

T X 931  
• 54

LIBRARY OF CONGRESS



0 014 756 013 8 ●

Hollinger Corp.

pH 8.5

ix.

# THE SERVIDOR

THE NEW ENTRANCE DOOR FOR  
HOTEL GUEST-ROOMS

ADVANCE PROOF SHEETS  
FROM OUR FORTHCOMING  
SERVIDOR CATALOG



(PATENTS ALLOWED AND PENDING)

COPYRIGHT 1917  
THE SERVIDOR CO.

## THE SERVIDOR CO.

101 PARK AVENUE  
NEW YORK

2 2 2  
2 2 2

© Cl. A 470426

JUL 25 1917

*200.1*

TX 931  
54

## INTRODUCTION

**T**HE Hotel Business is the fourth largest industry in this country. Hitherto, its chief revenues have been derived from three sources only, the sale of rooms, food, and drinks.

Today, one of these sources is cut off in over fifty per cent of the states, and it is more or less curtailed or restricted throughout the entire country.

Hotels are searching for means to make up this loss. Not only are new economies being practiced, and more attention given to possible by-products of the hotel, but, what is even more essential and far more difficult to achieve, *new sources of hotel revenue are being sought.*

These cold facts led to the invention of the Servidor. And we would ask the reader to keep these facts in mind when he reads the pages that follow, whether his viewpoint is that of Hotel Builder, Owner, Architect, or Lessor.

*The Servidor Company.*

# INDEX

THE SERVIDOR STORY IN BRIEF.....	5
What the Servidor Is.....	5
The Purpose of the Servidor.....	5
SERVIDORED VENTILATION.....	5
The Ordinary Hotel Transom.....	5
The Servidor's Perfect Ventilation.....	6
SEVEN SPECIAL SERVIDOR ADVANTAGES.....	6
THE DOOR THAT MAKES MONEY.....	7
The Servidor a Profitable Investment.....	7
The Actual Cost of the Servidor.....	7
Converting Guest Convenience into Hotel Profits.....	7
How the Servidor Stimulates Business.....	8
The Silent Salesman on the Guest's Table.....	8
THE SERVIDOR SERVICE AND THE OTHER.....	9-11
The Old Way	
The Servidor Way	
HOW CAN A HOTEL INCREASE ITS REVENUES.....	12
Sources of Revenue Slighted or Ignored.....	12
Vendors Outside the Circus Grounds.....	12
Servidor Service That Solves Hotel Problems.....	12
Constant Publicity Day and Night.....	12
Shopping, without Leaving Your Room.....	13
SERVIDORED LAUNDRY WORK.....	14
Increasing This Service.....	14
The Servidor Way.....	14
SERVIDORED SHOE-SHINE SERVICE.....	15
A Slighted Source of Profit.....	15
Shoes Shined While You Sleep.....	15
Broadening the Field of Service.....	16
SERVIDORED BAR AND WATERS SERVICE.....	17
Developing Room-Service Possibilities.....	17
In States Where Bars Are Prohibited.....	17
How the Servidor Service Book Helps.....	17
When the Guest Gets the Servidor Habit.....	18
SERVIDORED VALET SERVICE.....	19
A Little Industry with Big Possibilities.....	19
How Valet Service Can Be Developed.....	19
Living Up To the Possibilities of Service.....	20
Personal Valet Service Not Displaced.....	20
SERVIDORED MERCHANDISE—SELLING TO GUESTS.....	21
The Servidor as a Needed Service.....	21
When the Hotel Stops Turning Away Profits.....	21
The Servidor's Simple System.....	21
The Servidor Service Book — For the Guest Room.....	22
SERVIDORING OLD DOORS.....	23
Putting Servidor Service into Old Doors.....	23
What the New Service Means.....	23



# The Servidor Story in Brief

## WHAT THE SERVIDOR IS

The Hotel Servidor is a silent Servant, unobtrusive, invisible, impersonal.

It is the entrance door of the guest-room, fitted with a full-length cabinet. This cabinet has two doors, one on Room Side and one on Corridor Side. These doors cannot be opened at the same time. An interlocking device prevents this; thus it is impossible for any one to enter or see into a room through its Servidor.

## THE PURPOSE OF THE SERVIDOR

The Servidor adds to the comfort, convenience and privacy of guests. It adds to the hotel profits and is economical and efficient because it cuts out the delay of messengers and repeated calls to deliver goods when guests are absent. The Servidor is always ready to deliver goods to the guest room or from the guest room.

