

Frank Talk



This year marks Five Crowns' fiftieth anniversary. In 1963, two years before it opened, I remember my father putting on a meticulously edited slideshow of my parents' exploration of the English countryside. Dad was intrigued by the history and tradition of the old country inns and restaurants; Mom found their Tudor architecture and quaint furnishings fascinating. Imagine their excitement when, right around then, while the company was looking to expand to the Newport Beach area, the old Hurley Bell, an aging English-style building in Corona del Mar, serendipitously came on the market. Here was a chance to apply what they learned on their travels, create a unique theme restaurant and have a lot of fun doing it. Five Crowns became a genuine labor of love. At the same time, a small cottage behind the restaurant – separately owned and only coincidentally having the Five Crowns' Tudor design – came up for sale. Dad successfully engineered its purchase. And so, my memories of Five Crowns begin with what an annual summer family vacation meant to a lucky Southern California boy.

One of the first things I remember is helping fix up the cottage. My parents bought unfinished "rustic" furniture for the dining room. But the table and chairs weren't rustic enough to satisfy Dad. He gave my sisters and me some files and rasps to rough up the furniture edges to make them look worn. He even had a length of chain welded to a steel bar which he let us beat the table top with to give it an extra bit of wear and tear. After we "aged" the table, he stained and finished it. I believe the company still owns our antiquing handiwork.

I don't recall there being a grand opening ceremony for the restaurant, but I do remember spending what would be a longer than usual amount of time at the cottage that first summer. Maybe Dad wanted to be around to make sure everything ran smoothly – after all, the restaurant was his baby. He was proud of its immediate popularity.

Lured by the aroma of the restaurant's bustling kitchen, only steps from the cottage's back door, my sisters and I would routinely sneak in and thread our way through the co-workers in search of what we considered real treasure: snacks. There, I witnessed the tremendous effort that goes into making a restaurant work and learned why its kitchen is considered the "heart of the house."

I'll never forget the night Richard Nixon dined at Five Crowns. When Mom heard he was coming, she called my dad in his L.A. office to tell him to hurry down to meet the President. He found the three of us kids lined up in front of the restaurant waiting to see the famous man arrive. Everything was normal and then, out of nowhere, the police appeared and all traffic within a couple of blocks vanished. Suddenly, six black cars pulled up. Out stepped the President and his family. They all had Prime Rib off the main dining room in what has been called the Nixon Nook ever since.

For the last twenty-five years our extended family has gathered at Five Crowns for Christmas Eve dinner. Like for many of you, the holidays aren't complete without a meal there. This winter, my folks will only be there in spirit, so I'm sure we'll find ourselves reaffirming some of our Five Crowns memories. And we'll remember that, as we celebrate our restaurant's half-century of success, we also celebrate the work and love that went into to making it what it is today and what it will be tomorrow.

Five Crowns – A Thumbnail History

Richard N. Frank's dream of opening an English-style country inn in Southern California fifty years ago may not have come true without Matilda "Tillie" MacCulloch.

The American wife of a wealthy Scotsman lived a privileged life in England, but she never forgot the Southern California she first saw as a child in 1890. Following World War I, Tillie, with her daughter Marguerite in tow, made many trips from England to Newport Beach and Corona del Mar. There, like a generation of speculators before her, she began buying land. Determined to bring a bit of the English countryside to the sleepy beach town, she built a replica of England's oldest inn, Ye Olde Belle, a quarter mile from the ocean in 1936. She called it the Hurley Bell, a name based on the original inn's location in Hurley-on-Thames.

The incongruous Tudor building stood as a lone sentinel on the relatively new Pacific Coast Highway in an otherwise undeveloped part of the village. It served as a home for the mother and daughter for four years before being leased to Bruce Warren and his business partner, Shelton McHenry – the same Shelton McHenry whose Tail O' the Cock competed with



The Hurley Bell – late 1930s

'Tis the Season of Celebrations and Special Events

MYSTERY DINNER THEATER:

Whodunit? Help our actors solve the crime while you enjoy a classic Lawry's multi-course dinner.

Lawry's The Prime Rib, Beverly Hills:

- **Oct. 27 & 28:** "Death with Dinner or Peril at The Prime Rib"
- **Feb. 3:** "Murder by Association"
- **Mar. 23:** To be announced

Shows start at 7pm, \$96 per guest inclusive. Call Ellen Frémaux at (310) 360-6281, ext. 4 for reservations.

