



A/W Addition Revised Now, 22-Story Tower



ARTIST'S rendering of proposed 22-story Anchorage Westward tower addition. At right is the present 15-story building.

LAST November FRONT! published the announcement of a proposed 12-story addition to the Anchorage-Westward Hotel.

More recently, these plans have been extensively revised, and the number of stories now projected has climbed to twenty-two.

According to Anchorage-Westward General Manager, **John Stevens**, demolition of the old Anchorage hotel building--adjoining the newer 15-story building--has already begun. Completion of the 22-story tower is scheduled for summer of 1971.

THE LOBBY of the present hotel will be enlarged during construction of the new building, and a drive-in entrance will be added, uniting the two structures. The new tower will be connected at the base of the present building and additional rental space will be available on the lobby level.

In addition to guest rooms, the 22nd floor of the new tower will contain an ultra-luxury suite.

FRONT! SPECIAL REPORT



*"Mr. Carlson,
What about
the merger...?"*

On March 19th, WIH Executive Offices announced the proposed merger of Western International Hotels with UAL, Inc.

As an employee of Western International Hotels or its affiliates, what effect will this proposed action have on you . . . your job . . . your company?

These, and many other questions of pertinent interest to all employees are answered in an interview with Mr. Edward E. Carlson, Chairman and Chief Executive Officer of Western International Hotels.

Read this special report on pages six and seven of this issue.

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.

Chairman's Report



In an interview story on pages 6 and 7 of this issue, we have given our views on questions that you have been asking regarding the proposed WIH and UAL, Inc. merger.

We think this report might be of special interest to each of you and will give you a clearer understanding of this relationship.

Your company's officers feel very strongly about keeping you well informed about all of your company's activities. It is our desire to maintain open lines of communications within our Western family. Whether it is through the pages of FRONT! or through other means, we want to share with you these developments in Western's activities in all areas of its operations.

Accordingly, if you have any further questions that have not been answered in the interview report we would appreciate hearing from you.

Chairman
Western International Hotels

COMINGS AND GOINGS

In-Hotel

At the Washington Plaza these promotions: **Don Drysdale** from Rooms Reservations Manager to Westlake Room Manager; **Michael Chiu** from Catering Manager to Assistant Manager; **Marc Zanner** from Assistant Manager to Senior Assistant Manager and **Tom Ventresca** from Assistant Steward to Chief Steward . . . at the Continental Plaza, former Front Office Cashier, **Miss Lois Wons**, is made Linen Room Clerk in Housekeeping; **Ali Guler**, former Assistant Manager of the Cantina is promoted to the Room's Manager; Mrs. **Kathleen Van Maren** from Paymaster to General Office Assistant in Accounting and **Paulette Roedeshimer** is appointed Paymaster . . . at the Cosmopolitan **William Dick**, former Grill and Coffee shop Manager is now Night Auditor; **Virgil Kidwell** moves from Head Valet to Superintendent of Services; **Joseph Sandoval** becomes Head Valet from Valet Runner . . . at the Antlers Plaza, **Jim Golden** is named Banquet Manager from Assistant Banquet Manager; taking over as Executive Chef is former Sous Chef, **Serge Lauzon**, and former Banquet Manager, **Duane Swecker** is named Cafe Plaza Manager . . . at the Olympic, **Andre Mena** is appointed Executive Chef from Sous Chef and **Joe Louis**, former Golden Lion Captain, is now Manager of the Picadilly Corner . . .

. . . new Director of Sales for the Continental Plaza is **David Brudney**, formerly National Sales Manager at the Century Plaza . . . former Manager of the Cafe Plaza and Picadilly at the Antlers Plaza, **Helmut Konze**, is named F&B Director for the Caravan Inn . . . **Heinz Tucek**, formerly Westlake Room Manager of the Washington Plaza, is named Food & Beverage Controller for the Bonaventure . . . Named Restaurant Manager for the Cosmopolitan is **Wolfgang Dix**, formerly Manager of the Picadilly Bar at the Olympic . . . **Shirley Zimolzak** is appointed Reservations Supervisor for the new Detroit Regional Sales office from Secretary at the Metropolitan Airport Hotel . . . **Leslie Szabo**, formerly Catering Manager of the Imperial Inn is named Banquet Manager of Winnipeg Inn now under construction, also to the Winnipeg Inn goes **Luis Elizondo** as Restaurant and Night Club Manager from the Continental Plaza as former F&B Manager at Makaha, **Hans Summer**, is appointed Manager of the Ilikai's Dynasty Restaurant . . . former Executive Chef of the Antlers Plaza, **Eugene Tourville**, is named Executive Chef for the Winnipeg Inn . . . appointed as Executive Chef for the Shangri-La in Singapore is former Executive Chef of the Space Needle, **Wolfgang Fillingner** . . .

