

# front!

*Features the Olympic—Seattle  
Western International Hotels*

MARCH-APRIL, 1964



*A candlelight and spotlight kind of a place*

# THE PRESIDENT SPEAKS

We'd like to have every member of Western International Hotel's family study carefully the photograph on the front cover of this edition of FRONT! Magazine.

As you can see, it's a nighttime photograph of the Olympic, our featured hotel in this issue. Why nighttime? Because it is after dark that our hotels symbolize our business philosophy. To all of us, a hotel is much more than four walls of bedrooms, meeting halls, bathrooms and dining facilities.

Focusing his lens on the Olympic at night, the photographer catches the spirit of solace, security and quiet retreat for the traveler. It's also excitement, gaiety, excellent food, service and entertainment. Or it's an efficient, functional headquarters for business meetings.

For this reason, you're going to see many nighttime photographs of our hotels in the coming months—in national and regional advertising and many other places. You'll also see this newly adopted trademark.



The boldness of its look suggests the boldness of the West from which we operate. The clean, sophisticated lines keynote the contemporary thinking of all of us and the modern facilities that welcome our guests.

The circle denotes the globe, recognizing the ever-increasing role of international hospitality. The complete unit implies the letter "W" initialing the word "Western" and, at the same time, the word "welcome." There is a Far-Eastern feel to the symbol, reflecting our expanding activities throughout the Pacific Rim.

EDWARD E. CARLSON  
President  
Western International Hotels Inc.

# front!

a bi-monthly publication written and edited for employees of Western International Hotels

## COVER

A dramatic nighttime photo of this famous hotel reflects the charm and hospitality of the Olympic.

## BEHIND THE SCENE AT THE OLYMPIC . . . Page 3

C. R. (Bob) Lindquist, general manager, discusses the many factors that make the Olympic a wonderful place to stop.



## THURSTON-DUPAR AWARDS NOMINEES . . . Page 6

From all around the Western International circuit, nominees are selected to win coveted award.



## GOING WESTERN . . . . . Page 7

On the job or off, your co-workers make the news with interesting facts and photos.



## THE WESTERN CAMERA CLICKS . . . . . Page 13

"Smile, you're on Western's Candid Camera!" And we're happy to present a few of the people who keep the welcome mat handy.



# front! CORRESPONDENTS

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

Alameda, *Alfredo Lamont*—Anchorage-Westward, *Bill Mueller*—Bannock Hotel, *Richard Fisher*—Baranof, *Donna Myers*—Bayshore Hotel, *Fred Oakley*—Benjamin Franklin Hotel, *Betty Bowen*, *Jack Gaines*—Benson Hotel, *Jean Rhine*—Boise Hotel, *Clayne Dice*—Calgary Inn, *Michael Lambert*—Caravan Inn, *Norman Conkle*—Century Plaza, *Louise Nemzer*—Cosmopolitan Hotel, *Bob Simpson*—Davenport Hotel, *Gayle Jewell*—Del Coronado, *Dorothea McCall*—Edmond Meany Hotel, *Richard May*—Finlen Hotel, *Phil Murelaga*—Georgia Hotel, *Robert McCauley*—Guatemala-Biltmore, *Dianne Benford*—Imperial Inn, *Audrey Crawford*—Leopold Hotel & Motor Inn, *Mr. Pat York*—Marcus-Whitman, *Bea Boatman* and *Elzada Saunders*—Maurice Hotel, *John N. Grant*—Multnomah Hotel, *Hal Carey*—Northern Hotel, *Allan Woodrow*—Oasis Hotel, *Ruth Avery*—Owyhee Motor Inn, *Kaye Spicka*—Rainbow Hotel, *Esther De Vault*—St. Francis Hotel, *Sherry Baker*—Sir Francis Drake Hotel, *Harry M. Payne* and *Nancy Placier*—Space Needle Restaurant, *Jayne Kear* Western International Hotels Executive Office, *Anne Swensson* ■ INDUSTRIAL DIVISION—Seattle, *Dave Hartstein*—North Dakota, *Bob Gordon*—Missouri, *Jim Funk*—North Dakota-Minnesota, *Virgil Miller*—Wyoming-Nebraska, *Ray Olson*

# Behind the Scene at



# THE OLYMPIC

By C. R. (BOB) LINDQUIST  
*General Manager*

Take the sophistication of a metropolitan city, the glamorous night club excitement of an entertainment capital, the atmosphere of gourmet dining in an exotic setting, blend them with true Western friendliness and warmth, and you have:

The Olympic.

