

*Photo News Feature*

# Lake View Hotel - Success By Design

What is the Lake View Hotel? You can ask this question and by and large the answer will be Smorgasbord. If you ask Mr. and Mrs. Reginald Lombard, owners and operators of the Lake View or their son, Hollis Lombard, you will get a little different answer. If such a question can be answered at all.

To the Lombard family the Lake View Hotel is twenty-one years of life. The crowds who enjoy the fine Smorgasbord at the Lake View each week were not always there.

In 1948 the Lombards took a chance. Mr. Lombard had been advised that for the sake of his health he should leave

the type of work he was doing and get into something where the pressures would not be so great. He was at that time in charge of Firestone Tire and Rubber wholesale operations out of Buffalo. It is hard to imagine how the first ten years given to the development of the Lake View Hotel presented any less tension.

With Mrs. Lombard's encouragement, Reg sold their home and gathered what capital he could and bought the Lake View. To those who remember, the Lake View in those days was no more than a local bar. The Lombards bought it despite its negative

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**THE ORIGINAL HOTEL**

This is a photo of the original Lake View Hotel taken during the ownership of Thomas and Mary Fritschle who purchased the property in 1907.

**The Sun and the Erie County Independent**

Hamburg, NY

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# Lake View Hotel

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attributes - a bad location, no reputation as an eating house and in need of a great deal of work. However, the price was right and the Lake View offered something that the Lombards needed badly - a home. The apartment above the restaurant served the Lombard family as a home for many years.

The Lake View is a landmark in this area. Its location between two railroad lines and in the past a livery stable made it a popular stopover for the "drummers" of years ago. It had a wild and woolly history in the days when this was the Frontier.

Very little of the original 150 year old building remains. Under Mr. Lombard's keen management, foresight and dogged determination the Lake View has become a synonym for fine food. The sign which hangs outside the Lake View reads "Lake View Hotel - Home of Smorgasbord". The Lake View was not always the "Home of Smorgasbord". The "Bord" as we know it has evolved from many experiments in menu and types of service.

What makes a restaurant a success? Good food, good service, comfortable atmosphere and patrons. The Lombards were prepared to provide the first two requirements. They tried, it's sufficient to say that they did what they could on very limited funds, a far cry from the artistic decor of today. To attract customers they hired musicians and soon had a popular Dixie Land Band. The music attracted patrons and the people became accustomed to the fine food. But the crowd returning for dinner week after week would have to wait to be seated and would leave in disgust not returning again. What looked like a booming business was in fact a pretty lean period for the Lombards. Weekends the house was packed, the diners would remain for the music, there just wasn't any turn over. The seating capacity was limited so only a minimum number of meals could be served. On week nights the Lake View was empty. Finally the Lombards had to let the musicians go. They just could not afford them.

When the business began Mr. Lombard tended the bar and waited on tables. Mrs. Lombard played the piano, she was a concert pianist before her marriage, she ran the kitchen doing all the cooking herself. She even operated a catering service. The Lombards did everything they possibly could to keep afloat until the Lake View caught on. They changed their menu many times, experimenting constantly to see what would appeal to the public. At one time they offered an "all you can eat Lobster dinner, a fish-fry for 35¢, a Sunday dinner for \$1.00, and in conjunction with the Playhouse on the Lakeshore, they offered a Dinner and Show combination.

In those days a restaurant wasn't a good risk as far as lending institutions were concerned so the Lombards didn't get much assistance. Fortunately, some of the Lake View's creditors shared the Lombard's faith in the business.

As the Lake View became more and more popular the Lombards realized that they would have to find a way to serve more people. At that time they could not physically expand the building. This is when the Smorgasbord was featured. Reg converted a large table into a buffet. Covered with linen tablecloths and laden with chafing dishes and platters the first smorgasbord was served. Mrs. Lombard tried many menu ideas with the "Bord". In the beginning gourmet style dishes were served. As Mrs. Lombard says, she just kept trying different things to see what type of food the public would choose. She found that people preferred to find foods that they were familiar with.

Very few ideas succeed over-

night and there were many nights when the "Bord" was put out and taken down untouched. To begin with the Smorgasbord was served only on weekends. But by popular demand the Lake View Smorgasbord is now served seven days a week at dinner and at luncheon.

Hollis Lombard, vice-president-general manager of the Lake View, began his career at an early age. Mrs. Lombard suffered an unfortunate accident and broke her ankle. Not being able to hire a chef, Hollis assumed the role of chef and under his mother's guidance ran the kitchen. The Lombards have always been a team but in a crisis they give that extra measure that has made the Lake View a success.

The Lombards also have two daughters, Camille, who is director of the Gallery of Art, and Mrs. Joyce Pickhardt. Mrs. Lombard's brother, Joseph Petrucelli, is the head chef.

The early success of the Smorgasbord made the problem of the limited seating capacity even more acute. Reg Lombard expanded the restaurant for the first time and, with the spectacular success of the business, has been expanding ever since.

From a seating capacity of less than 100 the Lombards can now seat over 650 persons in six huge dining rooms, The Colonial, Gold Room, The Venetian Room, The Fountain Room, The Spanish Room and The Victorian Lounge. Each room is tastefully appointed in the style for which it is named.

Music has been brought back to the Lake View Hotel. In the evenings on weekends patrons may hear Mrs. Lombard at the organ accom-

panied by her brother Joseph Petrucelli on the violin. Both are accomplished musicians.