Transfers

Former Assistant Manager of the Metropolitan Airport Hotel, **Norm Uhlenberg**, is named Project Director for the Continental Plaza addition . . . New Assistant Manager for the Antlers Plaza is former Assistant Manager of the Miyako **Tom Kenal** . . . replacing Kenal as Assistant Manager at the Miyako is **Robert Poon**, formerly Night Manager of the Olympic

New

Tyler Stroh joins the Washington Plaza staff as Sales Manager . . . new to Western Service and Supply as Administrative Assistant is **Bill Carroll** . . . joining the Imperial Inn staff as new Banquet Manager is **Geoff Snowball** . . . a new addition to the Ilikai staff is **John Dunning Hardaway** who has been appointed the hotel's Assistant Manager . . .

Correspondents

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

Alameda, Michael Sauve; Anchorage-Westward, Tom Stanfield; Antlers Plaza, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Joanne Pugh; Baranof, Mandy Dodd; Caleta, Marfissa Frias; Calgary Inn, Linda Abercrombe; Camino Real (Juarez), Miss Lourdes Lopez; Camino Real (Mexico), Carolina Mijares; Caravan Inn, Pat Varner; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Carol Perry; Georgia, George Pinske; Guatemala Biltmore, Jorge Senn; The Ilikai - Makaha Inn Roberta Watson; Imperial Inn, Russ Revoy; The Miramar, Robert Yue; Miyako, S.F., Kristina Templeman; Northern, Con Carter; Olympic, Fran Vituli; Palace, Y. Yoka; St. Francis, Jane Dillon; Sir Francis Drake, Ann Turnbull; Space Needle Restaurant, Sally Hartley, Washington Plaza, Bob Hutchinson; Winnipeg Inn, J. Sandy Irwin; WIH de Venezuela, Amada Castillo; WIH Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Janet St. Onge and Irene Gellus.

Alaska Senate Resolution Commends Zarro of Baranof

PHIL ZARRO, Food and Beverage Manager of the Baranof Hotel, is particularly partial to Alaska State Senate Resolution No. 6. After all, it's not every day that one receives such formal and complimentary recognition by such an august body of the State government.

The resolution, as introduced to the Alaska Senate convening in the State Capitol of Juneau in March, contains a special commendation and public thanks from Senate members "for his (Zarro's) efforts at the Baranof Hotel on behalf of themselves, their colleagues and friends".

In particular, it acknowledges "the excellence of the cuisine prepared and served daily under this man's direction and supervision as on par with many of the renowned eating places in the world". It also speaks of his "great inner warmth toward people; friendly smile; a hearty handshake; and gives us a feeling of having a home away from home".

MORE THAN this, the resolution concludes that, "his efforts constitute a major and invaluable, if indirect, contribution to the processes of state government".

The Baranof, as the leading hostelry in Alaska's State Capitol, has long been a favorite dining rendezvous for State solons during legislature sessions.



Seminar, "Tells it Like it is"

FOR THE 12th consecutive year, promising young junior management people from WIH properties in the United States, Canada, Mexico and Guatemala were participating in the company's annual Management Seminar. The WEST-ED sponsored program was held at the Olympic Hotel from April 6-11. The attendee roster of 23 young management people represented a cross-section of hotel operations that included sales, food and beverage, front office, rooms and reservations.

INTENT of the program was to expose the group to a far ranging "corporate briefing". All facets of the company's operations were explored in the series of presentations as made by the various corporate office members who "told it like it is" within their areas of operation.

Altogether, some 30 detailed presentations were made. Topics ran the gamut from the "History and Philosophy of Western International Hotels" to "Legal Aspects of Hotel Management". Even evenings provided little relief from the heavy daily schedules as members devoted these after class hours to study and review of the day's topics.

THE PROGRAM was climaxed by a 3-hour Seminar examination conducted by Professor Joseph T. Bradley, Head of the Hotel Management Department of Washington State University. The group was also given a take-home assignment,

to be completed and returned at a specified time.

At the closing President's Reception and Luncheon, Jack Elliott, President of the WIH "Hard Corps" welcomed these members who had completed the Seminar and passed the examinations to the ranks of this very select group. (The "Hard Corps" -- as instigated by WIH Chairman, Edward E. Carlson in 1959 -- is comprised of promising WIH management people who meet annually for work seminars and training programs and to establish scholarship funds for hotel management students).

Chairman of the Seminar was Gordon Schneider, WIH Director of Personnel and Education. The program itself was arranged by Larry Morris, WIH Assistant Director of Personnel and assisted by Don McCutcheon of the Consulting Firm, Lund, McCutcheon, McBride, Inc.

As the Seminar members returned to their respective properties, they left with a far greater insight into the opportunity possibilities open to them in their careers with Western. Many of the "hows" and "whys" of the company's operations had been answered -- many more were still to be digested at their leisure as they reviewed their scribbled notations and the handout sheets that filled their notebooks.