In the Servidor Cabinet the guest hangs clothes to be pressed, places shoes to be polished, linen to be laundered, or any other articles requiring service.

Into it from the corridor these goods are returned. Special orders for news-stand, cigar-stand, bar or other departments, are placed in the same way, as also may be all mail, telegrams, newspapers, and packages.

A telephone call from the guest to the hotel announces the deposit in the Servidor of something requiring service. And when the guest desires anything delivered to his room he has merely to phone, stating his want.

A Servidor signal device inside the room announces to the guest a completed service awaiting in the Servidor.

## Servidored Ventilation

### THE ORDINARY HOTEL TRANSOM

The Servidor, aside from its special features, combines door and transom in one. The ordinary hotel transom has many disadvantages. It is not easy to open or to close; it takes away the sense of privacy

of an untransomed room: when open, it admits light into the room from the corridor; it carries sounds from room to corridor and from corridor to room. Being but a single vent it gives poor ventilation.

## THE SERVIDOR'S PERFECT VENTILATION

The Servidor has a vent at the bottom and at the top, ensuring perfect circulation of air. The openings are hidden and both vents can be opened or closed at one operation by merely pushing small buttons over the knob. The combined opening of the two ventilators is equal to that of a circular opening twelve inches in diameter. Even with the two ventilators open the Servidor is light-proof, sight-proof and more sound-proof than the ordinary transomed door.

## Seven Special Servidor Advantages

The Servidor, with its graceful swell-front, is more attractive than the ordinary flat door.

The Servidor is as simple in operation as opening and shutting any closet door.

The Servidor is safe because opening either door automatically locks the other, so that entrance from the corridor through the Servidor is impossible.

The Servidor is convenient and time-saving to both the guest and the hotel.

The Servidor is sanitary because its two cleverly constructed, hidden ventilators, readily opened, give thorough circulation of air.

The Servidor is seclusive because, even with the ventilators opened, it is light-proof, sight-proof and far more sound-proof than an open transom.

The Servidor is profitable because it increases demands for money-making service and sells merchandise.



# The Door That Makes Money

## THE SERVIDOR A PROFITABLE INVESTMENT

The ordinary guest-room entrance door costs considerable money. So does the old conventional ventilator, the transom, above the doorway. Neither of these produces any revenue. In doing away with them the Servidor provides the guest room with a better and more attractive entrance door and with better and more scientific ventilation. More than this, far more than this, it also improves room service and increases room revenues.

Thus the Servidor is not merely an improved substitute for door and transom; it is a service giver and money maker.

Basing the Servidor's value solely upon its betterment of service—its cost is a good investment. When to its service value is added its power to increase direct profits, the Servidor becomes A SALE AND SERVICE STATION for the guest room which no modern hotel, new or old, can profitably do without.

Its original cost becomes a detail. Should the Servidor induce but one shoe-shine a week from a room—to say nothing of the great number of other possible sales per week—its annual earnings, aside from its service value, would pay a fair dividend on its cost.

## THE ACTUAL COST OF THE SERVIDOR

To the new hotel the cost of the Servidor is merely its cost over and above that of the door and transom which it supersedes.

In hotels already built the old doors may be transformed into Servidores with hardly any disturbance of regular business. Each Servidor is independent of the others; the moment one is installed it becomes operative at once.

## CONVERTING GUEST CONVENIENCE INTO HOTEL PROFITS

Whatever adds to the comfort, convenience or pleasure of a guest adds to a hotel's money-making power. It is the feature that is talked of; it gives the hotel its best advertising—the praise of pleased patrons. It wins guests and it holds them. The Servidor thus directly increases the sale of rooms. And to the Servidor, of course, must be credited all revenues of the entire hotel which result from this increase.

## HOW THE SERVIDOR STIMULATES BUSINESS

The Servidor stimulates an extra demand on the hotel service—clothes-pressing, shoe-polishing, bar, cigars and cigarettes, newspapers and magazines. It does this by making service easier; it cuts out the interruption, impatient waiting and the intrusion of servants at inopportune times, and it gives silent, invisible, impersonal service.

The easier you make it for anyone to spend money, the more money is spent. If a guest, desiring to leave his room in the morning with freshly polished shoes, balks at the bother and inconvenience, and, therefore, goes outside for the service, the hotel loses doubly—once in profit and once in pleasing a guest. A hotel knows what it makes; it rarely considers what it should have made.