Whatever a guest may want, he will find with ease, in this fine hotel.

To the traveler, The Olympic is a place where friendly people serve him the moment he steps into the luxurious lobby, to the time he opens the door of his spacious, modern guest room.

Above the busy city, the guest may relax in his room and plan his time—perhaps while he draws the draperies and views Puget Sound to the west, or the Space Needle to the north.

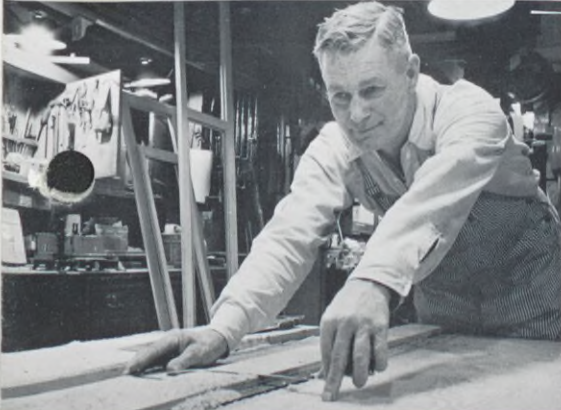
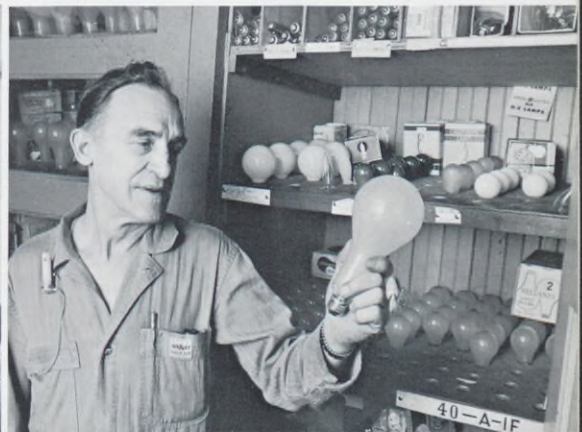
Shops, boutiques and service counters are just a step from the lobby and arcade, providing on-hand convenience for his daily needs.

His arrival and departure have been made less complicated. If he is traveling to Seattle by air, the airport limousine will have brought him to the new Olympic Hotel Garage and Airport Terminal—just across Seneca Street from the hotel. A covered bridge above traffic level leads to the main lobby—and his bags ride beside him on a special conveyor belt. (This exciting development will be added in early summer, 1964.)

Even easier: The Olympic now has exclusive hotel helicopter service to a special rooftop heliport—making the Seattle-Tacoma airport only minutes away by “air-cab.”

If he is driving his own automobile, he can draw up to the Motor Plaza on the Arcade level, have his bags follow

The real secret of a good hotel operation is what happens where the customers can't see. If what you do behind the scene is first-rate, the same results will show on the surface. (Above) Mary Shobert, Mrs. R. Gilman and Shirley Peterson in the sewing room. (1) Rose Mershon and Eleanor Holt in housekeeping. (2) Akio Hirao and Fred Harada check the stores. (3) Room service checkers Inez Veitch and Mamie Louise Craig. (4) Norm Rockwood selects a new bulb. (5) Carpenter Lloyd Stewart makes sure it will fit. (6) Linda Bodin sees that the employees are well fed. (7) Rose Bardsley, Douglas Hodge and Walter Kelly in the Grill kitchen.





## Management Makes the Plans ... but It Takes Good People to Make Those Plans Work!

him to his room, and arrange for his car to be parked by attendants at his request.

The Olympic specializes all these ways in guest convenience—but it has more than that.

Is he hungry? Food may be found in four Olympic Hotel restaurants: The Olympic Grill, Terrace Room, Golden Lion, and Marine Room.

Step into the Golden Lion Restaurant, and the rich decor of British Colonial Empire days brings a sense of luxury and graciousness. An East Indian gong may be signaling the arrival of a flaming sword entree, carried through the room by turbaned waiters. The champagne dinner, table-side service of chafing dish foods, service of vintage wines, all attest to the gourmet clientele of the Golden Lion.