Lawry's The Prime Rib, Las Vegas:

- **Oct. 29:** "Murder by Association"
- **Mar. 17:** St. Patrick's Day Mystery Dinner: To be announced

Doors open at 6:45, show starts at 7pm. \$99 per guest, inclusive. Reservations are required. Contact Jay Joseph at ATouchofMystery (702) 497-7936 or ATouchofMystery.com.

DINNER EVENTS AT LAWRY'S THE PRIME RIB, DALLAS:

Enjoy Chef Matt's dinners designed to perfectly complement the fine tastings at these events.

- **Nov. 20: TX Whiskey Dinner**
- **Jan. 22: Single Malt Scotch Dinner**

Reservations are required. Call (972) 503-6688 or email Steve Giacotti at SGiacotti@LawrysOnline.com with the event in the subject line.

RESTAURANT WEEKS AT FIVE CROWNS:

Seating is limited. For reservations and details, please call (949) 760-0331.

- **Jan. TBA: Newport Beach**
- **Mar. 6-12: Orange County**

DINNER EVENTS AT THE TAM:

Mark your calendar and join us for these great events! Call (323) 664-0228 for information and reservations. Dinners start at 6:30pm, \$75 per guest and do not include tax and gratuity.

- **Nov. 11: Holiday Wine**
- **Feb. 10: Italian Wine**
- **Mar. 9: Foley-Johnson Winemaker**

EVENTS AT LAWRY'S THE PRIME RIB, BEVERLY HILLS:

Enjoy Executive Chef Dana's fabulous creations. Reservations are available one month in advance of each event. Call Ellen Frémaux at (310) 360-6281, ext. 4.

- **Nov. 11: Scotch Tasting**
- **Feb. 24: Vodka Tasting**

From 6-8pm, \$48 per guest inclusive. Sample an array of top quality spirits and delicious hors d'oeuvres.

DINNERS AT SIDEDOOR, CHICAGO:

Enjoy Chef Brian's perfectly paired four-course meals at these dinner events.

- **Nov. 18: Macallan Whiskey Dinner**
- **Jan. 20: Goose Island's Bourbon County**

For information and reservations, contact Jeff Van Der Tuuk at (312) 787-6768 or email JVandertuuk@LawrysOnline.com.

THANKSGIVING: Enjoy turkey and all the traditional trimmings, our famous Prime Rib and other holiday classics throughout the season in our restaurants or to take home. Reservations and to-go orders are available now.

'TIS THE SEASON FOR CAROLERS: Our restaurants will sparkle with holiday decor and strolling carolers will serenade you during dinner hours.

Lawry's The Prime Rib:

Beverly Hills: Dec. 1-24 | **Dallas:** Dec. 1-24

Las Vegas: Dinner Dec. 4-24 | Lunch Dec. 21-23, 12-2pm

Chicago: Dec. 4-24 with special preview dates Nov. 27-29

Five Crowns: Nov. 30-Dec. 24

Tam O'Shanter: Dec. 1-30, Valet Parking will be available throughout December for \$3.50 per vehicle at both lunch and dinner. Street parking is also available.

CHRISTMAS EVE RESERVATIONS: Reservations are available now at Lawry's in Beverly Hills and Chicago, starting Nov. 1 at Lawry's in Dallas and Oct. 24 at Lawry's in Las Vegas. Five Crowns and Tam O'Shanter accept reservations starting Nov. 24. Our restaurants will be closed Christmas day.

'A CHRISTMAS CAROL' DINNERS: Return to Yuletide in Victorian England as costumed actors perform scenes from Charles Dickens' classic. Matinee shows are \$89 per adult, \$59 per child 12 and under. Evening shows are \$96 per adult, \$69 per child. Prices include a multi-course feast, entertainment, tax and gratuity. Reservations available now.

Tam O'Shanter: Nov. 23 and 24 at 6:30pm and matinee shows Nov. 22 and 28 at 1pm. For reservations, call (323) 664-0228.

Lawry's The Prime Rib, Beverly Hills: Nov. 29 at 7pm and matinee shows Nov. 29 and Dec. 6 at noon. For reservations, call (310) 360-6281, ext. 4.

Lawry's The Prime Rib, Las Vegas: Dec. 20-23 at 6pm and a matinee Dec. 20 at 1pm. For reservations, call (702) 893-2223, ext. 205.

