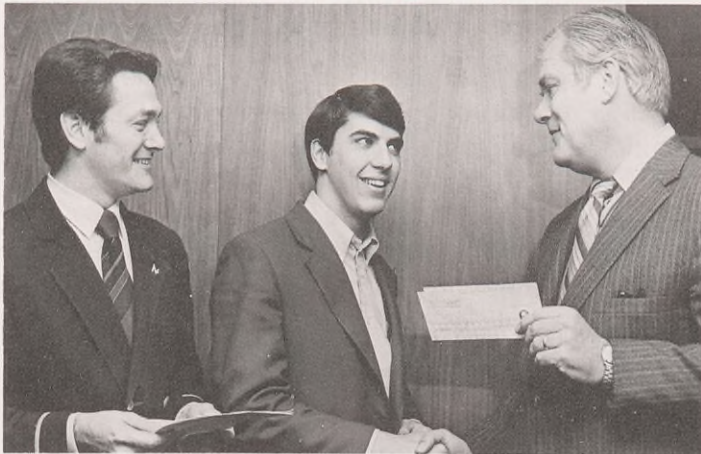




PUBLISHED MONTHLY FOR WESTERN INTERNATIONAL HOTEL EMPLOYEES

JUNE 1971

Future Looks Brighter For Bruce Pierce Scholarship Winners



A BRIGHTER FUTURE is reflected in the smiles of the two scholarship Award winners. (Left Photo) Winner, Carlton Roy Smith of the Anchorage-Westward receives his Award check from Hotel General Manager, John Stevens. At left is Carlton's "boss," Chart Room Manager, Winston Cook. (Right Photo) Margarita Banez receives her Award prize from Century Plaza General Manager, Dan McClaskey, Margarita's parents, both Century Plaza employees, are pictured at left and right in photo.

THE annual Bruce Pierce Scholarship Awards could not have been more happily received and appreciated than they were by this year's recipients.

For bright, ambitious Margarita Garcia Banez of Los Angeles, prospects for continuing her college career looked exceedingly dim.

Though both her parents were employed at the Century Plaza, she was one of ten children in the family all requiring parental support.

In Anchorage, Alaska, Anchorage-Westward Chart Room Captain, Carlton Roy Smith, faced similar hurdles in the continuation of his college education.

Demands on his earnings for his self-support and support assistance for his mother left little enough for his education expenses as a part-time student.

Now, with the timely aid of the Bruce Pierce Scholarship Award assistance, the educational pursuits of both students looks considerably brighter.

TWO Bruce Pierce Scholarship Awards are presented annually to WIH employees or their children who make application and are eligible to attend an accredited college. Applicants must have had a 2.5 grade point or higher on a scale of 4.00 to qualify. Among other considerations, judging is based on financial consideration.

(Continued Page 3)



LOOKING UP - As the photo suggests, members of Western's Marketing team have set their sights high for the year ahead. The group, meeting at the Houston Oaks in April for their Annual Conference, was represented by WIH Marketing people from the United States, Canada, Mexico, Japan, Thailand, Singapore and South Africa, with a special guest representative from Trust Houses Forte, Ltd. Story details on page 4.

front!

A monthly publication for the
employees of

Western International Hotels
Editorial, Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca.....Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

These recent changes at the Calgary Inn; **Wayne Bodington** from Accounting Trainee to Assistant Controller; **Marie Beaudry** from Bookkeeping Machine Operator to Accounting Trainee; **Carm Surette** from Receivable Clerk to Bookkeeping Machine Operator and **Irene Watson** from Grill Cashier to Receivable Clerk . . . at the Continental Plaza, **James Caldwell** is appointed Head Houseman from Houseman in Housekeeping . . . **Mike Moran** moves from Chief Clerk to Front Office Assistant Manager at the Olympic . . . at the Space Needle, **Greg Harris** named Asst. Purchasing Agent, from Steward; **Jim Mogush** from Captain to Asst. Manager and **Bruce Moore** from Asst. Purchasing Agent to Chief Steward . . .

Transfers

Peter Blyth, former Director of Food and Beverage at the Century Plaza, is named Resident Manager of the Olympic . . . former Saucier for the Bonaventure, **Rolf Gurtner**, is appointed Sous Chef at the Space Needle . . . **Daryl Francis**, formerly Assistant Controller of the St. Francis, is now Assistant Controller at the Continental Plaza . . .

New

Named Director of Sales at the Space Needle is **Thomas Furse** . . . **Ole Elmer** has been appointed Sous Chef at the Bayshore Inn . . . **Jacques Mason** joins the Washington Plaza staff as F&B Manager . . . New F&B Manager at the Bonaventure is **Paul Patay**.

INTERNATIONAL

(WIH de Mexico)

Enrique Rangel returns to WIH as General Manager of the Camino Real Puerto Vallarta . . . appointed Executive Assistant Manager of the Acapulco Malibu is **Abelardo Vara** . . . **Javier Ramos** is new Controller of the Majestic . . . named Controller of the Ritz is **Carlos Gutierrez** . . . appointed as Controller for the Camino Real Mazatlan is **Roberto Sanchez** . . . **Pablo Maes** is named the Executive Assistant Manager of the Camino Real Mazatlan . . . also at the Camino Real Mazatlan, **Werner Zullig** is appointed Food and Beverage Manager and **Francisco Guerrero** is the Front Office Manager . . .



Executive Offices Report:

The theme of the recent WIH Sales Seminar, "Pipeline to Profits", has a particular application to all WIH employees. Each of us provides an important link to our Company's sales and profit pipeline picture.

