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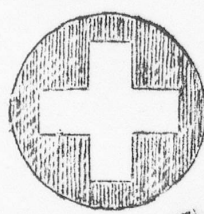
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A GREAT PIONEER.

Anyone throughout the civilized world knows that the name "Ritz Hotel" indicates the highest and most fashionable in Hotels, but few people know the origin of the word "Ritz".

In the remote village of Niederwald in the Canton of Wallis, Switzerland, a boy, Cesar Ritz, was born in the year 1850. He was the 13th child of poor but industrious and honest parents. Already in his 12th year he left his home-town and commenced his amazing career at the "Hotel Couronne et Poste" in Brig. When 14 he maintained the full service of a small Paris Hotel with 20 Beds. After a short time the meteoric rise of this young man really began. He joined the still famous restaurant "Voision", rue Saint Honore, and not yet 20 he was director of the "Zoo Garden" restaurant in Paris. His fame as a genius in hotel management spread to all pleasure resorts in Europe; at the age of 20½ Ritz directed the Rigi-Kulm Hotel; at 21 the Grand Hotel in Nice. Every large establishment was seeking his services and he successfully conducted the largest Hotels in San Remo, Biarritz, Mentone, Lucerne, Monte Carlo, Cannes, Baden-Baden, and the Savoy and Carlton in London.

The first "Ritz" Hotel appeared in 1898 in Paris, built by Cesar and enlarged in 1912. Today the Ritz in Paris, one of the most fashionable and doubtless the best managed, still exists exactly as on the opening day 40 years ago; it is still considered an outstanding example of modern Hostelrys catering for the exclusive society. The gigantic Ritz-Hotel concerns gradually spread to all the great cities of the world, and you will find today in most of the big centres some luxurious "Superhotel" bearing the proud and symbolic name of our great compatriot. Cesar Ritz had brilliant, progressive ideas; he was a modern organizer of amazing ability and foresight, who knew how to solve successfully all problems of great importance. He is recognised, in his particular sphere, as the leading pioneer of all times. He possessed an indomitable character and his vitality for hard work and enterprise was absolutely outstanding. With particular pride he always said that he was the quickest waiter and only once in his younger days could he learn something from a rival in a small Viennese cafe which he himself did not know.

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