Intangibles Give The Waldorf Distinction

Sintesman Woman's Editor

Even the small client who walks into New York's Waldorf-Astoria Hotel feels the excitement of that fabulous hostelry. It is America's best-known hotel, and has a reputation of fashionableness, held by no other in the world.

This reputation comes not because it is the tallest hotel in New York, or because it grosses more yearly revenue, or has a better bank balance than any other. It is probably due more to the fact that the Waldorf-Astoria has through the years made many of the traditions enjoyed by other less-known but probably just as fine hotels.

The original Waldorf opened in 1803 at Fifth Avenue and Thirty-third Street, on the site of the William Astor mansion just torn down, it was alongside the mansion of disapproving John Jacob Astor, but shortly the Astoria hotel was built on that site. In 1897 the Waldorf added the hyphen and the Astoria.

Through feast and famine the hotel continued until finally in 1828 it closed its doors. However announcement was made (two days before the stock market crash) that a new Waldorf-Astoria was in the making. It opened again on October 1, 1821 on Park

was in the making. It opened again on October 1, 1931 on Park Avenue. Though it ran in the red for several years, it finally weathered the storm to emerge better than ever.

ORIGINAL MANAGEMENT

German-born George C. Boldt was its first manager and Swiss Oscar Tschirky the maitre d'hotel. Before the days of the Waldorf high society entertained at home or club; women seldom ate in public. Soon through the promotion of charitable causes, introduction of cultural attractions, catering to social rivalries, the team of Boldt and Oscar soon lured the city's most important hosts from

Fabulous parties were now being given at the hotel. The Bradly Martin Ball of 1807 was said to have cost \$369,200, the Guggenheim finner of 1800 \$250 a plate.

But subtle publicity wasn't all that worked toward making the Waldorf-Astoria the meeting place of socialites. Many new fortunes were made at the end of the 19th century and the new millionaires were taught how to spend their money by Boldt and Oscar. One nan said that the Waldorf-Astoria "brought exclusiveness to the

Many inevations to the hotel business were introduced at the Waldorf. Room service was first given there. Floor clerks were introduced, men were allowed to smoke in public diningrooms first at the Waldorf, and it was first to sanction smoking by women in public. The first plush rope was seen at the Waldorf-Astoria.

Some 200 employes of the hotel have been there the entire 25 sars, another hundred for the past 20. There are 1,800 to 1,900 peryears, another hundred for the past 20. There are 1,000 to 1,000 permanent employes with many others called extras. Normal occupancy of the hotel is 2,200 with makes almost as many employes as patrons. Close to two-thirds of the total \$22,000,000 gross last year was realized through food and beverage sales , while the average 1,000 room hotel is said to gain about half through rooms and half

rugh food-beverage sales.

The hotel can be set up for thousands at once. The grand ball-m for 2,000 people with adjoining quarters opened up for another usand. It has nine restaurants (two offering big-name entertainment) and innumerable rooms for private parties. The famous Pe-cock Alley is a place where there's a fashion parade every day of the week.

ITS CLIENTELLE

The Waldorf-Astoria is a stopping place for prosperous com-marcial travelers who, like all patrons with haggage, enter on the Lexington street side. It caters to people of distinction (Henry Ca-bot Lodge, General MacArthur, Herbert Hoover) who enter by pri-

but Lodge, General MacArthur, Herbert Hoover) who enter by private elevator to their apartments in the towers. It is a recognized social center, attracting the city's upper crust in decollete and white ties, who sweep past the doorman at the Park Street side and through the large and beautifully decorated west lobby.

Guests, no matter how obscure, feel the excitement of the hotel, for they may ride the elevators with a turbanned potentate, a woman in the alender gown of the Chinese. They may rub shoulders with a prince or a smocked representative of The People. One seldom stands for long without hearing French or Greek or Japanese. One floor is staffed entirely by Spanish-speaking help.

Many have come and gone, but all must surely remember the Walderf-Astoria.

At Oregon Homecoming

Dates Are Announced

Several Salem freshmes capured 2 majority of votes in the cermitory elections, held within set living unit.

Kariene Quistad and Nancy Dense were elected secretary-treasurer and social chairman, respectively of Floor 5, Carson Hall.

Judy Keller will carry out the littles of YWCA representative for arson, fourth floor.