While we may realize it or not, we are all directly or indirectly involved as members of Western International's "sales force." True, it is the responsibility of the professional sales person for bringing in the bulk of our hotel business. But the success of their efforts is only part of the job.

It is up to the rest of us to "guarantee satisfaction after sale," once these guests have checked into our hotel and come under our care. It is such guest satisfaction that "sells" him on Western and leads to his repeat business. It may even encourage his word-of-mouth recommendation to others, inviting new business.

At the recent Management Seminar in Seattle, we reminded the attendees that, "The name of the game still must be PROFIT." Today, profitability continues to be a prime WIH objective if we are to maintain our growth both as a company and individually.

As unofficial members of Western International's "sales team," what can each of us do to help pump our profit pipelines?

A good start might be to re-examine our attitudes towards hotel guests as to what we can do to make their stay as satisfactory as possible. Are we, for instance, as responsive to their needs as we could be? Do we exhibit our appreciation of their visit with a "glad you're here" smile or a friendly greeting. Do we show that we really care about their comfort and well-being as individuals? For most guests, their most pleasant memories are made up of all the little things . . . those special attentions from us that leave lasting impressions.

We can also contribute to profitability through a more direct selling approach. As the opportunities present themselves, we can recommend our other WIH properties to hotel guests. We can make similar recommendations to interested friends, relatives or acquaintances. And, we can suggest the use of our hotel's meeting room space for those clubs, associations or groups we may belong to for their special function use.

With a little extra sales-minded effort we can all help keep our "Pipeline to Profits" flowing.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

Note: U.S. 'String Savers' (There IS Something Better!)

IF saving string is your thing (or bottle caps or swizzle sticks) well, great, but . . . There IS Something Better!

Like Saving Money!

Even better, it's saving money that will guarantee you a nice, healthy return in a few years.

Many employees of our United States properties are finding out about this "better savings idea" through their participation in the current U. S. Savings Bond Campaign.

With the interest and encouragement of WIH Chairman, Lynn P. Himmelman, the 1971 U. S. Savings Bond promotion, "Take Stock In America," is now underway in most of our U.S. properties and offices.

THESE bonds can be purchased for just a few dollars a month. But whatever amount subscribed it is automatically deducted and invested through the Company's Payroll Savings Plan.

This year the Series E Bonds offer a better bargain than ever, paying, for the first time in their history, 5-1/2% interest compounded semi-annually when held to maturity in five years and 10 months.

(Now, figure that one out over the next five, ten or fifteen years string-saver fans. You will have to agree that a tidy little stack of negotiable Savings Bonds is "money in the bank" that beats a three-foot roll of used string in your basement any day—especially a "rainy" one!)

THIS year's Savings Bond Campaign ends in mid-June and the results will be reported in the July or August issue of FRONT! Last year, the Cosmopolitan Hotel lead the way in Western with better than 8 out of every 10 employees enrolled in the purchase of U. S. Savings Bonds!



BRUCE PIERCE AWARDS

(Continued from Page 1)

Winner, Margarita Banez is the daughter of Modesto and Manuela Banez, both employees of the Century Plaza.

Mr. Banez is a Landscape Gardner for the Hotel and Mrs. Banez works as Costume Control Clerk. Both are natives of the Philippines as is daughter, Margarita.

Margarita is presently employed as a drug store cashier. She is a graduate of Belmont High School in Los Angeles where she attended Los Angeles City

Camino Real, Mazatlan Opens This Month

WIH de Mexico's newest resort hotel, the Camino Real Mazatlan, celebrates its public opening on Saturday, June 26.

The outstanding 170-room property, perched on a sea cliff known as "Sabalo Point", offers a magnificent 180° view of the Pacific Ocean from all guest rooms and is back dropped by the Sierra Madre Mountain Range.

Its' four-acre tract of land location is just five minutes from downtown Mazatlan and 20 minutes from the International Airport. Mazatlan, a charming unspoiled coastal city, has long been a haven for sportsmen attracted by its excellent game fishing and hunting opportunities. More, recently, because of its endless expanse of superb beaches and ideal Hawaii-like climate, it has gained popularity as a resort center.

Now the Camino Real offers guest accommodations to complement the natural splendors of the area.

EACH OF the 170 rooms and suites have been decorated in Spanish style with private terraces to take advantage of the sea breezes and the panoramic view. All

rooms, including the public rooms are fully air-conditioned.

Dining facilities include a coffee shop and a more formal dining room offering an international cuisine and featuring seafood specialties. A deluxe cocktail lounge provides guests with evening entertainment and dancing or they may choose to relax more informally in the outdoor Sunset Bar.

GUESTS may descend to the hotel's private beach via a winding stairway or ride a funicular. Small palapa huts on the beach are equipped to serve sun and sea bathers with snacks, cocktails and other refreshments. For those who prefer a change of pace, there is a heated swimming pool with solarium area at the hotel level.

For group meetings the Camino Real offers a meeting/banquet room to accommodate 200 people and an exhibition room.

General Manager of the Camino Real Mazatlan is Dieter Obermann and Pablo Maes Galindo is the Executive Assistant Manager.

College achieving a 3.00 average.

Her particular interests are in the field of social work and plans to follow a major course in sociology at Pepperdine College beginning this Fall quarter.

DUPLICATE Award Winner, Roy Smith, plans to continue with his studies at Alaska Methodist University with his major in Business Administration. His vocational choice is Hotel Management.

After attending high school in Haines, Alaska, Carlton attended the University of Alaska College for a year on a scholarship where he attained a 3.32 grade average.