Drifting through the dining room each evening are six beautiful girl violinists, the "Lionettes," who serenade with light classics and popular tunes. Truly a memorable dining experience!

Across the Arcade is one of Seattle's most popular night spots, the Marine Room, a supper-club-restaurant featuring music, song, and fun nightly with such star acts as Jonah Jones and Arthur Lyman.

Justly acclaimed for its seafood menu, the Marine Room serves fresh salmon, Dungeness crab, tiny Olympic oysters or Quilcene oysters on the half shell, as well as the ever-popular steaks and baron of beef.

Whether the guest has only a few minutes to spare or a whole evening to enjoy, he will appreciate the no-mini-

(1) Jim Howard, Dick Ferris, Lee Jenks, Bob Lindquist, Norm Lavin and Bob Thompson discuss an obviously serious problem. (2) The laundry department gang is jollier. (3) Mary Brownlee, Viola Wilson and Joan Rice in the valet department. (4) James Lemmon checks an incoming order of meat. (5) Judy Howard accepts a sample from Frank Barry while Golden Lion Hostess Mardell Ross awaits her turn. (6) Room service waiters Oscar Lundin and Tad Harada. (7) Charming Addie Butts, Marine Room cashier.



(1) Lloyd Paige keeps the glasses cold. (2) A mirror's-eye view of Secretary Jo Braarud. (3) David Evans, Nancy Meyers and Sharon Davidson in sales. (4) Golden Lion table-setter-uppers Kenny McDougald and Eugene Vester. (5) Cook Victor Hortaleza admires one of Ethel Andrew's salads. (6) Grill waitresses Edith Watson, Elsie Granada, Marion Cypert and Hilda Guttman. (7) Service elevator operator Joseph Smith (8) Larry Murphy takes a call in engineering. (9) Head butcher Leonard Carbon wields the knife; Emil Robino kibitzes. (10) Marine Room waiter Loukas Ganoulis.

mum, no cover charge policy in the Marine Room.

For breakfast, lunch, or a complete dinner, the Olympic Grill is popular-priced and enjoys a reputation for excellent service. Informal yet designed with a "specialty restaurant" flavor in its furnishings, the Grill maintains its standing always with those who appreciate fine food at modest cost in pleasant surroundings.

The intimate Terrace Room, just off the lobby, in Oriental setting, provides your choice of refreshing drinks, snacks and sandwiches. It's the spot for a quiet talk or a quick tall glass, a "drop by" meeting with one friend or two.

So "on the go, or on the town," The Olympic awaits the pleasure of the traveler-guest.

To those who live in the Pacific Northwest, The Olympic is the keystone of the community. There is a tradition here which is understood—when someone says "I'll meet

you at the Hotel," no further explanation is needed. "The Hotel," in short, means "The Olympic." Not just because it is the largest in the Northwest, but because it is also the center of community activities.

In the majestic Grand Ballroom and its satellite banquet rooms are held the major award dinners, the Debutante Balls, service club functions and convention meetings. The Olympic has been an institution—if a friendly hotel can be so termed—ever since it was built on the original site of the University of Washington.

It is a "city within a city." It is a gathering place for the elite of Seattle, a meeting place for large conventions, a night spot for those hungry for excitement, or the place for a leisurely dinner if you're celebrating a birthday or an anniversary.

In Seattle—It's the Olympic!

