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Magnificent New Hotel Texas Formally Opened

Members of Hotel Fraternity Gather in Fort Worth to Participate in Formal Launching of South's Most Splendid Hostelry—T. B. Baker President, and Edwin H. Lee, General Manager

By CHARLES E. GEHRING in Fort Worth

IN a burst of color and amid flags and decorations, the new Hotel Texas, T. B. Baker's latest and biggest hotel, formally opened its doors on Saturday of last week, although it has been in actual operation for the past two months. Floral contributions for the occasion were received from all parts of the country, many coming from as far away as St. Louis. New hangings and draperies had been placed throughout the hotel and every woman guest, upon arrival, was presented with a corsage bouquet of roses. Vari-colored flags adorned the walls, but those that attracted the most attention and aroused the greatest comment were in a set of six flags, hanging unfolded from the mezzanine and falling into the lobby. They were the flags of Spain, France, Mexico, the Southern Confederacy and the Texas Republic, typifying the different epochs in Texas history. It was truly a gala occasion, and it was a true indication of the pride that the citizens of Fort Worth are taking in their new hotel, the largest in the state of Texas.

Mr. Baker's Hospitality

Mr. Baker extended the hospitality of his hotel to the visiting hotel men and tendered a luncheon to about fifty of them with their ladies in the Cactus Room. Upon his entrance into the room, Amon Carter, publisher of the Fort Worth Star-Telegram and president of the Chamber of Commerce, made a special introduction to the gathered assemblage of Mr. Gehring, in these words: "Mr. Charles Gehring, HOTEL REVIEW, New York, who entertained the Coast to Coast Party in 100 per cent. manner!" The menu was as follows:

Falmouth Oysters, Mignonette
 Hearts of Celery . . . Mixed Olives
 Poached Eggs, Georgette
 Squab Guinea Hen with Pineapple
 Bigarrade Sauce
 French Peas in Butter
 Sweet Potatoes aux Marrons
 Romaine and Alligator Pear Salad
 Mandarin en Surprisso
 Petit Fours
 Cafe

After the luncheon addresses were made by the following:

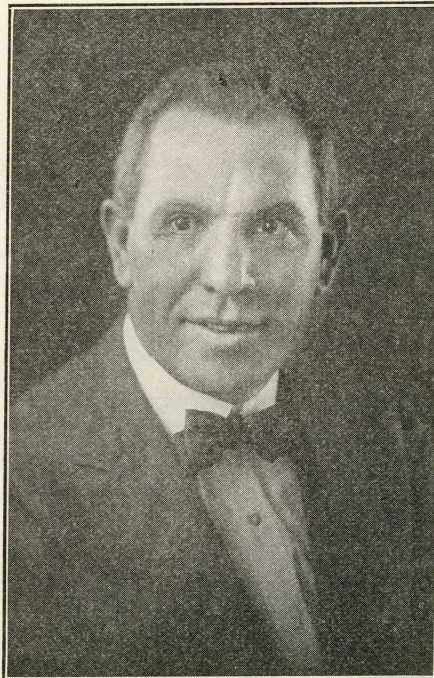
Wm. Monnig, President, Citizens' Hotel Company, Fort Worth;
 Amon Carter, Publisher, Star Telegram, Fort Worth and President of the Chamber of Commerce;
 W. H. Massey, Chairman of the Chamber of Commerce, Fort Worth;

Charles E. Gehring, HOTEL REVIEW, New York;

R. E. Pellow, Hotel Raleigh, Waco Texas. The speakers were introduced by Edwin H. Lee, General Manager of the Baker hotels.

Mr. Monnig, in his address, said, "I have found it lots of work to build a hotel by public subscription. People say that, if a hotel was started NOW, it would be cheaper to build. If it WAS started now I am not sure that we could do it at all. You have the best hotel man in the country, Mr. Baker, and you have Mr. Lee to run it for you." (Applause at the mention of both names.)

"I know nothing about the hotel



T. B. BAKER

business," continued Mr. Monnig. "The hotel is built and paid for and I do not think there is a man of any consequence in Fort Worth that has not got at least \$5000 worth of stock in it."

Mr. Carter, in his address, stated that notwithstanding the fact that some people thought too much money was being spent, Mr. Monnig had said that they were going to have the best

hotel. While many people assisted in the financing of the project because of civic pride, and were not hopeful of ever receiving any returns on it, he believed they were going to be agreeably surprised. "Where people find genuine folks that treat you right and make you feel at home they are going to return."