Financial difficulties interrupted his education and he went to work at the Anchorage-Westward in January 1970, as a Hotel Management Trainee and Desk Clerk. He gained further hotel experience as Bellman and Room Service Waiter at the Captain Cook Hotel in Anchorage. In December last year he returned to the Anchorage-Westward and the hotel's Food and Beverage Department as a Chart Room Captain.

The Bruce Pierce Memorial Scholarship program was created in memory of Mr. Bruce Pierce, a former Vice-President of Western International Hotels.

WIHSKI Goes WIHST

THE very active WIHSKI Club (the skiing and social club for WIH-Seattle area employees) hopes to "tee" one on come July.

Planned, is their first Annual WIH-Seattle (Golf) Tournament, otherwise, known as WIHST, to be held on Sunday July 18.

All WIH employees in the Seattle area are invited to participate in WIHST, with two flights—one for men and one for women—scheduled.

According to the group's President, Brian Beaulac (Group Benefits, WIH Accounting Center) tourney attractions will include refreshments, a buffet dinner and prizes for "the Good, the Bad and the Beautiful".

OTHER recent action taken by the group was the formation of a WIH-Seattle area employee blood bank. Arrangements have been made for blood-mobile visits to the Olympic (Olympic and WIH Executive Offices people) and the Washington Plaza (Washington Plaza, Space Needle and 2000 5th Avenue Street personnel) every three months for blood donations. Donations are credited to the contributing employees blood bank account.

Sales Staffers Meet To 'Hot Up' Profit Pipeline

OUTSIDE the hotel, rising temperatures promised another warm Spring day for Houston.

Inside, the sales group convening in the comfortably air-conditioned meeting room were generating another kind of warmth... the warmth of camaraderie and of a very lively enthusiasm.

The occasion was the Annual WIH Marketing Conference, at the Houston Oaks Hotel in late April. It was the largest and most representative gathering ever, with some 75 sales people—men and women—in attendance. They represented WIH and affiliated hotel properties and Regional Sales Office in the United States, Canada, Mexico, Singapore, Thailand, and South Africa and the United States Representative for Trust Houses Forte, Ltd.

Additional Conference attendees and guests included WIH Marketing Executives and Marketing Committee members and hotel managers from a half-dozen Western properties.

The extended scope of the Conference representation was, for many, a major highlight. It offered the occasion not only to renew old acquaintances and to meet new members, but broadened the opportunities to exchange ideas and compare notes with each others operations.

BRUCE McKIBBIN, WIH Vice-President Marketing, opened the four-day Conference to general session on Monday morning, April 26. The event-filled agenda that followed was studded with an impressive line-up of stimulating and informative speaker presentations.

Conference kick-off speaker — who was also the featured speaker for the opening reception — was **Somers H. White**. Mr. White has been referred to as "America's No. 1 speaker on Motivation in Business and Finance," **Jim Hartigan**,

Vice-President System Sales for United Air Lines, brought attendees up-to-date on the WIH-UAL joint marketing program.

Other presentations of pertinent group interest included the talks by **Phillip Harrison**, Publisher of "Sales Meetings Magazine" on making better use of group leads; **George McCausland**, Vice-President of Sperry & Hutchinson Company, regarding sales incentive travel programs; and **Wayne Burmeister**, Director of the American Medical Association, on Association group business, among others.

PRINCIPLE speakers from WIH offices included a Corporate briefing by WIH President **Gordon Bass** and a Development and Design and Construction Division review by WIH Executive Vice-President, **Harry Mullikin**.

Among the group sessions involving attendee participation was a simulated "Regional Sales Office Tour". Each of the Regional Sales Office Managers made brief presentations to better acquaint the in-hotel sales people on their particular operation.

LUNCHEON of the final session day was highlighted by the presentation of the Second Annual "Door-Knocker" Awards. (See details elsewhere on this page.)

The theme for this year's conference was, "Pipeline To Profits." To revitalize Western's profit pipeline through the renewed efforts of our WIH Sales team was a major Conference objective. Judging by the enthusiastic response from the attendees at the Conference conclusion, this objective had been met with determined success.

Bill Newman, WIH General Sales Manager, working with **Bruce McKibbin**, was primarily responsible for the organization of the Conference.

The ballroom officially opened on May 15. The occasion was a gala charity affair for the Peninsula Volunteers, one of the Bay Area's most prestigious socialite groups.

This first public function, however, had been preceded by some four days with a major in-hotel employee event. It was the hotel's Annual Awards Banquet with some 200 employees attending. The dinner menu, by the way, almost exactly duplicated that which was served to the Peninsula Volunteers group.

ONE OF the unique features of the 11,000 sq. ft. ballroom is that it is entirely

Door Knocker Awards

('The Envelope, Please')

THERE'S the "Oscar," the "Emmy" and the "Fickle Finger of Fate" awards, but for our WIH Sales people, the big one to shoot for is the "Door Knocker"!

Door Knocker Awards are presented annually to the winning hotel sales teams in recognition for their outstanding promotional efforts within pre-determined categories as established by the WIH Marketing Division offices.

At luncheon ceremonies on the final day of the annual WIH Sales Conference, winning entries are announced and winners are presented with an inscribed, door knocker-mounted plaque.

Door Knocker Award winners for 1971, as presented during the WIH Sales Conference at the Houston Oaks in April, were:

BEST PUBLIC RELATIONS PROGRAM: To the Houston Oaks for its hotel opening activities program—accepted by the Houston Oaks Director of Sales, **George Caldwell**.