## THE SILENT SALESMAN ON THE GUEST'S TABLE

The Servidor, through The Servidor Service Book For The Guest-Room (see page 22) introduces an entirely new and profitable source of revenue. Money hitherto spent outside the hotel is now spent inside. The attractive catalogue induces the guest to buy what he had not even known that he wanted. There is good profit, the guest is pleased by the convenience, and with the silent impersonal delivery which the Servidor alone makes possible.

---

The Servidor means a new long step in hotel progress. Yesterday's luxury becomes today's necessity and tomorrow's common-place. The Servidor pays directly and indirectly, pays in larger patronage, pays in increased profits and pays in the broadened field of activity it suggests, inspires and controls.

# The Servidor Service and the Other

There are two kinds of service given to hotel guests in their rooms—the Servidor Service and the Other. The Other is the Old Way; The Servidor is the New Way.

## THE OLD WAY

The guest after getting ready for bed, finds his water pitcher empty; he telephones and waits for the boy. It seems twenty minutes, perhaps it is only three, before the knock comes. He sidles back of the door, holds it open just enough to admit a head, arms and pitcher, so that he may not be seen by passing guests in the corridor, and takes in the ice-water and shuts the door.

## THE SERVIDOR WAY

He telephones "Servidor Ice Water," knows there will be no disturbing knock, and sits down to look over his paper. In a few minutes he notes the signal of the Servidor, and opening it finds his ice water waiting him. It seems like magic, like rubbing Aladdin's lamp, and having the desired article appear by invisible hands.

---

## THE OLD WAY

Then he suddenly remembers he meant to have his suit pressed. He telephones again; goes again through the waiting period for that knock which seems so long in coming.

Just before going to bed it occurs to him that a drink and a sandwich or two would be attractive just at that moment. But he thinks of the bother and the waiting and the intrusion and he tells himself he doesn't care and he foregoes it. The bar and the restaurant have lost sales. He is about to put out his shoes to be polished when he hears talking and laughter in the corridor. He shies at the thought of the open door and concludes he will have them shined "tomorrow."

## THE SERVIDOR WAY

Because it means easy, silent, unobtrusive, impersonal service the Servidor would have met all his needs without failing in one. His clothes and shoes would have been placed in the Servidor, and he would have enjoyed his drink and the sandwiches and felt a bit of pleasure in Servidor Service.



## THE OLD WAY

In the morning when taking his bath he hears a loud knock on his door. His shouted answer is deadened by the sound of the running water. The knocking continues. Rushing out of the steam and the suds, he seizes a bath-robe and rushes to the door. It is the valet with his clothes. Then preparing to shave he finds he has forgotten to pack his safety blades. This does not add to his pleasure and, unshaven and with shoes unpolished, he goes to breakfast.

## THE SERVIDOR WAY

There would be no interruption to his bath, and glowing and refreshed he would open his Servidor, take out his neatly pressed clothes and polished shoes, his letters and telegrams, the morning paper, etc. Calm and unruffled he would proceed to shave.

The missing blades would not disturb him. The Servidor Service Book on the table is his first aid in emergency. When looking through it for the list number of the safety blades, he sees certain tooth brushes attractively advertised and remembers that he needs a new one. The pictures of other articles also inspire him to order though he had not been conscious of needing them. In a few moments of waiting, filled in with reading his mail, the Servidor delivers his orders, including his blades.

The Servidored guest goes down to breakfast properly groomed, restful, cool and in good humor with himself, the hotel and the world. There has been no one in his room, no one knocking at his door, yet every want has been supplied, and the hotel has realized on a hitherto unconsidered by-product possibility.

---

## THE OLD WAY

The lady, in room 124, just next door, has had a slightly different experience though similar in principle. She has returned to her room at 4 p. m., tired with shopping and sight-seeing and lies down for a little sleep before writing some letters and dressing for dinner. The thought of ordering a bottle of mineral water comes to her. But the bother and the waiting and the rising from her nap to let the boy in makes her forego it.

She is just going off into a doze when the sound of a knocking looms loud in her ears. Hastily putting on a dressing-gown she opens the door and admits the boy with the laundry. In a few moments she is sleeping, but is again disturbed by another knocking. This time it is a store package. Her third trial is shortly interrupted by a boy with a special delivery letter.