# 1963 Thurston-Dupar Award Nominees



These are the Top Twenty on Western International's personnel Hit Parade. Our collective hats are off to the 1963 Thurston-Dupar Award nominees. They are: (1) Arnold Baratelli, assistant accountant, Georgia Hotel; (2) George Bruner, chief electrician, Olympic Hotel; (3) Corrine Cameron, switchboard operator, Edmond Meany Hotel; (4) Hal Carey, assistant manager, Multnomah Hotel; (5) Hortencia Chacon, housekeeper, Guatemala-Biltmore; (6) John Corrigan, assistant chief engineer, St. Francis Hotel; (7) Thelma Cox, maid, Davenport Hotel; (8) Raymond J. Crystal, chief clerk, Bannock Hotel; Peter Egner, bar and grill manager, Benson Hotel; (10) Harry H. Fischer, executive steward, Sir Francis Drake Hotel; (11) Eve Ford, head banquet girl, Leopold Hotel & Motor Inn; (12) Mary C. Harris, seamstress, Benjamin Franklin Hotel; (13) Lorna Holeman, office manager and accountant, Baranof; (14) Bob Holscher, purchasing agent, Bayshore Inn; (15) Minor Inouye, waiter, Owyhee Motor Inn; (16) Edwin H. Mathson, chef, Rainbow Hotel; (17) Charline Peters, assistant auditor, Cosmopolitan Hotel; (18) Viola Shepard, head pantry girl, Boise Hotel; (19) Marjorie Elizabeth Wells, cashier, Anchorage-Westward; (20) A. G. Wendte, purchasing agent, Northern Hotel.



## Century Plaza

In November, 1965, Century Plaza will open its doors to the world.

🌿 Here in Century City—adjoining fashionable Beverly Hills in West Los Angeles, and at the crossroads of Western and Eastern cultures—will be one of the world's most dramatic hotel structures... a graceful, curving arc nearly 450 feet long, in a setting of incomparable natural and man-made beauty. 🌿 The entire Century Plaza concept was created for Western International Hotels by the world-renowned architect, Minoru Yamasaki, recent subject of a *Time* magazine cover story. 🌿 More than three acres of the hotel's six-acre property will be devoted to Japanese gardens, fountains,

sculpture, winding paths, putting greens, a large swimming pool, diving pool, and a spacious terrace where refreshments will be served. Inside, fresh new ideas, new dimensions in hotel design, make Century Plaza the most exciting resort and convention hotel of this century. 🌿 In Designer Yamasaki's own words, Century Plaza will be "warm and inviting, giving its guests a real sense of celebration and festivity... intimate-feeling, yet alive and exciting."

Century Plaza

Avenue of the Stars, Century City, West Los Angeles, California  
A Western International Hotel

## GUEST ACCOMMODATIONS

All 800 of Century Plaza's guest rooms and suites will command wide, panoramic views of the city. Approximately half the rooms will face the luxuriant gardens, half will front on the stately Plaza. Because the hotel is situated on a gently sloping hill, floor-to-ceiling windows will bring magnificent vistas of the sea, the mountains, and the glittering lights of Los Angeles to Century Plaza guests, even to those on the lower floors. Unlike most hotels built in recent years, all Century Plaza rooms are *large*. Each room also has a 16-foot-long balcony-lanai. All rooms will have oversized beds... the single beds will be prince-sized; the doubles, king-sized. All rooms will have foyer entrances, double-sized closets, marble-countered bathrooms, mirrored dressing tables, ice-making unit and bar, electric blankets, color television, and selective, piped-in music. (Like to hear the news while you shave? An extra speaker is installed in every bathroom.) A new kind of precision-control air conditioning system will allow each guest to adjust his room temperature to the exact *degree* he wishes. A large section of every room will have its own living-dining area for relaxation and entertaining, with a choice of sofa-chair or all-chair groupings; two pull-up chairs, a coffee table, and a game table are included in the furnishings. 🌿 Unusual lamps, *objets d'art*, and original paintings will grace each room. Décor throughout the hotel will be *transitional*... a harmonious blending of the best of traditional and contemporary designs from all parts of the world. Fabric and carpet colors will be warmly and invitingly hued, so as to recreate the hospitality of one's own home. Handcrafted combinations of stone, wood, leather, metal, and ceramic textures will further enhance Century Plaza's international feeling. 🌿 Each floor will have four large one- and two-bedroom suites. The penthouse floor will have 13 one- and two-bedroom suites, plus two magnificent six-room suites, each with five baths, dining room, and butler-pantry facilities. 🌿 At very few of the world's other great hotels do travelers have the wide choice of luxury accommodations to be available at Century Plaza.

