

International Inn

Intangibles Give The Waldorf Distinction

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 1883 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 1887 the Waldorf added the hyphen and the Astoria.

Through feast and famine the hotel continued until finally in 1929 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, 1931 on Park Avenue. Though it ran in the red for several years, it finally weathered the storm to emerge better than ever.

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 home to hotel.

Fabulous parties were now being given at the hotel. The Brady Martin Ball of 1887 was said to have cost \$369,206, the Guggenheim dinner of 1899 \$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 man said that the Waldorf-Astoria "brought exclusiveness to the masses."

Many innovations in 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 employees of the hotel have been there the entire 25 years, another hundred for the past 20. There are 1,800 to 1,900 permanent employees with many others called extras. Normal occupancy of the hotel is 2,300 with makes almost as many employees 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 through food-beverage sales.

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

The Waldorf-Astoria is a stopping place for prosperous commercial travelers who, like all patrons with baggage, enter on the Lexington street side. It caters to people of distinction (Henry Cabot 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 turbaned portentia, a woman in the slender 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.

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ITS CLIENTELLE

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At Oregon Homecoming Dates Are Announced

By BARBARA BONIFACE Statesman Correspondent

EUGENE — "Fun, Wasn't It?" will welcome university alumni to Homecoming weekend, November 9 and 10. Among those devoting time to the event will be Judy Laucke, acting as chairman of the dances committee.

The Sophomore Whisterton, which features the presentation of Joe College and Betty Good, is scheduled for October 20. It will include the winners of the board game contests which started this Wednesday for all sophomores.

Prizes will be awarded for the longest or bushiest beard, the most original beard and the house with the largest percentage of bearded sophomores.

The winners of the first two contests will be shown on stage during the intermission of the dance.

Several Salem freshmen captured a majority of votes in the dormitory elections, held within each living unit.

Karlene Quistad and Nancy Denton were elected secretary-treasurer and social chairman, respectively of Floor 5, Carson Hall. Judy Keller will carry out the duties of YWCA representative for Carson, fourth floor.

The sale of season tickets to the University Theater got under way this week with Linda Stedje representing Carson units in the theater campaign. The first presentation of the University play was "Country Girl," which concluded its run Saturday.

Miss Wilde to Tell Of United Nations

At the meeting of Salem Rebekah Lodge Monday night presided over by Mrs. Clyde Jay, vice-grand plans were made to hear Miss Ruth Wilde speak on her trip to the United Nations. The public is invited.

The Theta Rho girls chose Mrs. Lawrence McClure as their senior advisor for the ensuing year.

The F. L. club will meet Thursday evening, October 11 at the home of Mrs. Wesley Hunter. These Links club will meet Friday afternoon at 2 p.m. at the hall.

Helps Heal And Clear Itchy Skin Rash!

zemo

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 of 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 Daughters 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 pass the guest book.

Presiding at the tea urns will be Mrs. Conrad Schild, Mrs. Joe Rogers, Mrs. Norman Fletcher, Mrs. Ray Stringham, Mrs. Ove McCrary and Mrs. Joseph Johnston.

Assisting will be the Misses Susan Morrison, Marlene Mathers, Ann Stevens, Sarah Busick, Thea Kline, Shannon Dyer, Pa Backe, Bev McKinney, Daphne Gehlar, Linda Trommlitz, Laurie Stewart, Nancie Sears, Carolyn Beaver, Nancy and Mina McDaniel, Marilyn Pinson, Judy Denyer, Sue Morris, Peggy Lucas and Edith Brown.

Meeting Held Tuesday

The Bethel held its regular business meeting Tuesday night. October 23 was set as the date for fun night with girls wearing costumes. There will be prizes awarded for the most original costumes and there will be a program.

The Bethel "adopted" grandparents were announced as Mrs. Ruth Shreve and Duncan McDonald from the Masonic and Eastern Star Home at Forest Grove.

A guest was Miss Melinda Caraban from Bakersfield, Calif. Recent initiates of the Bethel are Frances Stewart, Carolyn Beaver, Patricia Morris, Karen Kaser, Judith Denyer, Mina Rae McDaniel, Nancy Mae McDaniel, Sonia Vasfaret and Beverly McKinney.

Modern Etiquette

By ROBERTA LEE

Q. Is it obligatory to reply to letters of condolence?

A. Yes; send brief letters of thanks to everyone who has been thoughtful enough to send flowers or personal letters.

Q. Is it still considered necessary for a man to ask permission to smoke when with a group of women who he knows do not smoke?