A nap has become impossible, so she starts to write to the folks at home. She is a bit nervous and explodes her emotions in the letter mostly about the nap she did not get. Then when dressing for dinner she finds she needs black pins, talcum powder and some other little things. She has to get along without them and resigns herself to it.

## THE SERVIDOR WAY

She enjoys the mineral water the Servidor delivers silently and impersonally, and the nap has been restful and refreshing, and her other wants are recognized and met as if by magic.

The laundry, the store package, and her mail are waiting her when she wakes, and her eyes rest on the Servidor signal that tells of quiet service. Her letters home advertise the Servidor because her mind is filled with it and her enthusiasm overflows to the whole hotel service.

The missing articles needed for her evening toilette are found listed in the Servidor Service Book on the table. She orders them and other things she had forgotten were even needed until she saw them pictured in the Servidor Service Book.

The prices of the goods being just what she would pay in the stores, with no charge for service, no bother about making change, but all put on her bill for settlement as one transaction appeals strongly to her; she becomes a Servidor enthusiast and advertiser. That's Servidor Service.



# How Can a Hotel Increase Its Revenues

## SOURCES OF REVENUE SLIGHTED OR IGNORED

The hotel today has three main sources of income—rooms, restaurant and bar. There are other minor incidental features, but these rarely receive the attention they deserve. The hotel has by-products of great money-making possibility. Some of these are partially recognized but inadequately developed, some ignored, some paying merely a rental or a percentage on profits, some are just carelessly thrown away. They represent wasted opportunities; they mean money loss just as actual as if they were material waste.

## VENDORS OUTSIDE THE CIRCUS GROUNDS

Have you ever thought of the number of vendors of all kinds that suddenly swarm outside the circus grounds? The great canvas-covered show brings the customers together; the vendors outside gather in the merchandise profits. In a way this is true of hotels. Around them gather little shops—news-stands, bootblack stands, clothes-pressing shops, cigar and stationery stores, drug stores, and lunch rooms and restaurants. They are counting largely on hotel trade—and they get it.

Why does this trade leave the hotel? Why does a guest go outside the hotel for anything the hotel can supply? How can this lack of service be remedied, this leakage of profits be stopped? Put in this direct concrete form, the question is shown to be vital. It is too big in importance to be ignored.

## SERVIDOR SERVICE THAT SOLVES HOTEL PROBLEMS

The Servidor Service in itself solves a large part of the problems; the idea behind the Servidor Service, its principle and philosophy, solves the remainder of the problem. The Servidor means not only bettered service but a new point of view on service, a new angle on efficiency, inspiring and increasing the demand by making guest-room service easier.

## CONSTANT PUBLICITY DAY AND NIGHT

The hotel valet shop is tucked away mysteriously somewhere. The little card in the guest's room with its schedule of prices of clothes-

pressing does not grip the attention of the occasional traveler. The valet service seems distant, external, not an organic element of the hotel itself, as real as restaurant or bar. It is not brought home vividly to the mind of the guest as a near-at-hand service.

The Servidor tells him of this service by its very presence; it keeps telling him every time he opens or shuts the guest room door; it tells him of it in the Servidor Service Book on his table, tells it in a direct, personal way that sinks into his mind to stay. Every time he raises his eyes the Servidor suggests anew valet, bar, restaurant, laundry, shoe-shining, mail, merchandise—all the manifold service for which it stands.

Valeting and other phases of hotel service have been exclusive, the luxury of the few, the Servidor makes them the necessity of the many.

### SHOPPING, WITHOUT LEAVING YOUR ROOM

The drug store has soaps, safety razors and blades, tooth brushes, powders, simple toilet articles and similar things bought by the hotel guests. The notion store, near by, has collars, neckties, garters and such like. Other stores have similar articles of emergency need to travelers. The Servidor Service Book covers dozens of separate items, the very cream of the best-selling, needed articles of daily use, lists them and pictures them, so they may be sold to guests at the regular price and delivered in their rooms without extra charge.

This is how the hotel can increase its revenue, service and dividends. The Servidor alone makes it possible.

# Servidored Laundry Work

## INCREASING THIS SERVICE

Servidored laundry service is the shortest distance between soiled linen sent out and clean linen returned. Guests rarely trouble about laundry as long as there's anything clean left in the bag or trunk. There's a tendency to take it all home or on to the next town. Hotels have just accepted this situation without trying to overcome it, taking what they get and letting the rest go. The Servidor does not do this; it makes it all so easy and attractive that a guest's impulse to have the work done isn't upset by his second thought.