In introducing Mr. Gehring, Mr. Lee said; "Just a word from a man who traveled half way across the continent to be with us today."

Hotel Investment as Insurance

Mr. Gehring's address was in part as follows:

"You show me a town which has not a good hotel and I will show you a town that is dying on its feet. Last year, or rather, I think this spring, when we ambled through this part of the country on our way to California, Mr. Baker, at a dinner at the Menger, told me that he was going to open a small hotel in Fort Worth, and reminded me that since I had attended other hotel openings in the world that I should attend the opening of this. I promised him then that I would make the trip. I am here. I am glad of it. I am glad, not because I made the promise, but of the wonderful attitude here in Fort Worth of the people toward its hotel. I want you to know that I have been in many hotels where I went for the opening, where I did not find this spirit. I congratulate the citizens of Fort Worth on the excellent spirit which they are showing and I do hope that it will not only be on the day of the opening when we have these gala times, but will stay for time.

Mr. Carter, I gather, is one of the really most progressive citizens of this town, which he helped to build for himself and his city a home of which it is proud. When he takes care of the people who helped him take care of his publication by giving them a building befitting its growth, it means that he is going to be useful in other ways. You know there are optimists and pessimists.

But I am ready right now to lay my little bet on the financial and business success of the Texas. You know many of us carry insurance for one thing or another, and it is this thought that occurs to me in connection with operations of this kind in a city: We insure ourselves; why not allow just a little insurance in that way. These gentlemen have made their investment in this hotel of not less than \$5,000, if they never took a nickel out of it, but only figured on the increased volume of business that the hotel would bring them, would be more than repaid."

R. E. Pellow, Raleigh hotel, Waco, the final speaker, stated that he had heard so many things about the value of hotel men to a community that he would be like to elaborate upon it, and did so in a very interesting manner. Mr. Pellow mentioned that he came as a representative of the Amer-

ican Hotel Association, the Texas Hotel Men's Association, and himself personally.

Among the prominent hotel men at the luncheon tendered by the management of the Texas were the following:

- Allison, J. H., Fort Worth;
- Baker, Fenton, Fort Worth;
- Baker, T. B., the Texas;
- Baker, Miss Mile, Ft. Worth;
- Carter, A., Fort Worth;
- Camp, C. M., Navasota hotel, Navasota, Texas;
- Dryburgh, Alex, the Virginia, Chicago;
- Daley, H. L., Martin hotel, Temple;
- Daly, J. E., Bender hotel, Houston;
- Day, Mr. and Mrs. Harvey, the Westbrook, Fort Worth;
- Ellsberry, Thos., Marlin, Texas;
- Gehring, Chas. E., HOTEL REVIEW, New York;
- Higgins, Mr., Armour & Co., Fort Worth;
- Humphreys, Fred, Paso del Norte, El Paso;
- Hall, G. G., Houston;
- Huckins, Mr. and Mrs. L., the Westbrook, Fort Worth;
- Huckins, Paul, Westbrook, Fort Worth;
- Hainey, C. P., Fort Worth;
- Harrison, Robert, Corsicana;
- Highy, Mr. and Mrs. Howard, Ft. Worth;
- Hutchins, Mr. and Mrs. M. B., the Menger, San Antonio;
- Hill, Mrs., Siebold hotel, Ft. Worth;
- Hilton, Mr. Terminal hotel, Ft. Worth;
- Huntress, Mr. and Mrs. F. C., the Express, San Antonio;
- Johnston, C. O., Supt. M. K. O. Din. Car Service;
- Ketner, Jas., Muehlebach & Baltimore, Kansas City;
- Kieffer, John, Marshall, Texas;
- Kleeberger, W. L., Park hotel, Seguin, Texas;
- Knoblauch, Chas., Arlington hotel, Marlin;
- Leffler, Mr., Fort Worth;
- McIntosh, Mr., Fort Worth;
- Martin, Dudley, HOTEL REVIEW, New York;
- Massie, Mr., Fort Worth;
- Monnig, Wm., Fort Worth;
- Moore, W. N., Metropolitan hotel, Fort Worth;
- Pellow, Mr. and Mrs. R. E., the Raleigh, Waco, Texas;
- Rightmire, Rufus, Armour & Co., Chicago;
- Rogers, Mr., Mrs. and Miss, Regis hotel, Yoakum;
- Sanders, Sec'y Texas Ass'n, San Antonio;
- Shea, Jack, Sec'y., Nor. Calif. Hotel Ass'n;
- Shannon, Mr., Fort Worth;
- Tullos, Jack, Tullos hotel, Shreveport, La.;
- Wheeler, Mrs. Della, Siebold hotel, Fort Worth.