Larry Morris, WIH Assistant Director of Personnel, completes his presentation then invites some questions.



Alert concentration . . . a hastily jotted note



Corridor conference during coffee break with Professor Bradley

The Countries of Western's World

EL SALVADOR

TINY El Salvador--its maximum length is 160 miles and average width of 60 miles--is the smallest of the Central American republics. It is also the most densely populated with over 3 million inhabitants almost entirely of mixed Spanish and Indian blood.

The Indian lineage is traced, principally, to a Nahoia race, the Pipils, related to the Azetecs of Mexico. Like the Azetecs they were an advanced tribe and during the period of pre-Spanish occupation were farmers and skilled craftsmen.

Spanish Conquistadores invaded the country in 1524 and it remained under Spanish domination through the next three centuries.

In 1821, the country realized its independence in a bloodless revolution and joined the United Provinces of Central America before it became an independant republic in 1850.

EL SALVADOR borders the countries of Guatemala and Honduras and with a long western shoreline along the Pacific Coast. The capitol, and major, city is San Salvador with a population of some 350,000. It is located inland at the foot of extinct San Salvador volcano.

As a matter of fact, the country abounds in volcanoes, though most are extinct, and travellers are never out of sight of the line of volcanoes that parallel the coast. Most famous of these, most popular as a tourist attraction, is Izalco, 6,300 feet high, near the Colonial city of Sansonite.

Gary Long to Marketing Div.

GARY LONG, formerly Director of Sales for the Olympic Hotel, has been appointed Assistant to the General Sales Manager for the WIH Marketing Division.

He assumed this new position as of April 1, and will work with WIH General Sales Manager, Bill Newman.

Gary has been associated with WIH since mid-1964 when he joined the Davenport Hotel staff as Sales Manager. In 1967, he was transferred to the Olympic and was appointed Director of Sales for that hotel in November, 1968.

SAN SALVADOR is a modern, growing city and the country's most important commercial center. One evidence of its growth is in the present construction of a 44-acre business complex which will also be the site of Western's **Camino Real**--a luxury 250-room hotel. The city is recognized as one of the most pleasant and attractive in Central America and offers a wide variety of fine restaurants, clubs, shops and stores.

Except on the coastal plains, the climate of El Salvador is warm rather than hot and the nights are cool despite the country's location only 14° north of the equator.

Though it is small in size, El Salvador offers many contrasts in scenic beauty with its volcanoes and volcanic lakes, fertile fields, lush tropical scenery, inviting beaches and gently sloping hills filled with coffee bushes. Coffee is the country's major product and the plantations that cover the land give El Salvador the name of the "Garden Republic". Cotton and sugar cane are also grown in quantity and the processing of cement, sisal fiber and shrimp are among its most significant industries.

THE PEOPLE of El Salvador are on the whole noted for their thrift and industry.

They are openly hospitable and welcome visitors to explore one of the least travelled but among the more-fascinating of Central American countries.

ANOTHER BIRTHDAY? . . .

this from "Inside Ilikai":

"Age is a quality of mind
If you have left your dreams behind,
If hope is cold,
If you no longer plan ahead,
If your ambitions are all dead,
Then you are old.
But if of life you make the best,
And in your life you still have zest,
No matter how the birthdays fly,
No matter how the years roll by,
You are not old."

Edward Tuck

EDITOR'S INN BASKET

WE GET LETTERS (-- and our statistics straightened.) "I have just read the March issue of **FRONT!** and was surprised - and distressed - to learn that the new Winnipeg Inn will only be 18 stories and 250 rooms. Several times, already, I have booked the entire 21-level, 350 rooms and feel that if there is a discrepancy, it should be made the other way; i.e., 450 rooms." **Sandy Irwin, Director of Sales, Winnipeg Inn.**

Sorry about that Sandy . . . We can give you back the three stories and 100 rooms, but you'll have to talk to the Planning Department about those extra hundred rooms.

* * * * *

FROM "PALACE VIEWS", a guest publication of Tokyo's Palace Hotel, we learn of a Hippie-Musical, produced by the students of Tokyo University, called "Yellow Submaline". (And we always thought the color was "yarrow".)

* * * * *

BOUQUETS TO THE CENTURY PLAZA for receiving again this year, the coveted 5-star award listing from **MOBIL TRAVEL GUIDE**. In all America, only 12 hotels -- out of some 23,000 establishments listed -- have received this honor. Judgement is made not only by **GUIDE** staff members, but reflects the opinion of contributed guest comments. A **FRONT!** salute to Managing Director, Harry Mullikin and his 5-star-studded-staff.