The nale of season tickets to the diversity Theater got under way is week with Linda Steele representing Carson units in the theater impaign. The first presentation the University players was bounty Girl which services to the University players was bounty Girl which services to the University players was bounty Girl which services to the University players was bounty Girl which services to the University players was bounty Girl which services to the Salem Toastmistreen, Golden Phenman, Friday South Salem WCTU with Merchanics of the Company of the C "Country Girl," which concluded its run Saturday.

Miss Wilde to Tell Merry Time Club with Mrs. Charles W. Hagan, 1266 Duncan Ave., 130 p.m.

Of United Nations Silver Bell Circle, Neighbors of Woodcraft, Salem Woman's Club, 8

Albany to Be New Home



Mr. and Mrs. Erwin Ray Mustoe (Nina Mae Jacobs) who were married September 28 at the Halbert Memorial Baptist Church. The bride is the daughter of Mr. and Mrs. L. C. Jacobs and Mr. Mustoe is the son of Mr. and Mrs. James R. Mustoe or Albany. The couple will live in Albany. (McEwan Studio)

New Bethel to Give Silver Tea On Sunday at Morris Home

A silver tea will be given by members of Bethel 39, Job's Daugh ters at the home of Dr. and Mrs. Kenneth W. Morris, 1115 N. Winter St., on Sunday afternoon between 2 and 5 o'clock. Funds will be used for the promotional and educational fund of the bethel. All friends of the bethel and the interested public are invited to attend. Greeting guests at the door will be Miss Barbara Morris, Miss

Shirley Beutler and Miss Sharon

Forrest, Miss Patricia Morris will

Presiding at the tea urns will be

Mrs. Conrad Schild, Mrs. Joe Ro-

gers, Mrs. Norman Fletcher, Mrs. Ray Stringham, Mrs. Ove Mc-

Crary and Mrs Joseph Johnston

Assisting will be the Misses Su

san Morrison, Marlene Mathers

Ann Stevens, Sarah Busick, The

ma Kline, Shannon Dyer, Pa

Backe, Bev McKinney, Daphn Gehlar, Linda Trommlitz, Laurie

Stewart, Nancie Sears, Carolyn

Beaver, Nancy and Mina McDan

iel, Marilyn Pinson, Judy Denyer.

Sue Morris, Peggy Lucas and

The Bethel held its regular busi-

ness meeting Tuesday night. October 23 was set as the date for fun

The Bethel "adopted" grandpar

ents were announced as Mrs. Ruth

Edith Brown.

Meeting Held Tuesday

pass the guest book.

At Oregon State

Salem Girls Chosen for Glee Club

By NANCIE OWENS Statesman Correspondent

CORVALLIS-Two hundred and fifty students were auditioned this year for the Oregon State choral organizations, and several Salem girls were chosen for membership in Madrigal, the girls' glee group. Those who were also members last year include Dorothy Stewart, Ma-rilyn Shields, Vieja Lietuvietis and

Nancie Owens.

New girls choses this year are There will be prizes awarded for Kitty Metcalf, Joyce Mount, Mary-lee Brumfield, Ruth Hornschuch, Carol McCandlish and Aria Lietu-The Bethel "adopted" grandoar-

Unit Installed

New Officers of

Portland

Symphony

Orchestra

TUES., OCT. 16 8:15 P.M.

WILLAMETTE

UNIVERSITY

Department of Oregon, Marine Corps League Auxiliary held a stall meeting at the home of the Department of Oregon, Marine Corps League Auxiliary held a stall meeting at the home of the Department of Oregon, Marine Corps League Auxiliary held a stall meeting at the home of the Department of Oregon, Marine Corps League Auxiliary held a stall meeting at the home of the Department of Oregon, Marine Corps League Auxiliary held a stall meeting at the home of the Department of Oregon, Marine Corps League Auxiliary held a stall meeting at the home of the Department of Oregon, Marine Corps League Auxiliary held a stall meeting at the home of the Department of Oregon, Marine Corps League Auxiliary held as the good of the Masonic and Eastern Star Carolyn Beaver (Patricia Morris, Mare Molanic) Canada from Batesfield, Calif.

The Auxined Choral trained its membership to only 30 this year beatile music elastic group will be working on the music elastic group will be worked for the music deal. The music deal trained and the home of the students and the music deal trained and the home of the students of the committee.