Banquet in Evening

The formal opening of the hotel came in the evening with an elaborate banquet held in the Crystal ball room, which was largely and enthusiastically attended. The entrance to the banquet hall was through the beautiful Blue Bonnet Promenade. Fern decorations hung from the lighting globes in the ballroom and through the Promenade, and baskets of flowers adorned each table and dais. Amon G. Carter proved himself an able toastmaster and an eloquent and brilliant speaker. Mr. Carter is also one of the leading promoters and a \$25,000 subscriber to the hotel stock, and to him the ultimate success of the whole enterprise has been credited.

After the dinner the menu of which is given below, Mr. Carter announced the stockholders of the new hotel, saying they had shown their faith in the enterprise by coming across with real hard cash. This list numbers some 780 names like the following:

Mrs. Winfield Scott.....	\$250,000
Wm. Monnig.....	75,000
Ed. Farmer.....	75,000
W. G. Stripling.....	75,000
N. Texas Traction Co.....	75,000

All then proceeded to dispose of the following menu:

- Chesapeake Crabmeat Ravigotte
- Strained Louisiana Gumbo
- Hearts of Celery
- Salted Pecans
- Mammoth Ripe Olives
- Gulf Trout, Mornay
- Supreme of Chicken—Becker
- Asparagus Tips
- Belgian Endive and Beets
- Texas Ice Cream
- Assorted Cakes
- Cafe Noir

- Apollinaris
- Cigars—Lovera Monopole
- Cigarettes—Egyptian Deities

Floral Tributes Received

San Antonio Hotel Men's Association
Large basket chrysanthemums.
Jack Tullos, Mgr., Inn hotel, Shreveport, La.
Large basket chrysanthemums.
Fakes and Company.
Basket roses and chrysanthemums.
J. W. Howell, The Connor, Joplin, Mo. Roses.
Angelica Jacket Co., St. Louis, Mo. Jacket in carnations.
Ft. Worth Poultry & Egg Co.
Large basket chrysanthemums.
Texas Hotel Keepers Association.
Large basket chrysanthemums.
Elmore C. Green, Manager Hotel Iroquois, Buffalo, N. Y.
Basket roses.
Hazen J. Titus, Chauncey-Wright Restaurants, Seattle, Washington.
Large basket chrysanthemums.
Sligh Furniture Co., Grand Rapids, Michigan.
Roses and chrysanthemums.
E. C. Eppley, Chicago, Ill.
Large basket roses and chrysanthemums.
Mr. and Mrs. R. E. Pellow, Raleigh hotel, Waco, Texas.
Roses.
Adolphus hotel, Dallas, Texas.
Large easel, roses, carnations.

Wm. Monnig, president of the Citizens Hotel Co., and former president of Chamber of Commerce, delivered a speech which in witty darts cleverly but forcefully reviewed the interesting history of a great civic enterprise, and went over the many vexatious problems encountered and overcome before the project became a reality:

Toastmaster Carter remarked that the hotel was not built to make a living from other hotels, but to bring business into the city. Inasmuch as he had to catch a train he announced that he would turn the meeting over to Mr. Massie, after introducing the next speaker, H. T. Ferris, vice-president of the Mortgage Trust Co., of St. Louis, whose company loaned the hotel company \$1,250,000.

Mr. Gehring Introduced

Mr. Massey, in introducing the next speaker, said:

"I am going to introduce to you a man who has participated in the formal opening of every hotel in the United States. He, like the former toastmaster, is engaged in the publication business. That man is Chas. E. Gehring, proprietor of the New York HOTEL REVIEW."

Mr. Gehring spoke as follows:

"I believe that I have established for myself the reputation of being the long distance guest at this party. I am now going to try to establish for myself a further reputation of being the short distance speaker of this evening. It is a great privilege to be here, and a great privilege to keep the promise I made to Mr. Baker in San Antonio early this spring, when he dared me to come to Fort Worth to the formal opening of this hotel. I am here, Ladies and Gentlemen.

"I also wanted to tell you that I had another reputation, but I lost that when the Volstead act went over. Prior to that time I could get up on my feet and sometimes tell a story, but since then they do not go over so smoothly.