## THE SERVIDOR WAY

The Servidor advertises the laundry. It does not assume that the guest knows all about the service. It tells him every time he opens the Servidor or the Servidor Service Book. It does not over-emphasize it, but there is always a gentle reminder, "lest he forget." The Servidored guest room may have laundry lists and cotton or paper bags on which is printed a notice somewhat like this:

"Place your laundry in this bag  
"Hang it up in the Servidor and notify Hotel  
"That's all."

If the guest is in his room when his laundry is returned through the Servidor, he removes it at his pleasure. There is no need that he act as door-tender, receiving clerk and good Samaritan. If he is absent from his room his laundry is Servidored just the same. There is no need that the hotel entrust some one with a pass key to his room, a practice, by the way, which concerns the hotel more than the guest, although objectionable to both.

The bother, annoyance, delay and intrusion of the old way is saved by the Servidor. Women guests particularly appreciate it.



# Servidored Shoe-Shine Service

## A SLIGHTED SOURCE OF PROFIT

Cleaning and polishing shoes is a business so universally patronized that thousands of men and boys make their living by it. It supplies a great demand, no small part of which is created by the travelling public, or, in other words, by *hotel patrons*. As a significant proof of this you will always find shoe-shining parlors in the close neighborhood of any big hotel. They prosper partly on what is practically a *by-product* of the hotel, one which the hotel wastes as it fails to develop its service and revenue values.

The Servidor gives the shoe-shining service in hotels an entirely new aspect. Makes it a service in the true sense of the word. Enables it to develop quickly into a revenue producer of no little importance.

The service is made simpler, less obtrusive. The guest does no *waiting*. He merely places his shoes in the Servidor and phones the hotel to that effect. That is all. The shoes are removed, cleaned, and replaced, the guest giving the service no thought, no attention, no *time*. The charge for this service is entered against the guest's account. There is no intrusion, no bother making change, no involuntary gratuity imposed.

Meanwhile the guest can shave, bathe, or write letters, etc. He can take his customary nap, or, if he likes, he can remove his slippers, put on other shoes and leave his room knowing that he will find his newly-cleaned shoes in the Servidor upon his return. There is no needless waste of time. These advantages, of course, appeal not alone to male guests, but with equal if not greater force to all ladies and children in the hotel.

Contrast this with time and motion lost in looking up a shoe-shining parlor, or a stand in the public wash-room of the hotel, or possibly the boot-black stand in the barber shop.

## SHOES SHINED WHILE YOU SLEEP

Another distinctive appeal which the SERVIDOR makes to the guest, possibly the strongest, is the fact that he can *Servidor* his shoes upon retiring for the night. In the morning — when everybody particularly desires clean shoes — he finds them, newly cleaned, in his Servidor cabinet. Again, no loss of *time*.

Contrast this with the very inconvenient, if not hazardous custom — more European than American, however — of the guest cautiously placing his or her shoes outside the door and stealthily recovering them the next morning.

### BROADENING THE FIELD OF SERVICE

Taken all in all, the hotel shoe-shining service is improved immensely by being Servidored. Former hurdles are removed. Its advantages appeal *all* the time to *all* the guests in the hotel, man, woman and child. Increased patronage will follow and very shortly this long-neglected service will become a profitable by-product of the hotel.



# Servidored Bar and Waters Service

## DEVELOPING ROOM-SERVICE POSSIBILITIES

The hotel bar has greater possibility of increasing revenue by increasing service to rooms than is usually considered. To meet the situation the bar with its range of service should be advertised to the guest, it should be brought constantly and vividly before him; ordering should be made easier, delivery should be made simpler and less expensive by eliminating the intrusion into guests' rooms.

The Servidor does all these things and it does much more. It does a unique work in a unique way, and it makes money.

## IN STATES WHERE BARS ARE PROHIBITED

In many states legislation has cut off a large source of hotel revenue. Hotel men in viewing the situation will soon realize that, to a degree, it merely diverts the demand from one class of goods to another. By pushing the sale of soft drinks and mineral, medicinal and table waters, popularizing them as never before, a large part of the revenue considered lost can be preserved.