The So ph so no see Whiskerino, the features the precedent; Mrs. Galory Treasures; Mrs. Muriel Orlars, association will be awarded for the meet of businest beard, the most ginal beard and the house with a largest percentage of bearded phrumore men.

Sublimity—Miss Elizabeth Lustise Students will be awarded for the meet of businest beard, the most of businest will be awarded for the meet of businest will be committeed to the committee of the committee of the most of businest beard, the most of businest beard, the most of businest will be awarded for the house with a group of women who he knows do not strip to the committee of the c

THERE'S MORE GOING ON Meier & trank Co. THURSDAY-OCTOBER 11 "Coffee And" Time with informal modeling of daytime and sport clothes—A "come as you are" hour for women with coffee and light snacks available - Oregon Room, Street Floor - 9:30-10:30 A. M. FASHION MODELING OREGON ROOM, STREET FLOOR 12:15 - 1:30 P. M.

Committees for

ng of the club at the Silverton Cafe. Other officers are Mrs. Maurice Schnorenberg, secretary: Mrs. H. A. Moll, treasurer; and

publicity, Mrs. Clifton H. Dicker-son; sunshine, Mrs. Clifford Almquist and Mrs. Bruce Billings; wel-Christenson and Mrs. Mae Higgin- ter Wiencek.

Juniors Planning Fall Fashions Benefit Year Announced

Preliminary plans '.r the Salem affair will be held in the Oregon Mrs. John Ericksen. chairman. Junior Woman's Club fall benefit fashion show on October '? were ner, newly installed president of the Silverton Lions Auxillary, president at the first fall distor meeting held at the club'ouse. The chairman, is "Autumn in Oregon."

Preliminary plans '.r the Salem Affair will be held in the Oregon Mrs. John Ericksen. chairman. Mrs. Maurice Cohn, Mrs. Forrest Walker. Mrs. Donald Griswold. Mrs. Stanley Wolcott and Mrs. Bidgood received new Silverton Lions Auxillary, president at the first fall distor meeting held at the club'ouse. The

Reports were given on the various activities sponsored by the
club during the summer.

Mrs. Lloyd Keene. Serving on
Mrs. Kroner announced her commrs. Kroner announced her commrs. Kroner announced her commrs. Reports were given on the various activities sponsored by the
bors Garden club at the home of
Mrs. Lloyd Keene. Serving on
registration will be Mrs. Rex Pefthe discussion with a talk on junior

for the ensuing year as
for and Mrs. H. Willard Cole. Aslanguage.

In the summer.

Mr. Bidgood graduated from
man, Mrs. John Humphrey and
the boy has been named Timothy
man, Mrs. John Humphrey and
mrs. William Ferguson. Mrs. Lee and weighed eight pounds.
North Salem High school in 1947
then attended the Cal-Aeronautical
the discussion with a talk on junior
and Mrs. A. Language.

Mrs. William Hicks, chairman, Mrs. John Humphrey and
the boy has been named Timothy
man, Mrs. Bidgood graduated from
man, Mrs. John Humphrey and
mrs. William Ferguson. Mrs. Lee and weighed eight pounds.
North Salem High school in 1947
then attended the Cal-Aeronautical
the discussion with a talk on junior
and Mrs. A. Language.

Mrs. William Hicks, chairman, Mrs. John Humphrey and
the boy has been named Timothy
man, Mrs. Bidgood graduated from
man, Mrs. John Humphrey and
man, Mrs. Joh mittees for the ensuing year as follows: membership, Mrs. John Becker and Mrs. Ralph Adams; ways and means, Mrs. Helen Sherwood and Mrs. Norman Nyhus:

| Mrs. Cliffon H. Dickers | Dicker

Powell; telephone, Mrs. George Ernest Southmayed and Mrs. Wal-

A dessert will be served during

chairman of the City Beautiful J. VanLeeuwen of Halsey, and committee, gave a talk on the use Mrs. Delphia Nelson, Lakeview. of litter bags to help keep the nomes and the city.

Hostesses for the evening were three weeks.

Mrs. Melvin Lien, junior state grandparents are Mr. and Mrs. A. January.

city and state clean. Mrs. Clark ZENA-Mrs. Al Ellison of Rt. 1, Floyd Wilton of Long Beach, Calif. Carlton, also a member of the Salem, is in San Antonio, Texas are visiting their parents, Mr. and fare, Mrs. Ted Burian and Mrs. bothom; hostess, Mrs. Harley De-Gity Beautiful committee, encour-for a visit with her son, Jim, who Mrs. Cecil Snook of Four Cornera William Block; social, Mrs. Vestor Peel and Mrs. Erpest Ekman; aged members to plant shrubs and is stationed there with the Air Seydell; historian, Mrs. Frank M. gifts, Mrs. Clarence Morley, Mrs. flowers to help beautify their Force, and his new bride. Mrs.