* * * * *

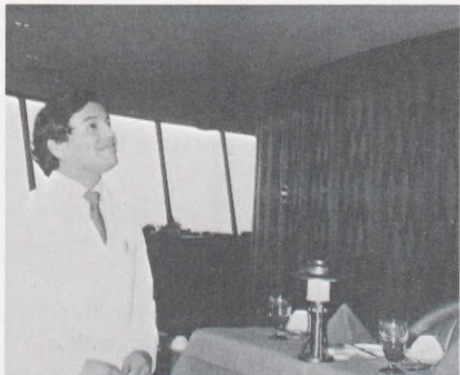
THE WASHINGTON PLAZA "Comes Of Age" and hosted its First Annual Service Awards Dinner in late March. Some 83 persons attended the affair and 18 employees received awards. The theme was "A Night Out on the Town" with the Ballroom decorated to represent a mod nightclub scene. The hotel's Thurston-Dupar Award honor was presented to Leon McGill, Head Banquet Houseman.

* * * * *

"GUN" IS OUT AT THE COSMOPOLITAN. After sixteen years as the "Gun Room", the Cosmopolitan's coffee shop and restaurant has taken on a new name change . . . and a new image. As proclaimed in a handsome new lobby sign, the room is now known as "The Grill".



NEWS PICTORIAL



CLEAN-UP FOR PAINT-UP. David Diaz, Chief Steward of the Space Needle Restaurant, gives a final check to the Restaurant's ceiling as part of the room's major renovation program. Thanks to Dave and his speedy crew, the restaurant's 2,000 sq. ft. ceiling was made painter-ready and the entire job completed without interruption of guest service.



SOFT LANDING. Astronaut Wally Schirra makes a "soft landing" at the Miyako during his recent stay at the San Francisco hotel. Greeting Schirra at the hotel front desk is Miyako Director of Sales, Akio Hirao and smiling their welcome are Cashier Miyuko Le Duc and Room Clerk, Taeko Goodwin.

TWO "WINNERS"

A HIGHLIGHT of the Annual Awards Dinners throughout WIH properties is the presentation of the Thurston-Dupar Inspiration Award plaques to the hotel's winning candidate. Two of these 1969 winners are shown here:



AT THE CALGARY INN . . . Bell Captain, David Yip is presented his Award plaque from WIH Vice-president, Joe Callihan.



FORMAL COFFEE BREAK. Enjoying a silver service coffee break provided as a neighborly gesture by the Olympic, are demolition crew members in process of tearing down an office building across the street from the hotel. Doing the honors is Eugene Vester, Assistant Room Manager of the Olympic's Golden Lion Restaurant.



CHEF AWARDED. Smiling broadly, Executive Chef Hubert Wilhelm of the Imperial Inn, accepts a scroll pronouncing him "Chef of the Year" from Bernard Schulze, President of the Victoria Gourmet Club. Club members hold dinner meetings at various restaurants to judge on quality and preparation of selected menu dishes and wines.



AT THE WASHINGTON PLAZA . . . Leon McGill, Head Banquet Houseman, is the Hotel's Award winner and receives his plaque from WIH Senior Vice-president, C.R. Lindquist.



UNDAUNTED AND UNDEDENTED. Undaunted by the fact that the Bayshore Inn's tower addition is still under construction, the hotel's Accounting Department staff goes ahead with plans for their move to the new building. From left: Phil Mervin, Pat Galvin, Barb Payne, Judy Monk and (seated) Tony Rushbrooke.



TABLE TALK. Plans for an Employee-Of-The-Month program and late summer picnic is the table topic of the Cosmopolitan's Employee Council. From left foreground: Larry Jefferson, Janet Jones, Darlene Bjork, Myrna Purdy, Don Kirk, Eloy Chavez, Mel Wederski, Steve Archuleta, Al Apeda, Amelia Ford and "monitor" Kim Chappell.



*"Mr. Carlson,
What about
the merger...?"*

Mr. Carlson, a number of questions have been asked by many employees about the proposed merger with UAL, Inc. I know it would be helpful to many people if you would express your views concerning the following:

We have heard that it is a merger or a partnership. Could you please explain which it is?

Western International Hotels will merge with UAL, Inc., the holding company that the shareholders of United Air Lines created at their annual meeting in April 1969. Many people consider a merger between two companies a "partnership" as it reflects a desire to strengthen the corporate capacity of both companies in exactly the same way that "partners" join together to enhance each other's effectiveness.

When will the arrangement be finalized, and what are the steps that have to be taken?

As soon as the directors of UAL, Inc. and WIH approved the proposed terms of the merger on March 19, 1970, steps were undertaken to implement the preparation of proxy material and financial statements in sufficient detail to be presented to the Securities Exchange Commission, Bureau of Internal Revenue, and the shareholders of each company for their approval. It is the desire of the officers of both companies that the transaction be completed by July 1970.

How will the merger affect the growth of WIH?

We are convinced that the substantial growth which WIH has enjoyed for the past 10 - 12 years will be further accelerated by utilizing the combined strengths of WIH and UAL, Inc.