"I want you to know that it is a great pleasure to be here to share in this occasion, with you, and principally because of my regard for Mr. Baker and his able assistant, Mr. Lee. I have known them for a great many years and I have learned to admire them as well as their outstanding ability.

"In former years I came to Texas and tried to get away with the gag that I brought the greetings from the East to the West. That will not go any more. There isn't any East nor any West, we are just one great big people between two great oceans.

"As I remarked before in San Antonio, all I needed to come back to Texas was an excuse. Now if anybody here wants to build another hotel, just give me the same dare Mr. Baker did and I will be back for that one."

Toastmaster Massie then called upon Messrs. T. B. Baker, Edwin H. Lee and Howard F. Higby to rise as their names were called, and to each was extended a rising tribute on the part of all present. Said Mr. Lee: "I am happy to say that we are delighted to have you with us this evening, and we are more than pleased at the welcome that Fort Worth has given the Texas and the splendid support which Fort Worth has given the management of the Texas."

A very interesting story is told by Mr. Lee of the reason the hotel was so called:

"Before calling this hotel 'The Texas,' we looked over the State and found that there was not one among all the great hotels we have in all the towns and cities in Texas that would appropriate unto itself anything that meant Texas or really belonged to Texas. They had all gone outside of Texas for their ideas. In Texas, everything that means Texas is to be had; and therefore we called it the Texas, and we are building into it everything that means Texas. In a word, we are making it look Texas, breathe Texas, emanate Texas. We have gone back into the past and brought it into the present. Fort Worth is a modern town of modern hotels, and yet when people come from outside of Texas—come from the confines of the entire country, from all over the world—they want to see Texas, the real rough and rugged stuff. They want to see broad brimmed hats, high boots; they don't want to see silk hats and silk stockings. They want to see Texas.

"That is why we have provided the Hall of the Long Horns, The Red Bonnet Promenade, the Rodeo—the corral where they treat them rough. We are building into this hotel everything that means Texas."

After the banquet and speeches were out of the way, the tables and chairs were removed and dancing proceeded until midnight. General Manager Edwin H. Lee left town after the festivities to enjoy a few weeks' well-earned vacation and rest on the Pacific Coast.

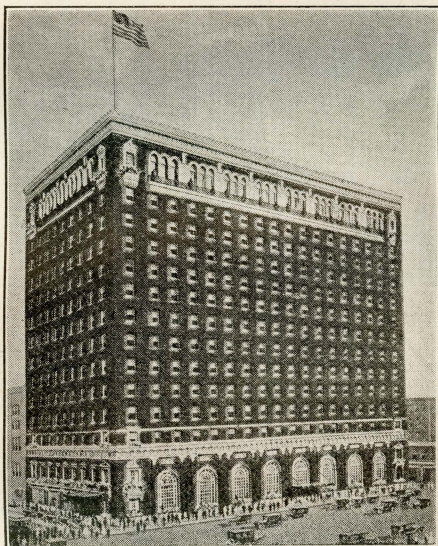
Some Stopovers En-Route

Mr. Gehring was a busy man both before and after the opening. On the way to Fort Worth he, accompanied by R. A. Rightmire, manager of the Hotel Department of Armour & Company, Chicago, paid a visit to the Big Four in Kansas City, W. N. Robinson, S. J. Whitmore, James Ketner and Joseph Reichl, at the Baltimore and the Muehlebach. Wallace N. Robinson, Jr., met them at the station. Messrs. Whitmore, Ketner and Robinson, Jr., had breakfast at the Muehlebach, while Messrs. Robinson, Sr., and Barney Allis went to the Tulsa, at Tulsa, Oklahoma. After leaving Fort Worth, Mr. Gehring went to El Paso, then to Los Angeles and San Francisco, returning to attend state hotel conventions in Alabama, Georgia and North Carolina, returning to New York in time to sail for Europe on Dec. 22 to attend an important conference of hotel men in Paris.

A Strong Organization

The organization of the staff of the Hotel Texas is as follows:

- T. B. Baker, President;
- Edwin M. Lee, General Manager;
- Howard F. Higby, Assistant Manager;
- Fenton N. Baker, Assistant Manager;
- Edna Potevin, Assistant to Mr. Lee;
- Joseph A. Jones, Auditor;



HOTEL TEXAS, FORT WORTH

Mrs. C. M. Twedell, Housekeeper;
Mrs. Madeline Cash, Chief Telephone Operator;
S. H. McClure, Chief Engineer;
Norman W. Kelk, Steward;
G. Vellino, Chef;
A. B. Hodge, Superintendent of Service;
E. L. Parker, Manager, Coffee Shop;
Charles Prevoste, Maitre d'Hotel;
J. W. Akins, Laundry Superintendent;
J. W. Hilton, Manager, Barber Shop;
C. F. Walker, Head Porter;
R. R. Porter, Chief House Officer.