BEST SALES PROMOTION PROGRAM: To the Winnipeg Inn for the promotion of its specialty restaurant, the Stage Door—accepted by **Sandy Irwin**, Director of Sales for the Winnipeg Inn.

BEST CONVENTION SALE: To the St. Francis for its promotion directed toward a major medical group—accepted by the St. Francis Director of Sales, **Mike Hartnett**.

Honorable Mention recognition was also given to the Olympic in the categories of **Best Public Relations** and **Best Sales Promotion** programs for their "Cirque" Dinner-Theatre promotion, and to the Prince Hotels for their wedding promotion program.

free from column support within the room. A giant steel truss, the largest ever installed in a commercial building in the West, was installed over the Ballroom to help take up the stress of the 32-story tower addition above it.

The Ballroom can provide reception room capacity for 1600 and to 1100 persons for dining. Entry to the room is gained through two street entrances... one of these is large enough to allow access for automobiles and even small trucks. The Room's vaulted ceiling is 24 feet high at its highest point and 16 feet at it's lowest.

St. Francis Ballroom Is Truly 'Grand'

FROM its imported teak-wood floor to its spectacular crystal chandeliers, the St. Francis' new Grand Ballroom glows with an unsurpassed grandeur.

While retaining the hotel's traditional decor—black and gold marble, rose-wood paneling, crushed velvet draperies, etc. — the totally modern room is equipped with all the latest facilities and function conveniences.



CENTURY PLAZA — For the fifth year in a row, the Century Plaza received the highest rating (5-stars), in the Mobil Travel Guide listing. In all America, only 10 hotels have received this coveted "one of the best (hotels) in the country" accolade. Receiving the award plaque and congratulations from Mobil Oil Corporation's representative, Ted Anderson, is Century Plaza General Manager, Dan McClaskey, right.



HOUSTON OAKS — A recent guest at the Houston Oaks and enjoying every moment of it was poet-song writer, Rod McKuen. Above, McKuen poses with Lion Bar Waitresses, Lee Tarchia and Esther O'Roark. Completing the foursome is Lion Bar Manager, Salin Dajwod.



CALGARY INN — Tony Pietrovito, Room Manager of Marco's Ristorante and Lounge, adjacent to the Calgary Inn, was recently voted "Host of the Year" by the Calgary Tourist and Convention Bureau. Presenting Tony with his award and congratulations is (left) Calgary Inn General Manager, Peter Martin.

NEWS-PICTORIAL



BAYSHORE INN (Above) — "An exciting weekend for two at the Bayshore Inn." That's what two winners of the TV Show, "Dating Game" were awarded recently. The lucky couple, shown chatting above with Bayshore Inn Doorman, Doug Edgeworth, are Jack Schultz, a co-captain of the Stanford Indians football team, and Melody Engle, a former "Miss Kentucky." Weekend visit highlights included dinner at Trader Vic's and the new Bayside Room and sightseeing tours of Vancouver.



WASHINGTON PLAZA (Upper Right) — The Annual Service Award Banquet for Washington Plaza employees mixed fun and formality topped off with the awarding of service pins. Preceding the dinner, the gang gathers for a group portrait to record the occasion.



ANCHORAGE-WESTWARD (Lower Right) — "Topping Off" ceremonies for the 22-story Anchorage-Westward Hotel tower last April, included the raising of the American and Alaska flags and the new hotel pennant. The pennant is displayed above by Executive Assistant Manager, Dave Paulon and Executive Housekeeper, Briar Walker. Mrs. Walker made the pennant herself from a design originated by the Maintenance Department's Ross Jones, in which he has incorporated the letters "A/W" on the WIH symbol.

The history and operational philosophies of both Western International Hotels and United Air Lines share a great deal in common.

Both companies trace their origins to the Pacific Northwest.

Both companies were formed within a year of each other in the early 1930's.

And both companies are in the service oriented "people business", dedicated to a quality of operations excellence that have made them acknowledged leaders in their respective industries.

Now, brought together under the common UAL, Inc. banner, both companies begin a new era of joint relationship that is perhaps best expressed in the current promotion and in a number of cooperative marketing programs of both companies as "Partners in Travel."

This includes reference to both companies as "Partners in Travel" in printed literature, mutual display of one another's promotional materials, and the purchase of goods and services from each other where appropriate and competitive with the open market.

To better acquaint WIH people with our airborne "Partner in Travel," FRONT! presents this brief background on the history and development of United Air Lines.

United Air Lines



"Partners in Travel with Western International Hotels"

THE FORMATIVE YEARS

TODAY'S United Air Lines traces its origin to Varney Air Lines which began air mail service between Pasco, Washington, and Elko, Nevada, via Boise, Idaho on April 6, 1926. Varney Air Lines later was merged into Boeing Air Transport, along with two other pioneer carriers—Pacific Air Transport and National Air Transport.

Boeing Air Transport was part of a combine which included Boeing Airplane Company, Pratt & Whitney and other aeronautical subsidiaries. United Air Lines was organized in 1931 as the management company for the airline division. Three years later the combine underwent divestment and its corporate divisions became separate business entities.

In its crucial formative years as an independent company, United was guided by W. A. Patterson, former San Francisco banker, who was elected president in 1934. Of the many improvements he was indentified with in subsequent decades, one of the most significant was his early insistence on systematic and uniform procedures in flight operations and pilot training.

The greatest increase in the company's size occurred on June 1, 1961, when Capital Airlines was merged into United.

