executive assistant manager... *Ken Mallory*, the Mayfair's financial manager, his wife and son



Leopold service awards banquet

*Barker* with a cocktail at a party to announce the publication of *Barker's* book "The Wayward West"... Five members of the Leopold staff received five-year pins at the recent awards banquet, two received ten-year pins and one received a fifteen-year pin.

Five Marcus Whitman waitresses are shown getting ready for another banquet... Tapa Tour No. 2 to the Hawaiian Village recently returned to Spokane. It was conducted by the Davenport's *George Porte*.

spent the holidays in Olympia and Spokane, Washington... The hotel went all out to promote the Beefeater Martini in its Wedgewood Room. In the picture, *Douglas Bagier*, West

*Douglas Bagier, Al Arteaga and Bill Hawkins*





Minnie Childers, Phyllis Klicker, Helen Bennet, Letha Hoffer and Velma D'Ablang of the Marcus Whitman

Coast sales manager for Beefeater Gin, *Al Arteaga*, bartender, and catering manager *Bill Hawkins* watch one being prepared... Mayfair employees were saddened by the recent passing of *Dorothy Olin*. *Dorothy* worked for many years as hostess in the Butlery.

The Finlen's *Joe Mogush* has practically been inundated with shoes. Seems he is president of the Continental Dancing Club. Jokesters



Service awards dinner at the Georgia

ran this ad in the classified section of a local newspaper: "WANTED USED DANCING SHOES AND PUMPS. Contact *Joe Mogush*, Finlen Hotel, President Continental Dancing Club." Other Western managers have been sending in shoes by the carton. *Joe* has been busy giving them away to charity to keep the lobby from overflowing with footwear.

At the St. Francis, *Barbara Gladi* is wearing a happy smile: she's been promoted to secretary to assistant manager *Charles Greenland*. With *Barbara* in the picture are two new front office employees: *Marcia Porter* and *Barbara McClintock*... *Norman Lavin*, *T. A. Gildersleve*, Chef *Walter Roth* and *Lee Jenks* of the Olympic are seen planning the Man of the Year banquet which was held at the hotel.

At the Ben Franklin, *Isabel Peterson*, *Sherman Jang* and *Bob Staci* are recent staff additions... *Wing Mar* is the proud father of a boy... And bellman *Irish Keane* roomed an elderly lady recently and she tipped him 25 cents. As he was leaving, she called him back and give a penny more—for tax!

*Oswaldo Llorens* of the Benson recently made a big hit with ladies of the University Club when he taught a class in Polynesian cookery... Part of the success of the Christmas party at the Benson was attributable to the hard work of the decorating committee from the telephone department: *Jessie Arnold*, *Helen Holbrook*, *Fletta Morilon*, *Jane Lane* and *Lee Palmer*... Same hotel, same party: Night

Norman Lavin, T. A. Gildersleve, Chef Walter Roth and Lee Jenks



auditor *Chuck Tucker* was an enthusiastic leader of the bunny hop. That's a dance!

Finlen coffee shop waitress *Albina Campanella* is a gifted horsewoman. She is a member of the Petticoat Patrol, a group of horsewomen who are noted for their showmanship... *Alvin Armbruster*, Finlen storekeeper, is an avid skin diver. He has participated

Western Hotels executives were guests of honor at a reception given by *Mr. Eiichi Ogawa* recently at the Hawaiian Village Hotel. Seventy-five guests, including the Mayor of Honolulu, were present. Pictured at the reception are, left to right, *Bob Herrick, Kunio Ogawa, Ralph Van Noy, Mrs. Van Noy, Eiichi Ogawa, Mrs. Durham, Jim Durham* and *Earl Thacker*.



Reception at the Hawaiian Village

in the dangerous hobby for more than two years.

Chef *Xavier Hetzman* arranged a sumptuous buffet for the Georgia's service awards dinner. That's *Olaf Gulbrandsen* in the picture helping *Ina Coward, Mary Harper, Grace Keyte* and *Trevor Newton*. Among those receiving service pins was assistant manager *Bob Williams*, who was handed his 20-year pin.

There is always a great deal of interesting material in the Hawaiian Village Torch, the publication put out for the island hotel. Editor is *Maile Gerard* and co-editors are *Henry Cabral* and *Shirley Davidson*. Please send copies of any other publications put out by individual hotels to the FRONT! office. Thanks.

At the Portland meeting managers were asked for an idea for a new service which Western could be the first to offer the public. Manager *Alex Hoffer* of the Maurice suggests a combination TV set-safe deposit. Seems a recent guest hid her airline ticket

*Marcia Porter, Barbara Gladi and Barbara McClintock*





*Willard Abel, Mary Sinclair and Ed Sequeira*

in the television set and later got aboard her plane before remembering where she put the ticket.