Best Equipment Used

The kitchens of the new Texas are models for ventilation and lighting, one of the most notable features about them being that they are daylight—sunlight, if you please—and naturally ventilated. The equipment for the preparation of cooking of the food is of the most modern pattern. All perishable food is kept in Jewett refrigerators until it is ready for use. The cooking is done on Van ranges of the latest and most approved type. And Kellum coffee urns, cream and milk dispensers make for efficient pantry service. One of the tests of a good hotel is good coffee and the Texas uses the Maxwell brand that is so popular through the South.

The furniture and decoration of the new hotel are entirely in harmony with their surroundings, and represent the personal selection and taste of Mr. Lee. The 600 rooms of the hotel are all furnished with durable Simons beds and Baker linen for both beds and dining room. Newto & Hoyt chairs and tables, and Hubbard decorative furniture constitute practically the balance of the furniture equipment. The Marshall ventilated sanitary mattress is used in all the bed rooms. It is built on a spring foundation of more than 1,000 small highly tempered wire springs. The idea is to allow the mattress to conform to the shape of the body. Sligh furniture and Miller cabinets, together with the other furniture, give an outfit that leaves nothing to be desired.

Wander through the Coffee Shop, walk into the dining room, go down into the grill, no matter where, the quality of the Gorham silver service and Syracuse china is exquisite. No expense has been spared in this direction, nor in any other, in the Texas hotel. Even in a detail like the Angelica uniforms, there has evidently been considerable thought in selection, for they harmonize and blend with the surroundings in a way that is pleasing to see.

FINE COVER ON REPORTER

An exceptionally fine impression is made by the cover on Ed. T. Maples's "Western Hotel Reporter" for November 26. It is a genuine work of art, reproduced from a painting by Sperry, a California artist.

EVENTS TO COME

DECEMBER

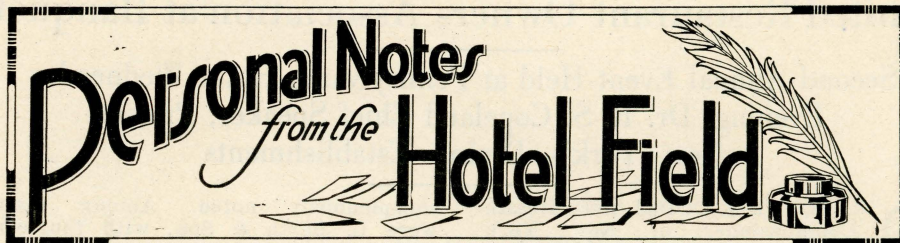
Southern Hotel Ass'n Convention, Norfolk, Va., Dec. 13-14.
Ga. Hotel Men's Ass'n Convention, Rome, Dec. 15-16.
Alabama Hotel Ass'n Convention, Anniston, Dec. 16.
Convention, Iowa Hotel Ass'n, Cedar Rapids, Dec. 15-16.
Pennsylvania Greeters annual meeting, Scranton, Dec. 16-18.
Convention, Columbus Hotel Ass'n., Columbus, Ohio, December 20.
Convention, Ohio Hotel Association, Columbus, December 20-21.
Quarterly Meeting Hotel Ass'n of New York City, Commodore, Dec. 21.

JANUARY

New York Stewards' Ass'n, Annual Dinner Dance, Hotel Commodore, Jan. 16.
Banquet, Hotel Association of New York City, Astor, Jan. 26.

FEBRUARY

Annual Ball Elite H-W Ass'n., Cafe des Artistes, Febr. 19, 1922.