Will this affect the independence of WIH?

It has been emphasized during all discussions that WIH will continue its operations as an autonomous, wholly-owned subsidiary of UAL, Inc. (the holding company). Our offices will remain in Seattle. The present officers and directors will continue to dis-

charge their responsibilities in exactly the same way as before.

Do we get free passes or a discount on United Air Lines?

UAL, Inc. (the holding company) has as its principal subsidiary United Air Lines. United Air Lines officers and directors would have no discretion in this matter. Federal law prohibits United Air Lines (or any other airline) from offering free or reduced fares on transportation to anyone other than an employee of an airline. This same prohibition extends to employees of UAL, Inc. (the holding company).

What joint marketing program, if any, is anticipated?

If the shareholders approve the recommendations of the directors at the meeting in late June, it is anticipated that planning sessions will be undertaken with spokesmen for United Air Lines, WIH and UAL, Inc., to determine how common marketing programs, reservations requests and other areas of common interest can be undertaken on a joint basis.

Will this affect my job and future with the company?

We believe expanded opportunities will become available to all individuals who perform satisfactorily as has always been our policy, and, whenever possible, our policy of promotion from within will continue.

Will this affect personnel policies and evaluations in effect now?

Not at all!! The strengths of our personnel policies and management evaluations reviews that have made WIH a major force in the hotel industry on a global basis are the result of the contributions of all the members of WIH. We have always said "people make the difference." This will continue to be a strength in WIH.

Will WIH Insurance and Retirement programs remain the same?

The answer is yes, and constant annual reviews will be made to consider improvement of all employment benefit programs whenever possible.

At what level will we have communications with UAL, Inc?

It is anticipated that after the merger is consummated, Mr. Lynn Himmelman, president of WIH, and I will be elected directors of UAL, Inc. Thus we will have contacts at the decision-making corporate level of UAL, Inc.

Will this affect our present corporate objectives?

Not at all!! Mr. George Keck, president, and Mr. Curtis Barkes, executive vice president of UAL, Inc. thoroughly endorse the WIH corporate objective which we define as "being identified with quality hotels in important cities on a global basis". They will give us all possible encouragement to maintain this corporate objective. Parenthetically, we would add that many of us felt that United Air Lines has been a leader in the field of transportation in establishing high standards of safety, "quality" attention to passenger comfort - as evidenced by their Mainliner Service - and are outstanding corporate citizens. Thus our corporate objectives have a strong thread of common continuity.

Does this mean that United Air Lines crews will stay in our hotels?

We must reiterate that United Air Lines is a subsidiary of UAL, Inc. (the holding company). United Air Lines crews will stay in any hotel where the rate is competitive and accommodations are satisfactory. It seems reasonable that WIH properties would receive first consideration.

Will we have to identify United Air Lines in our advertising?

The answer to this is that we are not obligated to do so! Where it is desirable to utilize the corporate identity of the various subsidiaries of UAL, Inc. (the holding company), it will be considered.

Will the WIH symbol remain the same?

Yes.

How do we react to United Air Lines demands on a local level?

At some early date lines of communication between the "cousins" - United Air Lines, and WIH - will be

defined. Until then any hotel having a business relationship with United Air Lines should make every effort to handle the requests with the same courtesy and attention as heretofore.

Why did this "partnership" take place?

In the April issue of FRONT! Magazine we stated - "A basic philosophy behind the merger revealed that the directors of both companies had concluded that the objectives of both companies would be better served and that opportunities for career employees would be further enhanced. The association would broaden Western's financial base allowing WIH to continue without hesitation its committed program of expansion on a global basis. Additionally, the coordination of marketing and reservation services will provide another factor towards improving Western's operations."

Who owns UAL, Inc? Who are major shareholders?

UAL, Inc. is a company whose shares are traded on the New York Stock Exchange. The last Annual Report indicated there were, 55,000 shareholders. It could well be described as a company with broad public ownership.

Will development of WIH continue internationally as well as domestically?

Yes. During our negotiating sessions with officers of UAL, Inc. it was emphasized that WIH's growth must reflect the opportunities for important hotels wherever they may exist. There is no desire to restrict WIH expansion efforts to areas which United Air Lines serves within the U.S. and Canada.

Will we become involved in the UAL San Francisco and Hawaii properties?

At an appropriate time our professional experience will be requested.

Will we accept United Air Lines credit cards?

Yes.

Does United Air Lines have any long-range growth plans, i.e., rent-a-car company, food service company, etc?

The question is really not appropriate to this interview. Our efforts are directed towards the consummation of a merger between WIH and UAL, Inc. The directors of UAL, Inc. must exert every effort to maintain financial stability and growth. The financial strength and manner of growth is one of constant review by the directors of any company.