Lawry's The Prime Rib, Chicago and The Goodman Theatre: Join us at Lawry's Nov. 29 at 4 pm for a yuletide reception with a carolling octet, followed by a four course dinner and a 6:30 performance at the Goodman Theatre. \$130 per adult, \$98 per child, includes Premium Theatre Seating. Reservations are required and available now. Ask for Shannon: (312) 787-5000, ext. 25.

NEW YEAR'S EVE: Kick off your evening, or ring in 2015 at our final seating with a champagne toast at midnight. Reservations are available now at Lawry's in Beverly Hills and Chicago, starting Dec. 1 at Lawry's in Dallas, and Oct. 31 at Lawry's in Las Vegas. Five Crowns and Tam O'Shanter accept reservations beginning Oct. 31.

PARTY LIKE IT'S 1759! ROBBIE BURNS' BIRTHDAY AT THE TAM O'SHANTER: Join us to celebrate the birth of Scotland's national poet, whose poem "Tam O'Shanter" inspired the name of our restaurant. Enjoy Scottish-themed dishes, theatrics, dancers, bagpipers and more. Jan. 25 and 26, seatings at 5:30pm and 8pm. Reservations are available Nov. 25. Call (323) 664-0228.

Make Your Private Party an Event to Remember

Lawry's fine dining restaurants are the affordable choices for your family celebration or corporate holiday event. Each of our restaurants has elegant rooms to accommodate parties large or small.

Make your reservations now and let us take care of every detail. Visit us online for more information: LawrysOnline.com.

Happy Holidays!

Reservations

Please call to make reservations for the special events on this page.

Lawry's The Prime Rib

Beverly Hills	(310) 652-2827
Chicago	(312) 787-5000
Dallas	(972) 503-6688
Las Vegas	(702) 893-2223
Five Crowns	(949) 760-0331
Tam O'Shanter	(323) 664-0228

For fast and easy dinner, lunch and brunch reservations, please visit our website, LawrysOnline.com.



Join the party online!



Five Crowns – A Thumbnail History continued from Page 1



Matilda "Tillie" MacCulloch

Lawry's the Prime Rib on Beverly Hills' Restaurant Row. McHenry's L.A. operation lasted forty years; the new Corona del Mar version closed after only three when the partners split up over McHenry's objections to Warren's arranging for "interested" restaurant guests to gamble in secret.

Tillie and Marguerite moved back in, revived the Hurley Bell name and ran it as an inn with guest rooms and a restaurant

servicing breakfast and dinner. It soon became a hideaway for Hollywood stars and their playmates. Lana Turner, Ava Gardner, Bette Davis and couples like Howard Hughes and Rita Hayworth as well as Humphrey Bogart and Lauren Bacall all provided fodder for the local gossip mill.

After Tillie died in 1948, Marguerite felt burdened running the inn, calling it "a real nightmare." She leased the place to a succession of entrepreneurs who all failed to make a go of it. The Hurley Bell suffered a steep decline and was even rumored to traffic in "unsavory behavior" in its bedrooms. By the mid 1960s, it was time to sell.

The moment couldn't have been better for Richard to step in. He'd been seeking a way for Lawry's Restaurants to enter the Orange County market. The Hurley Bell was made to order, but in its dilapidated condition, it took a year to convert the



Gambling den, 1940

building into the fanciful, fun Tom Jones era English country inn he envisioned. Prime Rib co-founder Walter Van de Kamp suggested a new name for the place, one that reflected its being the company's fifth restaurant and the "real jewel in our crown." Five Crowns opened in 1965.

There was nothing like it in Southern California. From the authentic antiques and artifacts, to the "serving wench" costumes and the "Bille of Fare at Dinner" menu, every detail transported guests to another time and place.

The area boomed in the seventies and Five Crowns earned a national reputation as an award-winning fine dining restaurant. Server costumes and service style changed through the years, but a tradition of warm hospitality and excellence created a loyal clientele.

While Tillie MacCulloch's original building remains much the same on the outside, renovations like the upstairs dining rooms, the Greenhouse and the garden patio are just a few examples of changes that have kept the restaurant fresh and appealing

for a half a century. In 2010, the bar was transformed into Orange County's first and most popular gastropub, SideDoor.

Today, Five Crowns looks forward to a vibrant future while remaining always mindful of its unique heritage as Lawry's Restaurants' jewel by the sea.