The status that the Lakeview now enjoys was achieved through the intelligent use of resources, constant experimentation and close supervision. The Lake View employs 140 persons in the busy season. They host over 300,000 patrons every year. Patrons of the Lake View come not only from this area but from Cleveland, Erie, Rochester and Jamestown.

The Lombards operate the Lake View Hotel in an efficient and business like manner. Reginald Lombard is president of the corporation, his son Hollis Lombard is vice-president and general manager, Mrs. Lombard is the treasurer.

Responsibility is allocated to a number of department heads each supervising his or her own area of responsibility and accountable for the smooth operation of that department. Weekly staff meetings are held and at these meetings problems, suggestions and general business matters are handled.

## Back From Bermuda

DePuy, Inc. representative John McCoy, a Hamburg resident, recently returned from the company's national sales meeting in Bermuda. Attending the meeting were some 55 men who represent the company in the United States and Canada. They heard about recent developments in the orthopedic field including many new products to be offered by the DePuy Company. DePuy, Inc., a subsidiary of Bio-Dynamics, has its main offices and plant in Warsaw, Indiana.



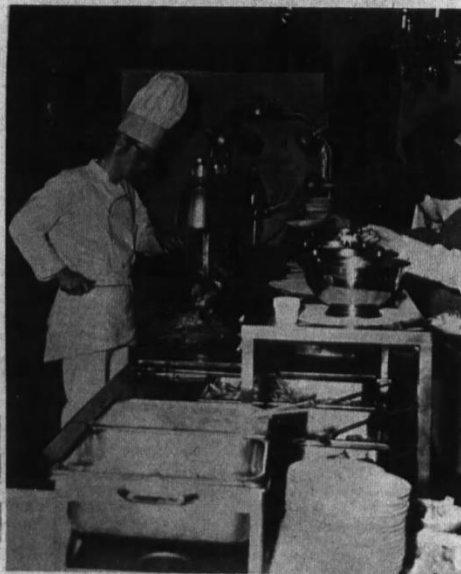
Mrs. Lombard - Concert On Organ



Ready For Diners



Bar In Victorian Lounge



Lake View Chef At Work

## PUBLIC NOTICES

Your Right To Know

### LEGAL NOTICE

TOWN OF HAMBURG  
PLEASE TAKE NOTICE that there has been presented to the Town Board, at a regular meeting held on the 24th day of March 1969, pursuant to the Municipal Home Rule Law, a proposed local law to be known as Local Law #6 of the year 1969; said local law provides for the amendment of Local Law #4-1966 (Chapter 29 - Zoning Code) and provides substantially as follows:

For the adoption of an amendment to said Zoning Code from Neighborhood Business District to Highway Commercial District covering the following described property:

PROPERTIES LOCATED ON THE NORTHERLY SIDE OF LAKE SHORE ROAD AT CLOVERBANK ROAD

ALL THAT TRACT OR PARCEL OF LAND SITUATE in the Town of Hamburg, County of Erie and State of New York, being parts of Lots 35 and 39, Township 8, Range 8 of the Holland Land Company's Survey, more particularly described as follows:

BEGINNING at the intersection of the easterly line of Lot 39 and the center line of Lake Shore Road; thence southwesterly along the center line of Lake Shore Road a distance of 154.12 feet more or less to the westerly line of lands conveyed to Charles Rosenauer by deed dated April 8, 1940 and recorded in the Erie County Clerk's Office in Liber 2975, page 299; thence north 45 degrees and 40 minutes along the westerly line of Charles Rosenauer to the Shores of Lake Erie; thence northeasterly along the shores of Lake Erie approximately 727 feet to the easterly line of lands conveyed to G. Thomas Ganin; thence southwest along the easterly line of G. Thomas Ganin 330 feet more or less to a point on the center line of Lake Shore Road; said point being 573.83 feet

northeast as measured along the center line of Lake Shore Road from the center line of Lake Shore Road from the easterly line of Lot 39; thence southwesterly along the center line of Lake Shore Road a distance of 573.83 feet to the easterly line of Lot 39, the point of beginning.

The foregoing local law to take effect immediately after proper filing, including with the Office of the State Comptroller and the Office of the Secretary of State.

THEREFORE, and the provisions of the Municipal Home Rule Law, the Town Board of the Town of Hamburg will hold a public hearing on the aforesaid proposed local law at the Town Hall, 501 South Park Avenue, Hamburg, New York at 8:00 P.M. (D.S.T.) on the 28th day of April 1969, at which time all persons interested may be heard.

BY ORDER OF THE TOWN BOARD OF HAMBURG,  
Dated: April 8, 1969.  
HENRY O. LEYH  
Town Clerk  
Town of Hamburg

## Teenager Stops Rolling Truck

A truck parked in the driveway of Henry's Hamburgers - License 482-364 - suddenly started rolling down the driveway on its way to either an accident with another car traveling Buffalo St. or into the lobby of the Palace Theatre across the street.

While observers yelled, a youth by the name of Michael Larson of 294 Clark St, Hamburg, dashed out and into the cab of the truck and applied the brakes.

Observers say that the driver of the truck who had a little girl with him, didn't stop to thank the boy for his quick action.

This newspaper and the other residents of Hamburg are indebted to Mike for preventing a sure accident in our town. For this we do say, "Thank You."