INTERNATIONAL



SECOND ANNIVERSARY. When the Colon Internacional in Quito, Ecuador, celebrated its second anniversary recently it selected an employee beauty queen to reign over the festivities. She was Miss Susana Paredes, shown above with, from left; Leopoldo Dobronsky, General Cashier; Olga Endara, Chief Accountant, Susana, and Eduardo Compana, Store Room Manager.



PRESIDENTIAL VISIT. Ceremonies inaugurating the opening of a new bridge between the neighboring countries of Venezuela and Columbia was the occasion for a visit of the President of Venezuela and other dignitaries to the Aguas Calientes Hotel in Urena. Pictured above with the Minister of Development, Miss Haydee Castillo, are from left: George Berardinelli, F&B Manager, WIH de Venezuela; Jean Pierre Faouen, Assistant General Manager, WIH de Venezuela, Miss Castillo, and Humberto Valero, Manager of the Aguas Calientes.



PRESIDENTIAL VISIT. Following the opening of the Dusit Thani in Bangkok, WIH President and Mrs. Lynn P. Himmelman stopped off for a visit to the Miramar in Hong Kong. To left of Mrs. Himmelman is Peter Tang, Sales Manager and to right of Mr. Himmelman is Albert Young, Executive Manager and Rudy Choy, Manager, of the Miramar.



HONORED EMPLOYEE. Recently elected as "Employee of the Month" at the Caleta is Housekeeping staff member, Dona Mari. General Manager, Francisco Morales, presented her with a check and large bouquet of flowers.



SHANGRI-LA SECRETARY. Even though the Shangri-La Hotel in Singapore is not set to open until early next year, Mrs. Grace Chui, Executive Secretary to General Manager, Bill Ellis, finds her days crowded with office duties.



NEW CHEF. Newly appointed Executive Chef for the Hotel Avila in Caracas is Francesco Crisante (right) shown here with Hotel General Manager, Jean Marc Blouet. Crisante was formerly with the Caracas Hilton, and the Caracas Theatre Club.



FAMILY FEATURES

CAUTION: Water May Be Hazardous To Your Health

*"Mother, may I go out to swim?"
"Yes, my darling daughter.
Hang your clothes on a hic'ry limb,
But don't go near the water."*

--old rhyme

TODAY'S daughters, just like the rest of the family, are not only seen near the water but are often found well over their heads in it in their pursuit of a variety of water sports.

Water activities, running the gamut from dog-paddling to diving and from skiing to snorkling, continues to increase in popularity. A great many of our Western people wheather vacationing, week-ending or at home around the pool during the warm weather months ahead, will include water sports as part of their recreational activities.

Unfortunately, all of this aquatic enjoyment is not without its hazards. According to the National Safety Council, an average of 6,800 people drown in the United States each year. Many more suffer from water sport accidents.

Courtesy of the National Safety Council, we've reprinted here some precautions that can help keep yourself and your children from drowning this summer. Read them over before you take to the waters. Enjoy yourself, but come back safely--we need you.

1. Introduce your youngsters to water by helping him become comfortable and confident in it. After that, it's a small matter for a trained instructor to take over and teach proper stroking and breathing. (And if you can't swim, you're never to old to learn.)

2. Instruct your youngster(s) to swim only in supervised areas. Only about 2% of the annual drownings take place in supervised areas. It's the creeks, rivers, the "old swimming holes" and the unsupervised waterfront that takes the vast toll.

3. Be particularly wary of private pools in your neighborhood where children may wander or "sneak" into, especially if these pools are unfenced or do not have gates with "child proof" locks.

4. Skimming 75 feet behind a roaring powerboat makes it virtually impossible for water skiers to communicate with tow boat drivers in any way other than



hand signals. Skiers should learn the system of hand signals developed by the American Water Ski association, and have an observer aboard to relay these signals to the boat operator (see photo). And be

sure you learn to swim before taking up skiing.

5. The most important thing to remember when faced with a swamped boat or canoe is to stay with it. Most will not sink, even if the hull has been ruptured. Sometimes, even in this condition, it's possible to paddle to shore.

6. Scuba divers should be skilled swimmers even before they can attempt the sport. The Safety Council advises interested persons to join a scuba diving club where they can receive instruction, learn about equipment and receive a thorough physical examination by a physician knowledgeable in the peculiar hazards created by the sport.

One study shows, it can cost \$1,500 to have a baby these days. Guess the choice boils down to the Pill or the Bill.

* * * * *

Speaking of choices, Spring always brings the problem for the homeowner of weather to grow crabgrass in the front and dandelions in the back, or vice versa this year.

* * * * *

Overheard in the coffeeshop: "Finally laid down the law to my teenager--told him that either he gives in or we do."