Capital had begun operations in 1927, carrying mail between Pittsburgh and Cleveland. The merger added some 7,000 to United's personnel and increased its route system by 7,250 miles. In 1969, United became the wholly owned subsidiary of a holding company, UAL, Inc., which in the following year acquired Western International Hotels, as a second operating subsidiary.

MEANWHILE, W. A. Patterson retired in 1966 after three years as United's chairman of the board. (And in April this year was elected Director Emeritus and Honorary Chairman of the UAL Board.) G. E. Keck, who succeeded him as president in 1963, resigned in December, and in 1970 was succeeded by Edward E. Carlson, former chairman of the board and chief executive officer of Western International Hotels. Carlson is President and Chief Executive of both United Air Lines and UAL, Inc., its parent company.

TODAY'S OPERATIONS

United's executive headquarters are northwest of O'Hare Field, Chicago. The building complex includes administrative offices, a stewardess school and management training center.

UNITED'S flight training center and national reservations headquarters are in Denver and its aircraft maintenance base

is in San Francisco. Each is regarded as a model of its kind, providing highly specialized services not only for the company but for various segments of the industry. The flight training center is housed in a \$30 million facility, which was opened in August, 1968. The reservations facility is on a 6.5-acre site, located in the Denver Technological Center 13 miles south of Stapleton International Airport.

The maintenance base is spread over 138 acres. It is staffed by approximately 7,000 employees including mechanics and technicians assigned to develop projects and test new ground and flight equipment.

United has approximately 49,000 employees. Each day of the year in all seasons the company operates more flights than there are minutes in the day. United carries approximately 30 million passengers yearly, in addition to flying upwards of 700 million cargo ton miles.

PIONEERING "FIRSTS"

As the nation's oldest air carrier, United Air Lines has been identified with many "firsts." The company, for example, was first to fly fare-paying travelers coast-to-coast (1927); first to develop and adopt a practical system of two-way, plane-to-ground voice radio communications (1929), and first with all-cargo flights (1940).

MORE RECENTLY, United was the first transcontinental airline to equip its fleet with radar (1957); first to use dry ice seeding at airports to dispel super-cooled fog (1963); first to fly a billion passenger miles in a single month (August, 1964); first to qualify for Category II landing minimums (1965); and first to begin nonstop operations between Hawaii and both Chicago and New York (1969).

United's innovations in passenger service have repeatedly set industry patterns. The company originated stewardess service in 1930 by assigning eight young women as cabin attendants on Boeing 80-As, flying between Chicago and San Francisco.

The first kitchen specifically designed to prepare food for inflight dining was opened by United at Oakland, California, in 1936. Fifteen flight kitchens are now in operation, each staffed by master chefs.

IN 1956 the company instituted self-service baggage claiming and also installed the first automatic baggage conveyor system. Engineering studies which led to

development of bridgeways for convenient second-level boarding of aircraft were conducted throughout the 1950's. In 1961 United began using the first nationwide computerized system for seat inventory control and fast, accurate reservations.

"WHEN YOU'RE FRIENDLY . . ."

As of January 31, 1971, United was operating a fleet of 376 jets including nine 747 Mainliners. They introduced their first Boeing 747 jet service, aptly named the "Friend Ship," on their San Francisco-Honolulu route in July 1970.

"Friendliness" has continued to be a dedicated operational philosophy of United. For years they have stressed this basic concept in their well known advertising slogan, "Fly the Friendly Skies of United." More recently this slogan has been reinforced with the message, "When you're friendly you do things for people!"

UNITED'S reputation for friendliness is, in fact, another recognized area where all of us at Western can proudly share in common with our "Partners in Travel."



MEANWHILE, IN THE MID-1930's... The photo above depicts the results of another WIH United Air Lines "partnership" incident of sorts that occurred around 1936.

It seems that United had recently opened their new reservations offices in the St. Francis at a location adjacent to the hotel's Geary Street entrance. Publicity shots were scheduled to be taken when it was discovered that the ticket counter stools had not yet been delivered. Coincidentally, the St. Francis was about to open a new bar and that very morning the bar stools had been delivered and left on the sidewalk fronting the hotel entry. Steve Stimpson, the then enterprising United District Sales Manager, seized the op-

portunity to "appropriate" the unattended stools from his St. Francis neighbor.

He then called on Lynn Himmelman—at that time St. Francis Assistant Manager—and told him what he had done. Responding to Himmelman's amused reaction, Stimpson invited Himmelman to participate in the photo session as a "model." If you will look closely at the straw-hatted figure on the left of the photo, you might recognize the United "customer" as none other than our present WIH Chairman and Chief Executive Officer! ("... a one-way ticket to the St. Francis lobby, please, and what's the baggage charge on four bar stools?")

SOME UNITED "FIRSTS"

United has originated scores of technical and service features, many of which have become standard in the industry. Some of the company's notable innovations and historic "firsts" are listed below.

FIRST to fly fare-paying travelers coast-to-coast (1927). Service was provided between San Francisco and Chicago by Boeing Air Transport with Boeing 40 aircraft.

FIRST to develop and adopt two-way, plane-to-ground voice radio (1929), pioneering the way for further developments in navigation and communications.

FIRST to provide stewardess service (1930). Boeing Air Transport hired the first stewardess, Ellen Church, for its San Francisco-Chicago route.

FIRST to establish a flight kitchen (1936). This development enabled United to exercise direct control over the quality of food service.

FIRST airline in the world to complete 100 million miles of flying (June 17, 1936).

FIRST to offer air coach service (1940). Boeing 247-Ds, seating a total of 10 passengers, were used.