## CONVENTION FACILITIES

The main ballroom of Century Plaza is the largest such room west of Chicago, with 24,461 square feet for wining and dining 2,000 people. The ballroom and meeting rooms will occupy *one entire level* of the hotel; the ballroom will have its own private automobile entrance-ramp. Thus, thanks to Architect Yamasaki's ingenious planning, arriving guests may go directly to the ballroom, with-

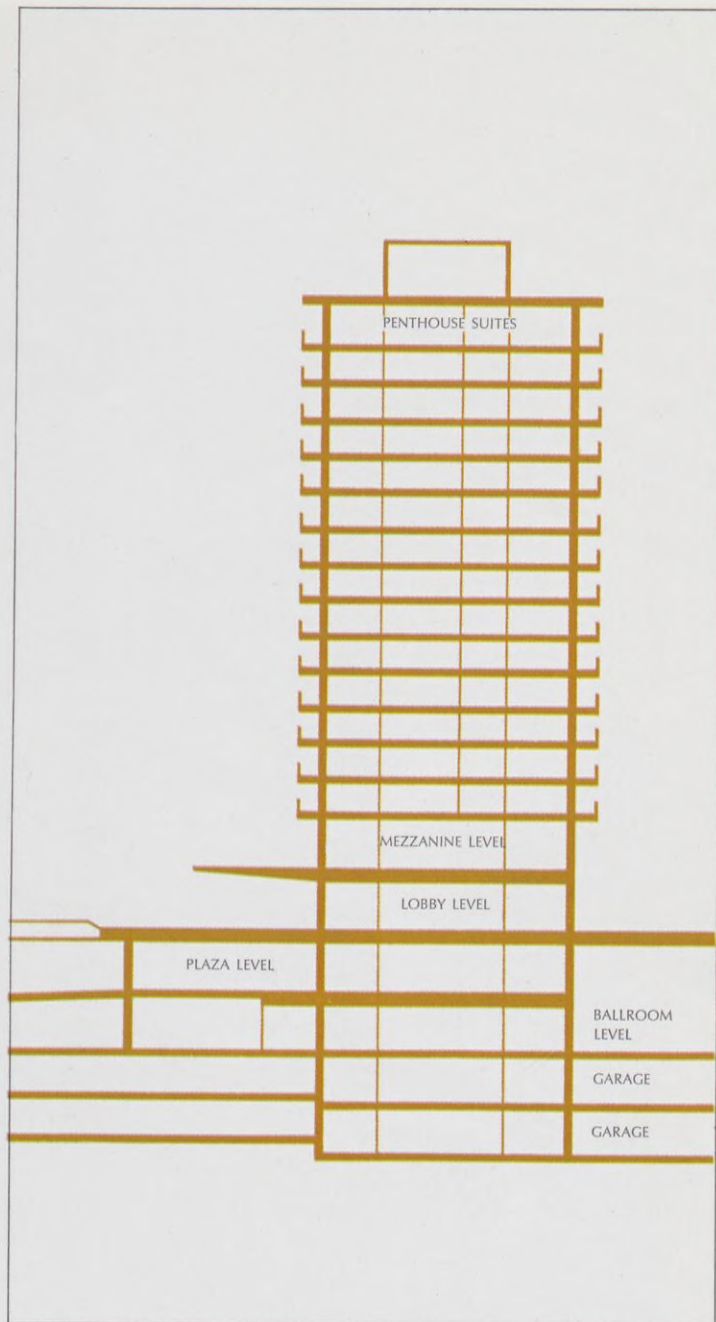




out the confusion and delay of mingling with lobby and restaurant traffic. The room's tiered levels and absence of columns assure clear, unobstructed viewing from every table. At one end of the room is a large stage and orchestra area for theatrical and musical productions; the stage will have the latest in lighting and acoustical equipment, as well as commodious dressing rooms. For smaller functions, Century Plaza's versatile ballroom can be partitioned into two or three more intimate rooms. Adjacent to the ballroom are 10 private rooms for meetings and exhibitions. 🌸 On the mezzanine level are nine handsomely appointed "board rooms" for social and business entertaining. Whether planning for 20 people or 2,000, Century Plaza will have the flexibility of space, facilities, and staff to make the affair a memorable one.