WIH 40th Anniversary Photo Flashbacks



EVEN without guests the lobby of the Olympic hotel, in this 1924 photo, appeared "busy". Intricately patterned rugs and furnishings, fringed table cloth covers, lots of scroll work, potted palms and other plantings combined in elegant confusion. The amount of seating space that invited lobby lounging, recalls this popular pastime as enjoyed by hotel guests of this slower-paced era.



PHOTO ALBUM

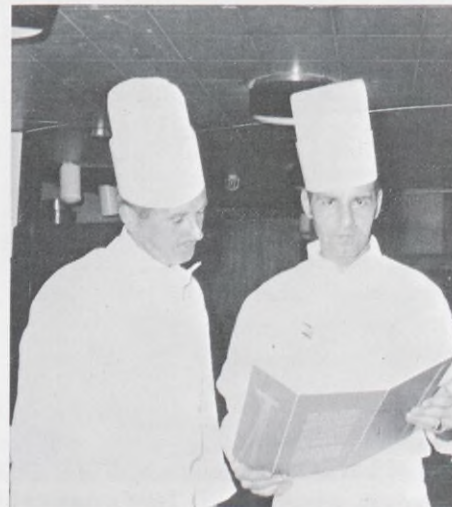
NOTE: The morning after watching the Annual Academy Awards on TV, FRONT'S picture editor stalked into the office, plunked down a fistful of plain white envelopes on our desk and roared off in his supercharged, white-walled huff. We nervously tore open each envelope and discovered the following slate of nominations for HIS choice of best picture Awards for the year, which we reluctantly present here.



ALICE'S BAR & GRILL. Features rising young starlet, Gretchen Mathers, WIH Food & Beverage Division Assistant, in the role of "Super Chef". Gretchen reaches a new high in the film during her Alice B. Toklas cookie recipe scene.



UNEASY RIDER. The 'now' (and then) suspense drama of an attempted hijacking plot foiled because the giant jet was only a mockup. (but that's not revealed until the surprise ending!) Starring roles are played by Executive Chef, Andre Mena and Management Trainee, Roger Hamilton of the Olympic.



CACTUS FLOUR. Hilarious comedy with those mad-cap Chefs--Rolf Schmidt of the Space Needle and Wolfgang Fillingger of the Shangri-La--who grind cactus into flour and make their own thing. Family fare.

"G" A thriller about an uprising in a Greek restaurant. (In glorious Moussaka-color) Stars Clay Schumman of the Bayshore Inn's Trader Vic's. Rated "Z"



TRUE GRIME. An action Northern starring (in order of appearance) Pat Morin, Jean Harvey and Ruth Batt of the Northern's Laundry Department. Watch the plucky trio rub out grime during a highnoon showdown. Best costumes award.



BOB & CAROL & TED & ALICE & ETC. And a cast of thousands in this new wave musical, including these Benson Hotel Banquet Waitresses and Bartenders singing the title song: Alphonso Houges, Chef Kurt Bieri, Maggie Keys, Myra Painter, Joan Eichenger, Agnes Stevens, Jean Jackson and Pete Castaneda. Thirteen new songs, dances, juggling acts.



TELL HIM JOHNNY BOY IS HERE. Stark realism. All about a hotel Sales Representative (played by John May of the Cosmopolitan) who leaves his business card with the receptionist. Fun! Violence!



HELLO, MOLLY? Super lavish musical in big screen color. Dozens of songs including the popular, "Hello, Poly?". Stars lovely Arleen Robinson (WIH General Supplies Department Secretary) as the vivacious Holly.



BUTCH CASSIDY AND THE SUNSET KID. An action Western about a pair of fun desperados (played by the Calgary Inn's Gerry Ryan-Purchasing and Diana Billingsley-Catering Secretary) who ride off into the Bolivian sunset to start up a chain of Pizza Parlors.



KRAKATOA-EAST OF PITTSBURG. You are there in this Cinarama extravaganza. (actually, you are a little Southeast of Toledo, Ohio). This outdoorsey spectacular stars Billie Beamer, Director of Guest Activities for the Makaha Inn.



ELEVEN P.M. COWBOY. What happens when a guest at a big-town hotel orders room service at 8 p.m. and gets it by 11 p.m.? Screen newcomer, Kurt Bischofberger, Room Service Manager of the Washington Plaza, stars in this heart-warming, stomach churning, nerve frazzling drama.



S*M*A*S*H A light, dry anti-temperance comedy that pokes gentle fun at those of us who mix our martinis with cola. It stars Marcel Binette, Barman at the Bonaventure who "pours it like it is". Not for beer drinkers.

"Welcome, Bienvenido, Bienvenue, Willkommen"

WALNUT mounted plaques bearing the above inscription are currently being displayed at the Anchorage-Westward, St. Francis, Olympic, Washington Plaza (and with the addition of a Japanese greeting) at the Miyako, S.F., hotels.

And there are expectations that more WIH properties may soon be displaying the same.