FIRST to operate all-cargo flights (1940).

FIRST to use a VHF network (1951). The first VHF network to operate inflight was between Chicago and Cleveland.

FIRST domestic airline to begin systematic training of flight crews with electronic flight simulators (1954). Today all flight training takes place at Denver where 14 simulators, valued at more than \$15 million are installed.

FIRST to offer Reserved Air Freight (1954). As early as 1940, United had pioneered "Flying Freight Cars."

FIRST domestic airline to place a contract order for a jet transport (1955).

FIRST to develop an automatic self-service baggage claim system (1956). The same year United became the first airline to install and use automatic conveyor systems for baggage handling.

FIRST U. S. airline to test a completely automatic landing system (1964).

FIRST airline to fly more than one billion revenue passenger miles in a single month (August, 1964).

FIRST airline to implement studies leading toward a Collision Avoidance System (1967).

FIRST airline to implement anti-hijack procedures on a systemwide basis (1970).

FRONT! INTERNATIONAL



BANGKOK — Even with Executive Chef, Beat Richei, away in Singapore for the Shangri-La opening, Dusit Thani staffers fare well! A backyard barbeque hosted by "Chef" Bill Bryant, Vice-President and Dusit Thani General Manager, wins the culinary approval of Gary Cook, Director of Sales and Marketing (left) and Pierre Bonard, Senior Assistant Manager and Manual Woo, Resident Manager (right).



HONG KONG — Recent visitors to the Miramar in Hong Kong and — to officiate at the Shangri-La's opening in Singapore — were Mr. and Mrs. L. P. Himmelman (center) accompanied by Mr. A. Mori, (left) Vice-President, WIH Japan. In the photograph from left, are: Mori; Rudy Choy, Miramar General Manager; Mrs. and Mr. Himmelman; Mr. A. Matsui, Miramar Sub-Manager, Sales; and Peter Tang, Miramar Sales Manager. (Note UAL advertising light box at left)



MEXICO CITY — A party for his Executive Staff was hosted recently by Camino Real General Manager, Jean Berthelot. Momentarily interrupted in their "shop talk" by a FRONT! photog is this smiling duo above: Mrs. Toli Garza, Executive Housekeeper and Maurice Briquet, Assistant Managing Director.



WIH OFFICES — Pablo Maes Executive Assistant Manager of the Hotel Camino Real Mazatlan, drops in at FRONT! offices and catches up on the news during his visit to Seattle. Pablo attended both the Management Seminar in Seattle and the Marketing Conference at the Houston Oaks before his return to Mazatlan for the hotel's opening in mid-May.

Grand Palace Joins WIH

TOKYO'S Palace Hotel will soon be joined with a "sister" property in the same city.

The new hotel, to be known as the **Hotel Grand Palace**, is now under construction and is scheduled for a completion date in December of this year.

Located in the Kudan sector of central Tokyo, the Grand Palace will rise 23 floors above four additional basement levels and offer 506 deluxe guest rooms and suites.

Dining facilities will include a top flight French restaurant, a Chinese restaurant, a Japanese restaurant and a grill.

Other facilities will include 25 banquet and meeting rooms of varying sizes, a large shopping arcade and a parking garage.

ANNOUNCEMENT of the new hotel's contract affiliation with WIH was made by Masatoma Yoshihara, President, and Moriye Tachibana, Executive Vice-President of the Hotel Grand Palace and with L. P. Himmelman, Chairman, and Gordon Bass, President of Western International Hotels.



SALTILLO — The Camino Real hotels throughout Mexico co-sponsor the annual "Miss Mexico" contest to elect the representative for the "Miss Universe" competition. The contest for the State of Coahuila took place at the Camino Real-Salttillo with the election of shapeily Perla Salazar (above right) as the "Miss Coahuila" winner. Photographed on the hotel's grounds with Miss Salazar is Camino Real-Salttillo General Manager, Ernesto Barberi, Jr.



FRONT FAMILY FEATURES

The Amateur Gourmet

CHEESE

WHETHER enjoyed simply as at a picnic with a "jug of wine and a loaf of bread," or served as the finishing touch to a gourmet dinner, cheese enhances the dining occasion.

Like wine, its often natural accompaniment, cheese can be very satisfying to the senses. It charms the eye, intrigues the sense of smell, and delights the palate.

And like wine, the scope and variety of cheeses that are available invites "discovery" and taste experimentation.

Such taste testing experimentation can be particularly enjoyable when shared with good friends. The occasion may be a gathering for a cheese-testing party or as a cheese board selection served to dinner guests. Although this has been a matter of some debate, the cheese "course" at a meal is usually served before the dessert (if any). The reasoning here is that it is logical to serve the cheese while there is still bread, butter and wine on the table.

Here are a few other helpful hints and suggestions to help make your cheese serving occasion more enjoyable:

USE a cheese board. A good wooden cheese board not only facilitates cutting but improves its presentation.

Avoid putting crackers, fruit or knick-knacks on the cheeseboard . . . it should be kept free of auxiliaries.

Do not pre-cut cheese. Pre-cutting exposes a large surface to the air, and reduces all cheese presented to undistinguishable "pieces." The cheese served should be whole or in large pieces to be cut as used. It is the obligation of the host to occupy himself with this chore, after determining the guest's choices.

Cut cheese according to its shape. Block cheeses are cut in cubes; round flat cheeses are cut in wedges; cylindrical cheeses are cut like sausages, etc. . . and do

not use the same knife after cutting a Blue cheese for cutting other cheeses.

