



Statler Hall

A Hotel Goes to College

R. M. Johnson

The HOTEL MONTHLY

One of the best investments the travel industry can make toward future security and prosperity is the training of young men and women to come into the various phases of travel with new technical knowledge, new ideas, and new enthusiasms. The more complete and advantageous a course of training we can offer, the more good young people we can attract into the industry, and the more they can contribute to its future.

One of the biggest steps taken by the Nation's hotels in this respect is now under way at Cornell University, Ithaca, N. Y., where a 36-room "practice hotel" is being incorporated in Statler Hall, the new \$2,550,000 home of the Cornell School of Hotel Administration. The project will be operated as a regular transient hotel, serving some of the many guests that come to the university. Students will develop experience in all phases of hotel operation since, in addition to the rooms department, there will be a main dining room (to be used by the university faculty club), four private dining rooms, a cafeteria, a combination auditorium and banquet hall, and a rathskeller—all managed and manned by hotel administration students who will work up from job to job.

Behind the scenes of the guest rooms and food rooms will be work in food control, accounting, engineering, laundering, and promotion. Further facilities provide for food chemistry research and textile testing. In all of these jobs and assignments the students will be absorbing the right combination of practical on-the-job training plus basic management understanding of the whys and wherefores behind the tasks, under the supervision of Prof. Howard B. Meek and his faculty staff of 35.

Construction of Statler Hall is being financed by the Statler Foundation established by the late Ellsworth M. Statler, the great hotelman who rose from a \$6-a-month bellboy in Wheeling, W. Va., to become the founder of the chain that bears his name. Recognition of the need for the training hotel has been growing steadily ever since the late John Willy, founder of The Hotel Monthly and one of the principal champions of hotel administration education, first began advocating the project editorially in The Hotel Monthly.

Certainly, young men and women with training of this kind are going to be "good" for the hotel business, and for all the travel industry. They will be equipped with a sound, realistic education that will guide them far along a successful path—for both themselves and their industry.

AHA's First Test Institute

The first test institute on selling, advertising, business promotion, and public relations conducted by the American Hotel Association was held last month at Harrisburg, Pa.

The success of this institute will determine whether similar institutes will be held in other sections, Charles A. Horrworth, executive vice president of the AHA, stated, according to the Hotel and Restaurant News.

"We are convinced," the AHA executive said, "you can go so far in improving efficiency in attempting to stay at a reasonable level above the break-even point. Then you've got to do something else. That something else is—increase your business volume by better use of your selling tools, hence this institute. I firmly believe that every hotelman, large and small, will be interested in new ideas and a better know-how in use of his selling tools through attendance at the institute."

The institute has been developed at the recommendation of AHA's smaller hotels committee, Ruel Tyo, chairman. It is primarily for members in the AHA district 3 which is comprised of Pennsylvania, Maryland, Delaware, New Jersey, and the District of Columbia.