The plaques are issued by the United States Travel Service (USTS) in cooperation with the American Hotel & Motel Association to promote the foreign language resources of U.S. hotels and motels to the travel trade overseas.

Certified hotels displaying the plaque agree to have employees on duty during regular business hours who speak Spanish, French and German as well as English (Japanese may be substituted for German) in the registration desk, switchboard and restaurant areas.

THE PURPOSE, as stated by USTS, is "to relieve the fears of non-English-speaking persons who may hesitate to visit the U.S. because of imagined language difficulties". The large majority of international visitors, according to USTS, speak one of these languages.

For several months now various employees throughout WIH properties have been participating in a similar language assistance program. Any employee who speaks a second language carries the inscription, "Speaks (followed by the name of the language spoken)" on their name tags, and are available for such assistance where necessary.

New Reservations Offices Open in Detroit Area

AS OF March 16, WIH HOTELETRON Reservations offices have been established in Dearborn, Michigan to service the Detroit Area.

Mrs. Shirley Zimolzak is the Reservations Supervisor in charge of the operations.

Previously, the Detroit reservations office had been located at the Detroit Metropolitan Hotel. However, the recent sale of WIH interests in that property necessitated the move to permanent offices in Dearborn.

Reservations will no longer be accepted for the airport hotel property according to WIH management sources.



HOTEL PROFILE

PUERTO VALLARTA—as much as anything else, the Puerto Vallarta Camino Real is experienced as a frame of mind.

That is—what else could one be but utterly contented and at peace with the world in such idyllic surroundings. The weather is neigh perfect; the beaches fronting the warm Pacific waters are broad and beautiful; the vegetation is lush green and tropical, and the pace is whatever you make it.

Best of all is the Camino Real hotel itself. It offers all of the niceties of the most luxurious of hostelrys with all the fun-orientated qualities of a favorite resort.

With such an unbeatable combination it is easy to understand the hotel's tremendous guest appeal since it opened in October of last year (and running an approximate occupancy of 90-95%!)

The 12-story, 280 room resort is located in Mexico's West coast and on the edge of its own private beach. Its arch-shaped design provides guests with sweeping views, from 9' x 12' windows, of the U-shaped bay and spectacular sunsets for which the area is famed. Rising behind the hotel are dramatic mountain cliffs that encloses the Camino Real within its own private world. Most of the rooms have private lanais and all have custom-built Mexican appointments, marble baths and air conditioning. Most impressive are the 25 luxury suites—five of which have their own swimming pools and gardens. These five suites are located on the hotel's rooftop floor.

ADJOINING the main hotel building, reached through a covered walkway, is the building that houses the hotel lobby, kitchens and banquet rooms area. Here too are a variety of shops and hotel services. The intimate lobby bar, "Los Laureles" includes a fire place and an adjoining terrace where guests may relax and enjoy live piano music.

Beyond the lobby are three glass-walled and thatched-roofed cone-shaped buildings. One of these contains the hotel's gourmet restaurant, "La Perla", featuring Continental and American cuisine. Nearby, breakfast and luncheon is served in the delightful open air terrace dining room, "Las Pergolas".

The other two "cones" form a single unit housing the hotel's main cocktail Lounge and entertainment room, the

"Maria Bonita", and where the night-time action is.

The sounds of music are heard throughout the Camino Real. Currently, in addition to three solo pianists, the hotel features a rock 'n roll band (at the Maria Bonita), two Mariachi type groups, a guitarist and vocalist duo and an assortment of folk dancers and other performers to keep guest entertained. These entertainers also perform for the twice-weekly "Fiesta Mexicana" buffet dinners and on other special occasions.

GUEST social and recreational activities abound in and about the hotel. In addition to the Fiesta dinners there is special children's parties, get acquainted cocktail parties, fashion shows; donkey polo, badminton and volley ball on the beach and even regular classes in Spanish for those interested in learning or brushing up on the language.

Water sports include such a varied selection as deep sea and small game fishing, skin and scuba diving, speed boat and parachute rides and water skiing. (Oh yes, you can go swimming in the bay, too!).

If all this seems like too much, there is always the "at home" closeness of the main swimming pool which comes complete with its own pool bar, the "Coco Loco". Here you can sun and swim or sit and sip as you choose.

The Camino Real also offers excellent accommodations for convention and banquet groups within its three meeting rooms -- the "Camino Real", "Bougambilia" and "Copa de Oro". The combined capacities of the rooms can hold up to 490 persons for banquets and up to 780 for cocktails.



DINING ROOM staff members line up for a patio portrait.

CAMINO REAL PUERTO VALLARTA



FRONT OFFICE staff members Luis La Puente and Leonides Rosales Cisneros.



DISTINCTIVE UNIFORMS are worn by Room Maids.



MARIA ELENA MARISCAL and Augustin Popoca of the Lobby Bar.