Chef *George Chartier* of the Leopold is the third graduate from the Western School of Culinary Arts. *George* completed his course, under the direct supervision of Chef *Reinhold Keller* at the Oasis Hotel, by preparing a special Gourmet Dinner. In



*25-year table at the Drake's service awards banquet*

the picture executive vice president *Edward E. Carlson* hands *George* his graduation certificate as *Roland Richter*, *D. W. Metzdorf*, *Chef Keller* and *Dick Nowell* watch . . . Other Oasis

news: *Nick Kasenebas*, formerly of the Multnomah, is now a member of the Oasis kitchen staff.

*Warren Hoss* and the former *Lois Palmer*, both of the Roosevelt, were married last August. FRONT! just received the picture you see on these pages. Congratulations to this popular pair.

*Edward Sequeira*, general manager of the Sir Francis Drake, was elected



*Chef George Chartier* of the Leopold receives his graduation certificate from the Western School of Culinary Arts.

president of the California Northern Hotel Association for 1960 . . . *Peggy Springer* of the Drake is on a six-week vacation in Bangkok, Thailand . . . *Warren D. Mohr* has been appointed district sales manager of the Hawaiian Village Sales Office in San Francisco . . . *Pat McDowell* of the same office has been appointed employment director of the Northern California Chapter of ASTA for 1960 and 1961 . . . More than 200 of the Drake's 400 employees were eligible for the service awards banquet. 30-year pins went to *Colin Birse*, *Laura Brewster*, *Mary Sinclair* and *Frank Walsh*.



Warren D. Mohr



Warren and Lois Hoss

Jennie Richards, Dorothy Hall and Harriet Coombs of the Winthrop are shown admiring the new yellow carpet in the dining room and coffee shop... For the third year in a row the Winthrop won a United Good Neighbors Award, with over 80% of the employees contributing their fair share. Co-chairmen for the drive



Jennie Richards, Dorothy Hall and Harriet Coombs

were auditor *Ann Dupas* and sales manager *Bruce McKibbin*, who is also the new FRONT! correspondent for the hotel.

.....

## Answers to Western quiz found on pages 24, 25

1. Very Special Person
  2. All employees at all hotels
  3. False. Offers much more but costs the same
  4. The "S" slightly larger than the "V" and "P"
  5. The Western Hotels room key
  6. True
  7. The new round VSP badge
  8. Cascadian
  9. True—a, e, g     False—b, c, d, f
  10. Montana—3                     Oregon—2  
Wyoming—none                 Idaho—3  
Arizona—2
  11. The St. Francis, San Francisco. (Directions are from the Ferry Building)
  12. Mayfair. Dick Sherwood manages the Marcus Whitman. (Apologies to Carl Hudgins)
  13. Cosmopolitan, Denver
  14. Seattle
  15. Miss Hawaii and the Benson's Keith Hardman.
  16. Making sure that the FRONT! correspondent for your hotel knows about it. His name is listed on page 2—and he will welcome your help.
- .....



introducing **VSP\***  
**SERVICE**

for everyone at no extra cost



• YOU ARE A VERY SPECIAL PERSON WHEN YOU STAY AT ANY WESTERN HOTEL AND ARE TREATED WITH SPECIAL CARE

## Western Hotels

INCORPORATED  
S. W. THURSTON, PRESIDENT  
EXECUTIVE OFFICES:  
OLYMPIC HOTEL, SEATTLE



ALASKA—Anchorage: Anchorage-Westward (New addition open 1960) • CALIFORNIA—San Francisco: St. Francis, Sir Francis Drake, Maurice; Los Angeles: Mayfair; Palm Springs: Oasis • COLORADO—Denver: Cosmopolitan • IDAHO—Boise: Boise, Owyhee Motor Inn; Pocatello: Bannock • MONTANA—Billings: Northern; Butte: Finlen Hotel and Motor Inn (Inn to open 1960); Great Falls: Rainbow • OREGON—Portland: Benson, Multnomah • UTAH—Salt Lake City: Newhouse (affiliated) • WASHINGTON—Seattle: Olympic, Benjamin Franklin, Roosevelt; Spokane: Davenport; Tacoma: Winthrop; Bellingham: Leopold Hotel and Motor Inn; Walla Walla: Marcus Whitman; Wenatchee: Cascadian • CANADA—Vancouver: Georgia, Edgewater (Open 1961) • HAWAII—Honolulu: Hawaiian Village

WESTERN INTERNATIONAL HOTELS—GUATEMALA—Guatemala City: Pan American, Guatemala-Biltmore; Antigua: Antigua; Lake Atitlan: Tzanjuyu • MEXICO—Mexico City: Hotel Alameda (Open 1961)

CARAVAN INN DIVISION (Affiliated)—ARIZONA—Caravan Inn East (Phoenix), Caravan Inn West (Phoenix) • CALIFORNIA—Lancaster Caravan Inn, Riverside Caravan Inn, Sands Caravan Inn (Bakersfield), San Francisco Caravan Lodge.



This advertisement introducing VSP Service to the general public is currently appearing in Newsweek, Saturday Evening Post, Sports Illustrated and Sunset Magazine.