#### FOR YOUR PLEASURE

Fun at Century Plaza begins at the garden area. Here one can swim, sun, shop, sink a putt, or sip a long cool drink under a Japanese parasol. Stroll indoors and browse among the plaza level's fascinating specialty shops, which will be a veritable bazaar of unusual gifts and apparel from all over the globe. 🌸 For informal dining, one of Century Plaza's restaurants will feature the best of American dishes in a relaxed atmosphere. Another café will specialize in gourmet food and wines. Continuous entertainment will be offered in the Hong Kong Bar. A late snack? Century Plaza's fountain will be open 24 hours a day. 🌸 At the lobby level are the guest-registration desk, travel information, car rentals, ticket reservations, additional shops, a drug store, a bar, and the hotel's spacious, two-story main lounge. This hospitable lobby will combine the elegance of a drawing room with the comfort of a favorite easy chair. 🌸 From the lobby level, escalators will glide guests to and from the plaza and ballroom levels. 🌸 Two subterranean levels are devoted entirely to parking and automobile-servicing facilities. 🌸 Two strategically separated banks of four elevators each will minimize walking distance from elevators to all rooms and suites. Elevators at Century Plaza will be swift and—for light sleepers—silent. All elevators will descend to the garage levels. 🌸 The service will be in the Western International Hotels tradition that warmly welcomes every guest and spares no effort to make his stay a memorable one. Special assistance will be given visitors from abroad. Costumed employees throughout the various public rooms will keynote the mood and theme of each room, in keeping with the international flavor of Century Plaza.



*Getting your bearings.* Century City is the new five-hundred-million-dollar development now being constructed by Aluminum Company of America. Many buildings in this "city within a city" are now underway or completed. Eventually this stunning complex will include a complete shopping center, luxury apartment buildings, and high-rise office structures, some of them soaring thirty and more stories. But all is not glass and aluminum and concrete. To assure Century City a parklike atmosphere, scores of acres are reserved for flowers and trees and birds. And destined to be the social, cultural, and entertainment center of all Century City is the Century Plaza.

Century City is primely located in what is considered to be the finest section of Los Angeles. Bounding the City on the north and south are the exclusive Los Angeles and Hillcrest Country Clubs; to the immediate east is fashionable Beverly Hills; to the west is the beautiful suburb of Westwood and the U.C.L.A. campus; adjoining the 180-acre Century City property to the south and east is the world-famed motion picture studio of Twentieth Century-Fox. From Century Plaza, the ocean is but 10 minutes away... Hollywood about 20 minutes, Dodger Stadium and downtown Los Angeles about 25, Hollywood Park and Santa Anita race tracks about 15 and 40 minutes, respectively, and Disneyland about an hour. Populous San Fernando Valley to the north and International Airport to the south are each about 20 minutes away. Three minutes away, the nearby Santa Monica and San Diego Freeways link Century City to all parts of Southern California. Airport helicopter service will be available to Century Plaza guests.

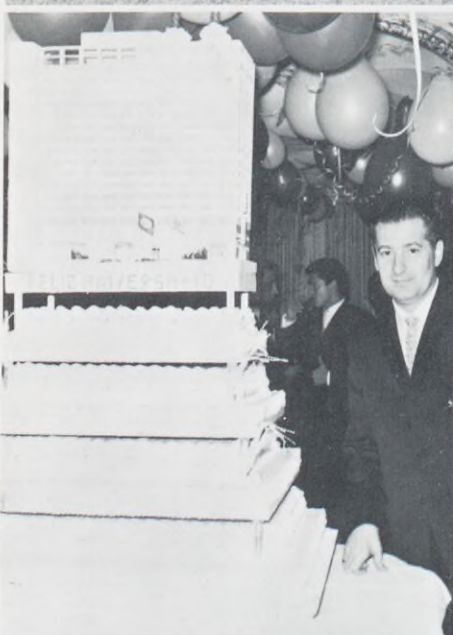
*Twenty stories and one million square feet of luxury!* Western International Hotels takes great pride in announcing the addition of beautiful new Century Plaza to its family of 40 hotels which now spans nearly half the globe. Soon Century Plaza will join such distinguished hostelries as the new International in Kyoto, Japan—the Colony Surf in Honolulu—the Olympic in Seattle—the St. Francis in San Francisco—Hotel Del Coronado in Coronado—the Cosmopolitan in Denver—the Alameda in Mexico City.

For further Century Plaza information, please write or call Harry Mullikin, Vice President and General Manager, Century Plaza Hotel Co., 1801 Avenue of the Stars, West Los Angeles, California 90067. Telephone 277-0200 (area code 213) TWX-213-273-3297.