Male guests are in their rooms about twelve hours a day, on the average, and female guests from seventeen to eighteen hours. In all this time the service of an un-Servidored hotel makes no selling appeal to guests in their rooms, no suggestion, no information, no publicity that would inspire demand.

## HOW THE SERVIDOR SERVICE BOOK HELPS

The book itself is attractive. It catches the eye of the guest, possibly with his family or with friends in the room. It is a novelty, distinctly new. It awakens curiosity and interest. He reads it casually and while he had not thought of anything to drink, some item attracts his attention and he orders it. He is glad, too, to demonstrate to his friends the magic of Servidor Service.

As he turns over the pages he learns or he is reminded that should he need a table or mineral water, at any hour, day or night, the hotel can Servidor him Congress, Vichy, White Rock, Apollinaris, Lithia, Clysmic, or the kind he takes at home.

He learns, or he is reminded, that in the morning should a cathartic water be needed the hotel can Servidor him Hunyadi, Red Raven, Carlsbad or Pluto, which he may have thought he could get only at a drug store.

He learns that soft drinks like Club Soda, Coca Cola, milk, buttermilk, ginger ale, sarsaparilla, cider, lemonade, malted milk, grape juice or any of the hotel's special list of cooling drinks for hot nights or safe hot drinks for cold nights can be delivered in a few moments by Servidor and that whatever the hotel sells, the Servidor will deliver.

#### WHEN THE GUEST GETS THE SERVIDOR HABIT

In a very short time the guest will associate the Servidor in his mind vividly with magic service such as he has never known before. If anything of any kind is needed, his first thought will be "Can I get that by Servidor" and if he is at all reasonable, the answer in most cases will be "Yes." The Servidor will constantly remind him of the Servidor Service Book and it will remind him of the Servidor, a duality of service in one.

# Servidored Valet Service

## A LITTLE INDUSTRY WITH BIG POSSIBILITIES

Valet service is a vitally important by-product of the hotel but, as a rule, its money-making possibilities have not been generally recognized. It is now an exclusive service, a luxury to a comparatively few of the guests, while it should be a necessity to the many. The hotel has the customers and it creates the demand, but the little tailor-shop around the corner gets a large share of the business. It is not a theory but a condition that the hotel must realize and meet.

## HOW VALET SERVICE CAN BE DEVELOPED

The guest uses the valet service, as a rule, only when he must. The reasons are three-fold. First, it is inconvenient. It means, usually when the guest is ready for bed—calling for a boy, waiting, opening the door and the intrusion into the room. In the morning the clothes are returned when the guest is sleeping, bathing, shaving or dressing, most inopportune times to be interrupted.

With the Servidor Service the guest merely hangs up his clothes in the Servidor and telephones the hotel. In the morning he removes the neatly-pressed suit and the polished shoes at the very moment most convenient to him.

The second reason is Cost: The hotel usually charges from 75 cents to \$1.50 for pressing a suit. The little tailor shop around the corner charges 50 cents; the hotel with a modern pressing machine, doing the work of three or four men and doing it better, could do it for the same price and make 35 cents.

The Servidor Service by constantly advertising the clothes-pressing, and by its convenience in delivery to the hotel and back to the guest, inspires and creates such a volume of business that clothes-pressing is popularized as never before.

The third deterrent is gratuities. The guest finds the enforced tariff on exports and imports annoying, distasteful, and, in most instances, prohibitive. The fee on giving out the suit to be pressed, and the fee on receiving it back in the morning, added to the hotel's higher price for service are hurdles that should be removed. The Servidor by its invisible, impersonal service meets this evil as it has the other two objections to un-Servidored Valet Service.

## LIVING UP TO THE POSSIBILITIES OF SERVICE

Valet service in hotels is usually limited to clothes-pressing and shoe-polishing for male guests, with but a sprinkling of service to women. They may know that they may find it useful, but somehow they are not inspired to patronize it in proportion to their needs. There are shoes to be polished, gloves to be cleaned, shirtwaists to be cleaned, skirts to be pressed and spots to be removed. Dry-cleaning could be added to the valet service either in a hotel plant that could also be utilized for the hotel's own needs, or the work could be done outside.

All these and other phases could be handled readily through Servidor Service which alone solves the evils and objections of the present system.

## PERSONAL VALET SERVICE NOT DISPLACED

The Servidor does not discourage nor discount personal valet service when such is desired. It merely simplifies it and renders it easier.