SERVE cheese at room temperature or slightly less. The cheese should be removed from the refrigerator about an hour before served in order to warm to the proper temperature. The soft paste cheeses like Camembert, which are eaten "runny," should be removed several hours before usage to ripen to this state.

Before serving, cut and trim the edges of prior servings and scrape or wipe off any molds or yeast that occasionally forms during storage.

Remove all wrappings such as the Roquefort from its foil or the Camembert from its container. You may wish to label the cheeses with some sort of marker for the convenience of guests and to avoid the embarrassment of not remembering which is which yourself.

VARY the cheese you serve. A board consisting entirely of a variety of blue cheeses, for example, may appeal only to very dedicated cheese lovers. A selection representing the various major cheese families might be a better choice. Or, perhaps, you may want to serve a limited but choice selection of two or three different cheeses.

Serve cheese plainly. Cheese is generally eaten simply, with fruit or a beverage . . . wine, beer, cider, etc. Butter and several kinds of bread (Rye, French, Pumpernickle) and plain crackers should be available.

Cheese sampling, whether enjoyed as for a planned formal gathering or as casual family nibbling, can be an agreeably adventurous experience. Their variety offers such distinctive flavors and textures that only by experimenting can you decide which your personal tastes prefer. It's an experiment worth taking!

LIKE IT IS

Dear Answer Man,

I'm having troubles with the hotel's air-conditioning system. Mainly it doesn't work. Some rooms haven't had fresh air for days and with those new-fangled windows you can't open, guests have had to leave their doors open to let in air. (Boy, they're sure getting to be a grouchy bunch!)

I think what's wrong is that the funny thingamajig that fits into the watchamacallit isn't doing its job. I've tried to take it apart but Housekeeping has my screwdriver and won't give it back and the kitchen won't give me anymore table knives after I broke two of them. What's my best bet?

EAGER-TO-PLEASE ENGINEER

Dear Eager,

Probably what the whole system needs is a good kick. (That's what I do when my home unit goes out of whack) If that doesn't work, take the thingamajig home with you some night and let the kids take it apart. If they are like mine they can take ANYTHING apart!

Then there is another advantage to this. When you put it back together again all the left over parts might make a nice planter or if welded together (or scotch taped if welding isn't your bag) and placed on your coffee table it could make an interesting conversation piece.

ANSWER MAN

P.S. I've enclosed printed instructions on how to make paper fans from old newspapers that you might want to have duplicated and placed in each guest room if you're still having troubles.

Correspondents

This is the list of *Front!* correspondents. Please get in touch with your correspondent if you have any news for your paper:

Anchorage-Westward, Winston Cook; Antlers Plaza, Marilyn Crawford; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Camino Real-Salvador, Ana Elena Steiner; Century Plaza, Charlene Chabin and Jean Klappert; Continental Plaza, Audri Adams; Cosmopolitan, Arcele Schiermeyer; Houston Oaks, Pat Sells; The Ilikai, Roberta Watson; Imperial Inn, Russ Revoy; The Miramar, Edward Y. Hsu; Miyako, S. F., Kristina Templeman, Northern, Con Carter; Olympic, Fran Vitulli; Palace, Y. Yoka; St. Francis, Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, J. Sandy Irwin; WIH de Guatemala, Rita de Rubio; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.



BAYSHORE INN — Easter Sunday breakfast at the Bayshore Inn has become a Vancouver family tradition. Main attraction is the artfully decorated buffet table. Strolling musicians, children's cartoons in an adjoining room, and "bunnies" distributing goodies to the children add to the festive family atmosphere.



SPACE NEEDLE — The Saturday before Easter was a great fun-day for the kiddies who attended the Space Needle's "Bunny Hop" children's brunch. In addition to the traditional "bunny" several staff waitresses wore other animal costumes which they made themselves that included bears, birds, a bee and a skunk.

COMMUNITY INVOLVEMENT...

As community citizens, WIH hotels are often active participants in community sponsored events. During the Calgary Stampede, Seattle's Seafair, and the Anchorage Fur Rendezvous, for instance, much of the related event activity involves the facilities and people of our hotels in the area.

Holiday celebrations also offer special opportunities for community involvement. Festive entertainment and dining promotions with particular appeal to local family groups are featured in many of our properties.

Some of these recent hotel-community activities, as submitted by various FRONT! correspondents, are pictured here:



BONAVENTURE — St. Patrick's Day caught the fancy of several WIH properties for its fun promotion potential, including the Bonaventure Hotel. Above, Le Portage Busboy, Domingo Beneitez, who has been "serving" shamrocks to hotel guests, selects one for F&B Controller, Georges Torrani.

COSMOPOLITAN — The "Old West" lived again at the Cosmopolitan during the National Western Stock Show in Denver. One of the most popular places in town was the "Corral Bar", complete with hitching post and swinging doors, which was set up in the hotel's lobby during the Show event.



MIYAKO — Much of the social activity relating to the San Francisco Japanese community inspired "Cherry Blossom Festival", centered at the Miyako Hotel. The Miyako's authentic Japanese rooms and suites were the setting for many of the tea ceremony demonstrations, and judging for the Cherry Blossom Queen was held in the hotel's Imperial Room. The Hotel's parking lot was the site of several side activities during the passing of the Grand Parade, and a green and white striped tent, (seen through Lobby window) erected on the lot and manned by hotel employees, was used as a refreshment stand.



CUT-UP — To get Calgary Inn Butcher Christian Briat, to smile, just show him a prime piece of meat. (Kitchen employees have noted that he smiles quite often!)