**WESTERN INTERNATIONAL HOTELS**  
Executive Offices, Olympic Hotel, Seattle, Washington.  
Edward E. Carlson, President

## Alameda



(Top) The Alameda soccer team takes a breather. (Center left) Chef Enrico Arzuffi and the Alameda's second anniversary cake. (Lower left) Switchboard sweethearts Hortensia Fierro, Belen Tapia, Blanca Alvarez de Maytorena and Emma Serrato. (Right, top to bottom) Alameda beauties Esperanza Martinez, Elvira Rocha, Alicia Fierro and Magdalena Cortez.

## Anchorage Westward

### Cagers Boast Enviably Record



GENE JANIGO

The Anchorage-Westward basketball team sported an 18-4 win-loss record when this issue of FRONT went to press. No doubt the far-north cagers have a few more victories under their belts by now.

And no wonder! At the hotel they have a miniature hoop to practice on. Gene Janigo, a high-scoring guard (left), dunks a two-pointer the easy way as he takes a few moments out from his usual duties as a bellman. The clipping behind the tiny basket is part of the team's publicity.

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## Calgary Inn



The Calgary Inn will be Western International's "baby" when it opens in July this year. Located in one of Canada's fastest growing cities (now at the quarter of a million mark), the new hotel will have 319 rooms and impressive convention facilities.

While Calgary is most noted for its famous Stampede, the fact that the city now has 350 oil companies headquartered there is worth a mention, too.

Helping to get the Calgary Inn ready for its grand opening are Ted Curtis, director of sales, and Suzanne McDowell, executive secretary, above.

# GOING



# WESTERN

## Bayshore Inn



We've always said that Santa's no dummy. In this case it's Security Officer Al Simpson with a pair of his "dears"—Noreen Nairn (left) and Shirley Madill. Meanwhile, the attractive young lady at the right is Dee Dee Dulaba, Terrace Grill chief hostess, who recently won the title of "Miss Canadian Restaurant Association."

## Cosmopolitan



For the benefit of the Leukemia Society, the Silver Glade Ballroom of the Cosmopolitan was turned into a temporary television studio recently. Several national video stars joined the stream of entertainers who participated in a 24-hour telethon which raised \$80,000.

Shown here (left to right) are Orchestra Leader Jay Wieder; Loren Green star of "Bonanza," and Chris Leventis, the hotel's assistant catering manager. It was, without question, a gala night!

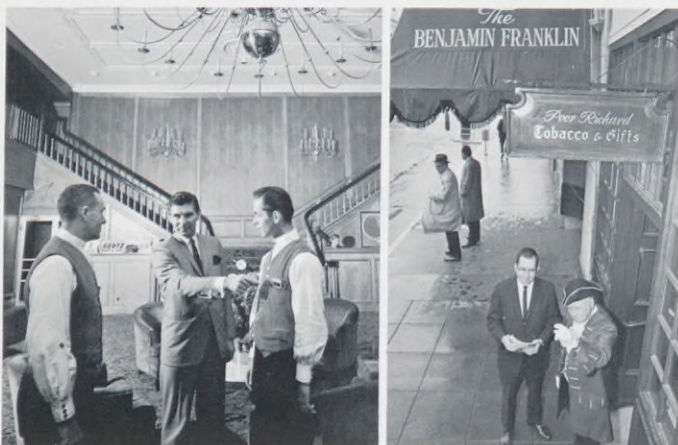
## Benjamin Franklin



### Face-Lifting at 'The Ben'

Ben Franklin himself would be pleased to see the new developments at the hotel named in his honor. The lobby has been redecorated with rich red carpets and solid cherry paneling. The smoke shop is now Poor Richard's, with appropriate decor. The 13-star flag over the marquee and other 18th Century memorabilia give the hotel a wealth of "conversation pieces."

(Lower left) Manager Don Allison inspects the new livery of Bellmen Scotty Robertson (left) and Bill Hatch in the hotel's redecorated lobby. (Lower right) Assistant Manager Bruce DePew and Doorman Harry Gallagher stand before an 18th Century tobacco shop in the shadow of a 21st Century monorail.