A. Yes, this is still the courteous and thoughtful thing to do.

Q. Should the used silver be left on the platter when it is being removed from the table?

A. Yes.

There's More Going On At

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.

WILLAMETTE UNIVERSITY Tickets at Stevens

Committees for Year Announced

SILVERTON — Mrs. Harry Kroner, newly installed president of the Silverton Lions Auxiliary, presided at the first fall dinner meeting of the club at the Silverton Cafe. Other officers are Mrs. Maurice Schorenberg, secretary; Mrs. H. A. Moll, treasurer; and Mrs. Vester Seydell, vice-president.

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

Mrs. Kroner announced her committees for the ensuing year as follows: membership, Mrs. John Becker and Mrs. Ralph Adams; ways and means, Mrs. Helen Sherwood and Mrs. Norman Nyhus; publicity, Mrs. Clifton H. Dickerson; sunshine, Mrs. Clifford Almqvist and Mrs. Bruce Billings; welfare, Mrs. Ted Burian and Mrs. William Block; social, Mrs. Vester Seydell; historian, Mrs. Frank M. Powell; telephone, Mrs. George Christenson and Mrs. Mae Higgin-

bothom; hostess, Mrs. Harley DePeel and Mrs. Ernest Ekman; girls, Mrs. Clarence Morley, Mrs. Ernest Southmayd and Mrs. Walter Wiencke.

Juniors Planning Fall Fashions Benefit

Preliminary plans for the Salem Junior Woman's Club fall benefit fashion show on October 7 were announced at the Monday night meeting held at the club's house. The affair will be held in the Oregon Room at Meier and Frank's at 8:15 p.m. Theme of the show, of which Mrs. Robert Gordon is chairman, is "Autumn in Oregon."

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 week's meeting of Lansing Neighbors Garden club at the home of Mrs. Lloyd Keene. Serving on registration will be Mrs. Rex Peffer and Mrs. H. Willard Cole. Assisting other Stayton committees will be Mrs. Ernest E. Walker, Mrs. Jess Lincy, Mrs. Robert Ballard, Mrs. Glenn Larkins and the club's president, Mrs. Ralph Hein.

Mrs. Melvin Lien, junior state chairman of the City Beautiful committee, gave a talk on the use of litter bags to help keep the city and state clean. Mrs. Clark Carlton, also a member of the City Beautiful committee, encouraged members to plant shrubs and flowers to help beautify their homes and the city.

Mr. Bidgood To Marry

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

Craig Bidgood has been employed in Cincinnati for the past two years as flight engineer for TWA and Miss Cook is a stewardess on the same airline.

Mr. Bidgood graduated from North Salem High school in 1947 then attended the Cal-Aeronautical School in Glendale, Calif. He expects to visit here sometime in January.

FOUR CORNERS—Mr. and Mrs. Floyd Wilton of Long Beach, Calif. are visiting their parents, Mr. and Mrs. Cecil Slock of Four Corners and the Allen R. Wiltons of Salem. He is stationed at the Los Alamitos Naval Air Station.

ZENA—Mrs. Al. Ellison of Rt. 1, Salem, is in San Antonio, Texas for a visit with her son, Jim, who is stationed there with the Air Force, and his new bride, Mrs. Ellison plans on being gone about three weeks.

Little Boy Welcomed

FOUR CORNERS—Felicitation go to Mr. and Mrs. George VanLeuven (Elizabeth Nelson) on the birth of a son October 2 at the Salem General Hospital. The little boy has been named Timothy Lee and weighed eight pounds, nine ounces. Greeting the newcomer were brothers, Charles and James, and sister, Mary. The grandparents are Mr. and Mrs. A. J. VanLeuven of Halsey, and Mrs. Delphia Nelson, Lakeview.

Advertisement for Woodruff Furniture Co. featuring a 'TRADE-IN Sale!' with 'EXTRA LIBERAL ALLOWANCES!.... Plus... FREE \$59.50 T.V. Swivel Chair'. It lists various furniture items like the 'Kroehler Bumper-End Sectional' and 'Dual Purpose Daveno (Sofa-Bed) Suite' with prices and trade-in values. The ad includes a list of fabric options: NYLONS, METALLICS, TEXTURES, FRIEZES, TWEEDS, and NUBBIES. It also features a 'Modern Etiquette' section and a 'Club Calendar' for the week of October 11-13, 1936.