JOLLY BAKERS — A trio of St. Francis Bakers ham it up for the FRONT! photographer. From Left: Alexander Stewart and Arthur Reade, Assistant Bakers, and Bruno Leuzinger, Pastry-cook.



Y'ALL COME — Hospitality at the Houston Oaks begins at the door with a warm welcome and friendly smile from dapper Doorman, Henry Ward, Jr.



READY ROOMS — Northern Hotel Housekeeping Inspectress, Dorothy Rivera, reports room make-up condition approval on her assigned floors.



QUICK DRAW — Caesar Dymmel, Storekeeping Receiver at the Hotel Georgia is obviously camera-shy, but couldn't beat out the "shoot-from-the-hip" technique of the hotel's FRONT! photographer.

PHOTO ALBUM



HAPPI HOUR — To build a sake martini, you start with a generous sized bottle of sake. So instructs Walter Flood, Bartender of the Miyako's Garden Bar.



MONEY GIRL — Recent, and very attractive addition to the Bonaventure staff, is Front Office Cashier, Huguette Doucet.



TOPS — Roy Mariani was recently named top man of the Continental Plaza's tops top-floor restaurant, the Consort. Before his appointment as Maitre 'd, Mariani had been the restaurant's Assistant Manager for six years.

FRONT! VISITS THE...



OF THE NORTHERN

STEPPING into the Northern's Golden Belle Restaurant is a step back in time . . . back to the turn-of-the-Century and the red-plush elegance of the "Gay 90's."

Since the restaurant opened in 1959, thousands of delighted guests have taken this step-back-in-time "trip" each year.

They have dined superbly from a menu that has received consistent HOLIDAY Magazine Award recognition for the past seven years. (The only restaurant so acknowledged by HOLIDAY in the State of Montana.)

They have enjoyed friendly, impeccable service from a staff that is encouraged to perform as individuals exhibiting their own distinct personalities.

And they have admired, at leisure, the period decor . . . including the chandeliers and wall sconces dripping with crystals; the paintings right out of the Victorian era; and such antique decor fascinations as an old French telephone and a coffee grinder that great-grandma might have owned.

'BELLE OF BILLINGS'

For both its dining excellence and the beguiling charms of its atmosphere, the Golden Belle has won a popular local acclaim as the "Belle of Billings."

The Restaurant is open from 7:00 a.m. in the morning until 11:00 p.m. daily except Sunday (8:00 a.m. to 9:00 p.m.). On Sunday mornings a "Royal Breakfast" buffet is featured followed by the regular dinner service beginning at 1:00 p.m. For the rest of the week, lunch service begins at 11:00 a.m. and dinner service begins at 5:00 p.m. And for any service the Room can comfortably (and most always does) seat 125 people.

The use of lighting, supplies the mood to match the meal. During the day when the lights are up, the Room is cheerfully festive. At night, with lights lowered, the Room takes on a more appropriately formal air.

Over all, the Golden Belle's deep red color scheme—from the flocked wall covering and carpeting to the chair and banquette upholstery—extends a warming glow. This dominating red color is re-

Turn-Of-The-Century Fun and Elegance



lieved in the table cloths and napkins which are in a pleasing shade of pink.

AWARD-WINNING TEAM

Ten Waitresses, five Busboys, three Hostesses, a Wine Steward and a Room Manager make up the Golden Belle's "Award-Winning" staff team. Except for the gold-coated Busboys, red, white and black are the predominating uniform colors. For dinner, the Room Manager and the Wine Steward both wear dark tuxedos.

Top Golden Belle-man is Room Manager, **Kenneth Henry**. Ken began his WIH career at the Northern as a Bellman in 1966. In the brief span of four years he has worked himself up to the position of Room Manager with his appointment last September.

He is assisted in his Room operation functions by **Ibrahim "Ibo" Olmeztognak**, who also performs as Wine Steward. Ibo's Turkish background adds an intriguing worldly touch to the room.



ROOM MANAGER, Kenneth Henry . . . the cordial and gracious host for the award-winning "Belle of Billings".

Adding their special warmth of welcome towards arriving guests are personable Room Hostesses, **Darlene Sosa, Debbie McKay and Marlene Bond**.

The Golden Belle caters to a varied clientele that throughout the day will find a mixture of townspeople, hotel guests and travel-

ers. Billings's citizens choose it for any fine dining occasion and particularly when they wish to entertain out-of-town friends or to celebrate an anniversary or birthday occasion.

DINING ADVENTUROUS

The menu, under the supervision of Executive Chef, **Armin Reichenberg** is expertly prepared and adventurous in its selection. The Room specializes in "flaming sword service," such as Shish Kebab and Teriyaki Steak, and exotic flambe dishes, prepared at the table, range from entrees to desserts. Of course, there are many other more traditional dishes featured including a king-sized steak listed on the menu as a "Montana T-Bone" served simply with fried onion rings and mushrooms.

The wine list, though brief, offers some excellent choices of foreign and domestic beverages.

Adjacent to the Restaurant is the Golden Belle Saloon. It is a friendly and high-spirited lounge that reflects Montana's colorful and robust past. Nightly entertainment is featured with a different act booked every two or three weeks. The Lounge complements the Restaurant in offering guests a complete dining and entertainment complex.

Together the Award-winning Golden Belle Restaurant and Saloon have successfully established a tradition of "golden memories" for its many guests over the years. The secret . . . moving ahead by stepping back into an era remembered for its atmosphere of charm, relaxed pace and fine dining.