Mr. Bidgood

ROBERTS-Mr. and Mrs. Glenn Bidgood received news today of their son Craig's engagement to Miss Alice Cook of Cincinnati,

To Assist at Meeting

Final plans for assisting in the fall meeting of Capital District Garden clubs to be held at Stayton on Oct. 18 were made at last were Mrs. William Hicks, chair
To Assist at Meeting

A panel discussion on federation, club history and projects was the featured program of the evening.

FOUR CORNERS — Felicitations go to Mr. and Mrs. George VanLeeuwen (Elizabeth Nelson) on the birth of a son October 2 at the Salem General Hospital. The litters on the same airline,

FOUR CORNERS-Mr. and Mrs. Ellison plans on being gone about lem. He is stationed at the Los Alamitos Naval Air Station.

JUST THREE DAYS LEFT ... ENDS SATURDAY!



These Are Only a Few Representative Values . . . Many More to Choose From But Not Illus.

Costly Fabrics

At Bargain

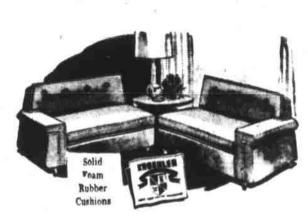
Prices

· NYLONS

. TEXTURES

. FRIEZES

e TWEEDS



NEW Half Sofa-Sectional from Kroehler's Madison Group

Charming is the word for it. Another Kroehler original at a value-smashing price. Trim modern lines give it that casual correctness . . . 4½" Molded Foam Rubber Cushions give it a delightful comfort. Terrific choice of fabrics in new 1956 Fall colors.

Less Trade-in

You Pay Only . . . \$199 PLUS FREE GIFT!

Bumper End

Curved Sectional

(Available with Left or Right Hand Bumper End)

Here's three-piece sectional luxury tied in with the brilliance of fresh off-the-drawing-board design . . plus the deep-seated comfort of buoyant 4½" Molded Foam Rubber Cushions. Arrange it and re-arrange it to your

heart's content. You can make your room different every time with this versatile sectional. Decorator fabrics . . . colors galore! Brass ferruled legs.

You Pay Only . . \$354

PLUS FREE GIFT!

Sale Price

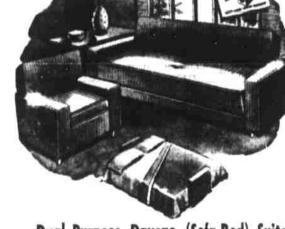
. NUBBIES NO MONEY

> Your Trade-in Is Your Down

DOWN

Payment As Low as

\$2.50 per weeld



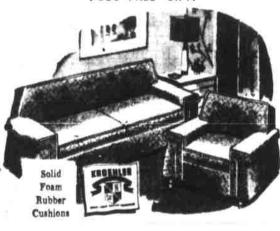
Dual Purpose Daveno (Sofa-Bed) Suite

Double savings in this handsome living room set that converts in a jiffy to a luxurious bed. Get new comfort and beauty for you rliving room and an extra bedroom at no extra cost. Your choice of colors in sturdy woventextured fabrics. Double spring construction.

Special Sale Price Loss Trade-in

You Pay Only . . \$134.50

PLUS FREE GIFT!



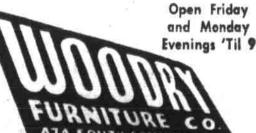
Smart "Madison" Davenport & Chair Suite

Luxury living, luxury styling at modest budget prices. This distinctive 2-piece suite created by famous Kroenler designers to give you the 'last word' in modern styling plus builtin comfort you'll enjoy for years . . Ideally styed to today's living with trim button back, modern key-type arm, brass ferruled legs and reversible 4½" Foam Rubber Cushlons . . . on hand in all the Fall covers and colors.

Sale Price Less Trade-in

You Pay Only . . . \$199

PLUS FREE GIFT!



Remember! Sale Ends Saturday! Don't Miss It... It's Really BIG!