# Servidored Merchandise—Selling to Guests

## THE SERVIDOR AS A NEEDED SERVICE

This is a new service for hotels, a new practical means of increasing profits. In many states, legislation has abolished the bar altogether. The situation is serious. It means a loss of thousands of dollars a year to the hotel. Hotels are anxiously searching for a means to make up this deficit. The Servidor supplies this means, in great part at least. *The Servidor not only galvanizes every department of the hotel to higher activity, efficiency, and money-making power, but in addition opens up an entirely new field of merchandise sales profits.* In states not yet touched by such legislation the Servidor is also a much needed money-maker.

## WHEN THE HOTEL STOPS TURNING AWAY PROFITS

Many stores are making money by selling to hotel guests the many day-by-day essentials constantly needed by travelers. The Servidor plan enables the hotel to sell the goods and make the profit. It is cashing in on a neglected opportunity. These articles are razor-blades, tooth-brushes, shaving-soaps, toilet-soaps, garters, tooth-powders, and a host of similar things, all standard articles of national reputation, in constant demand by hotel guests, both men and women. The Servidor makes it simple and easy for the hotel, simple and easy for the guest. Only by the Servidor are all the seeming problems mastered.

## THE SERVIDOR'S SIMPLE SYSTEM

For the hotel to attempt to open accounts with dozens of new firms, with all the details of correspondence is unnecessary. To buy the large stock of each article required to secure best rates is unnecessary. To arrange, prepare and print the dignified attractive expensive book fitting for the guest room is unnecessary.

The Servidor Company assumes all this for the hotel. It means only one account; the hotel buys only what it needs as it needs them; the hotel gets the regular retailer's price on each article; the hotel receives without cost Servidor Service Books sufficient to supply one for each room with a generous number in reserve.

A complete assortment of goods covering a liberal supply of every



article listed means but a small investment. The hotel runs no risk; any articles unsold, if in good condition, can be returned at any time to the Servidor Company, with full credit for the amount paid.

### THE SERVIDOR SERVICE BOOK — FOR THE GUEST ROOM

It is a handsome attractive book, appropriate to even the finest guest room. It lists every article by a number, to make ordering easy. People like to see what they are getting; the Servidor Service Book pictures them so vividly that guests see them as really as if the articles themselves. The pictures, too, have an appeal that makes guests buy other articles in addition to what they intended to buy. The mere name of the article in printed letters does not stimulate the guest's sense of need as does the picture.

If the guest, in unpacking, finds he has forgotten razor-blades, talcum powder, tooth brush, or what not, he looks them up rapidly in the book by the index. He telephones the hotel "Servidor me Numbers so and so." In a few minutes without any interruption of what he is doing and no intrusion, the Servidor signal shows him they have been delivered and are waiting him.

In the front of the Servidor Service Book several pages are devoted exclusively to "Miscellaneous Servidor Service" such as Clothes Pressing and Cleaning, Laundry, Shoe Cleaning and Polishing, News Stand, Mail and Telegrams, Cigars, Cigarettes, Mineral Waters, etc.

The Servidor means a silent, invisible salesman and silent, invisible delivery.

# Servidoring Old Doors

## PUTTING SERVIDOR SERVICE INTO OLD DOORS

Hotels now planned or in process of erection may adopt Servidors with small additional cost considering the saving in old style door and transom.

The service is equally available for hotels already in operation and wishing to have the advantage of Servidors. Old doors can be transformed by removing the panels and inserting the Servidor cabinet. The whole work can be done with great simplicity. By taking a few rooms at a time and doing the work rapidly there would be no real displacement of the regular activities of the hotel. As soon as any one door is finished, Servidor Service for that room could begin without waiting for the others. The old wood and the new match perfectly; it is practically an all-new Servidor.

## WHAT THE NEW SERVICE MEANS

Servidoring old doors does not merely make new doors; it makes a hotel with new service, new advertising power, new force in unifying and stimulating business in many departments, new possibilities for greater patronage and increased revenues.

---

The Servidor should never be considered as an extra expense; it pays its own way and makes money; it removes the objections to the guest's full demand on the hotel's service; it transforms the guest's needs, convenience and privacy into profits. It is the door that makes money for the hotel.

LIBRARY OF CONGRESS



0 014 756 013 8 ●

Hollinger Corp.  
pH 8.5

LIBRARY OF CONGRESS



0 014 756 013 8 ●