Champe—L. Champe has purchased the Greeley hotel, at Greeley, Kansas.
* * *

Schultz—W. N. Schultz is now assistant manager at the Selwyn, Charlotte, N. C.
* * *

Lynch—James D. Lynch has become assistant manager of the St. Charles, in New Orleans.
* * *

Broberg—Mrs. C. W. Broberg has been appointed housekeeper of the Chicago Beach hotel, Chicago.
* * *

Jarman—Wm. D. Jarman has assumed the duties of assistant manager at the St. Charles, in New Orleans.
* * *

Sims—J. S. Sims, assistant manager of the Esseeola Inn, Linville, N. C., has been traveling in California.
* * *

Linnard—D. M. Linnard, formerly head of the Ambassador hotels, has returned from an extended trip to the Orient.
* * *

Lindquist—John Lindquist, new steward at the Spalding, in Duluth, was formerly with Tod house, Youngstown, Ohio.
* * *

Kingsley—W. A. Kingsley, who formerly operated the Pacific hotel, Norfolk, Nebr., will spend the winter in California.
* * *

Jones—Harry A. Jones has gone to the Elmwood hotel, Waterville, Me. He was formerly with the Augusta House, at Augusta.
* * *

McClain—Donald McClain has been promoted from night clerk to assistant manager of the Hotel Oakland, Oakland, Calif.
* * *

Rasbach—J. A. Rasbach, formerly proprietor of the Sexton hotel, Kansas City, plans to make his future home in California.
* * *

Flanagan—John M. Flanagan will be voted on by the San Francisco Charter of Greeters for president, at the coming meeting.
* * *

Foster—Daniel Foster, late of the Elmwood hotel, Waterville, Me., will be chief clerk at the Despland, Daytona, Fla., during the winter.
* * *

Tanner—B. C. Tanner, formerly manager of the Dale-Tallac hotel, in San Francisco, has returned from a three months' trip to Australia.
* * *

Kane—W. R. Kane, formerly of the Bond, in Hartford, and later with the Savery, in Des Moines, is now assistant manager of the Blackhawk, in Davenport.
* * *

Murphy—T. J. Murphy, general supervisor of agencies for the McCray Refrigerator Company, Kendallville, Ind., recently made a business trip to the Pacific Coast.
* * *

Diekelman—Kurt A. Diekelman, who recently went to the Radisson, in Minneapolis, as assistant manager, is reported to have resigned his position and gone to Chicago.

Nevers—Harry Nevers is the new proprietor of the Culver hotel, Ashland, Wis.
* * *

Crew—A new hotel, just completed, at Greenfield, Iowa, has been leased by William Crew.
* * *

Hoedinger—Percy Hoedinger is the new proprietor of the American House at Reading, Pa.
* * *

Sims—J. Sims, assistant manager of the Esseeola Inn, Linville, N. C., is traveling in California.
* * *

Meyer—R. L. Meyer has succeeded J. D. Cravens as manager of the Hotel Claridge in St. Louis.
* * *

Gearhart—Mrs. H. M. Gearhart has leased the Turon hotel at Turon, Kansas, and will manage it.
* * *

Miller—Clyde Miller was recently appointed steward of the Arlington hotel, Santa Barbara, Cal.
* * *

Koonce—Mrs. Ralph Koonce has leased the new Alice hotel at Hope, Arkansas, and will manage it herself.
* * *

Gray—Charles A. Gray has purchased an interest in the Niagara hotel at Peoria, Ill., and will manage it himself.
* * *

Anderson—Gus Anderson has bought the Urban hotel at Ishpeming, Mich., having let go his lease on the Aberdeen hotel.
* * *

Quinn—Edward E. Quinn has been appointed manager of the Palmer House, Chicago, succeeding Wm. E. Reimers, deceased.
* * *

Farrell—Thos. F. Farrell, who recently resigned his position with the Hotel Imperial, has resumed the private detective business.
* * *

Gibson—C. E. Gibson has disposed of the lease of the Pittsburgh hotel in Blue Hill, Neb., and has bought the Ashland hotel, Ashland, Neb.
* * *

Rujaro—Esther Rujaro, notary public at the Hotel St. Francis, Chicago, has been appointed publicity manager, succeeding T. J. Pierce, resigned.
* * *

Smith—H. P. Smith, proprietor of the Westport Inn on Lake Champlain, will go to Bermuda as proprietor and manager of the St. George hotel.
* * *

Tworoger—Leo Tworoger, operating the Princess Anne hotel in Hamilton, Bermuda, has a booking office in New York, at the Prince George hotel.
* * *

King—Rol King, until recently with the Hotel Hollenbeck, in Los Angeles, Cal., is visiting New York, and stopping at the Hotel McAlpin. He is taking a short vacation from business duties.
* * *

Wharton—John T. Wharton, formerly assistant manager at the Prince George hotel, who resigned recently because of the ill health of his wife, has gone to Montreal to spend the coming holidays with his family.