1970s "Serving Wench"

Lawry's Holiday Feasts To-Go

Let us do the cooking for you this season. Access our easy online ordering or call and we'll have a holiday meal of Whole Prime Rib Roasts, Traditional Roasted Turkey, Lawry's Signature Side Dishes, Pies and Desserts ready for pick-up to enjoy in your home or at the office.

Large Gatherings or Intimate Meals We'll create holiday feasts for parties of 6-12. Or you can order individual meals at Lawry's Las Vegas and the Tam O'Shanter for just you and some lucky loved ones. Only need Prime Rib, Roasted Turkey or Creamed Corn? Complete your meal with our a la carte offerings.

Roasted Turkey is available for both Thanksgiving and Christmas at Lawry's in Chicago, Dallas and Las Vegas and at the Tam O'Shanter. Lawry's in Beverly Hills will offer Roasted Turkey for Thanksgiving only. Five Crowns will not offer Turkey.

Lawry's Carvery is closed on Thanksgiving and all our restaurants are closed Christmas Day. Order at least 48 hours in advance, and your order will be ready at your scheduled pick up time. Available at participating restaurants. Contact the restaurant for pricing and menus.

More Tasteful Gift Ideas

C.C. Brown's Hot Fudge You love it on the sundaes we serve... Now enjoy it at home.

Lawry's Vintage Salad Dressing The dressing that makes our famous Original Spinning Bowl Salad uniquely delicious.

Give the Gift of Lawry's, Get a Gift From Us!

Lawry's Gift Cards and new E-Gift Cards are the one-stop solution for everyone on your holiday gift list, and they're a great deal! For every \$125 you spend on Gift Cards between Nov. 1-Dec. 31, you'll receive a complimentary Holiday Bounceback Card worth \$25. (Bounceback card valid Jan. 2-Mar. 31, 2016, except Feb. 14 and Mar. 17.)



Our new E-Gift Cards allow you to send a gift card easily and securely to friends and family, even at the last minute.

If you are a Lawry's VIP Rewards member, you'll earn one point for every dollar spent on gift cards. Purchase them at our restaurants, at LawrysOnline.com or call (866)-LAWRYS1 (866-529-7971).

Lawry's Seasoned Salt & Pepper America's favorite, personalized with your gift recipient's name and placed in a "fanciful L" chrome-plated caddy.

Gifts may be purchased at LawrysOnline.com, by calling 866-LAWRYS1 (866-529-7971) or in select restaurants.



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Looking at Lawry's



Best Graduation Celebration Ever

Tam O'Shanter server Sharon Rodriguez-Perella has been waiting on Cole Massie and his family since he was one year old. For his high school graduation party there, she reserved them a table and decked it out with balloons, wacky glasses and more.

Cole and his family had a wonderful time and declared it the best graduation celebration ever. As always, Sharon made sure Cole's service dog went home with his own doggie bag. The Massies echoed many Tam guests' feelings when they called her the "sweetest human being on the planet!"

Arigato, Matane (Thanks, See You Again)

Not speaking English didn't keep Ai "Alicia" Huang from applying online from her home in Japan to a Utah junior college in 2003. Only after she was accepted did she tell her surprised parents she was headed to America.

The 18-year-old dived into her new life with a determination and intelligence that would impress everyone she met. Two years later, Alicia entered the University of Nevada, Las Vegas and started a hostess job at Lawry's where she was perfectly suited to welcome the many guests who shared her native tongue.



Over the next ten years, Alicia took on any challenge, earning the respect, admiration and love of her co-workers. As a cocktail waitress she learned all about wines and went on to become a popular server. She substituted for an ailing co-worker in the office and soon mastered the detailed work there. She became an administrative assistant and back-up sales and marketing manager. Alicia also trained co-workers at our Seoul and Osaka Prime Ribs. In recognition of her talent and drive, she was even offered a restaurant manager post. However, with two children to care for, she needed to devote her limited time to them but remained on as a floor supervisor.

Recently her husband, also in the hospitality business, accepted a position back in Japan, so Alicia and her family are returning there for at least a year. Happily, she'll stay connected to Lawry's by helping us with translation chores as they come up.

Lawry's The Prime Rib, Las Vegas Manager Sharon Barkley expressed co-workers thoughts saying, "Alicia is a very special person. She'll be missed. When she left, she left her second family here."