(Above) Ben's Bowlers include the following jolly quintet: (left to right) Jim Pope, Charlene Lamirand, Peter Moran, Peggy Boltman and Bruce DePew. (Lower left) Sales Manager Gordon Stennis and Executive Secretary Peggy Boltman admire the hotel's latest "museum pieces." Most interesting is a reproduction of a page of Benjamin Franklin's pictograph, "The Art of Making Money Plenty." (Lower right) Personable Hing Nen Luke has been a waiter at Trader Vic's for nine years.



## Georgia

### Hungry as a Bear . . . . but Feed 'em Lamb!

When Valentin Felatov of the world-famous Moscow Circus stayed at the Georgia Hotel recently, one of his star performers was always hungry. The result was the above classic publicity photo, with Manager Bill Hudson showing Valentin and Max the Bear the menu of the Cavalier Grill. Max thought the seafood dishes were especially appetizing!



## Northern

No matter what bears eat, in Montana people prefer lamb! So when the Montana Woolgrowers gathered in Billings for their annual convention, they brought a sheep-wagon right into town and had a barbecue sizzling in front of the Northern's Golden Belle faster'n you could say "Little Bo Peep." Newspaperman Addison Bragg and Assistant Manager Jerry Schaeffer beam approval.

## WESTERN NEWS NOTES . . . and a Few Friendly Faces

Inspectress Shirley Slencik of The Benjamin Franklin recently returned from a world tour . . . It is sad to note the passing of John Koch, the baker whose hard rolls at The Olympic have become internationally famous. In 37



years on the job, he baked more than 40 million of them . . . Half way around the world from their mutual birthplace (Berlin), Bodo Lemke and Ena-Maria Scheafer of The Benjamin Franklin have found romance and will be married this Leap Year . . . Maybe it's catching, because Cathy Clapp of the same hotel will also be married this spring—to William C. Burris of Great Falls, Montana . . . The

Olympic lost a pretty elevator operator (left) and Gene Bazal gained a wife recently . . . Publisher John S. Murray of Seattle's Queen Anne News has lauded the hospitality of The Bayshore staff "above and beyond the call of duty" He wrote: "We called Assistant Manager Terry Todd at 11:30 p. m. and asked if he could find us a fourth for bridge. We really didn't expect any results, but when he got off at 12, he came up himself and sat in for two hours . . . We certainly left the new Western Hotel installation with the feeling that they were going all out to make us happy."



(1) Emma Varney and husband at The Edmond Meany Christmas party. (2) The Rainbow accounting staff: Mary Terhaar, Delores Forsness, Alice Cowperthwaite and Norm Ullenburg. (3) Clerk Lorraine Wakely and Cashier Dorothy Jordan of The Finlen. (4) The Anchorage-Westward's new cashier, Myrtle Smith; she's an artist, too. (5) And still another cashier, Diane Pappas of The Davenport.

## Hotel Caleta



The 1963 W.I.H. VSP vacation trip to Mexico was a great success. Six hotels are represented in this obviously casual pose on the patio at The Caleta. Left to right are Sylvia Berg, W.I.H. Reservations Supervisor, Elvira Graves (Leopold), Marty Majore (Space Needle), Pat Wright, Bill Wright (Benson), Kay Cummins (Georgia), Xavier De Leon (Caleta public relations director), Frances Golden (Georgia), Violet Price, Harry Price (Multnomah).

## Caravan Inn



(Upper left) Norman Conkle, operating partner of the Caravan Inn, presents the keys to the new Avis Rent-a-Car headquarters to John Mihalik, Avis' city manager. The auto is a 1936 Packard Phaeton used jointly by Avis and The Caravan for promotion. (Lower left) Carla Loveridge detracts attention from a Grand Champion beef display. The Caravan was the largest single purchaser of prime championship beef at the Arizona National Livestock Show. (Lower right) Sandra Steele take an Avis reservation in the new headquarters in the east wing of the Caravan Inn.

## Davenport



Thelma Cox—Pride of W. I. H.



(Above) Thelma gets her award from President Carlson. (Lower left) Mrs. Louise Riley, executive housekeeper, gives the award-winner a friendly send-off. (Lower right) Executive Assistant Manager Gordon Edwardson gets her to the plane on time.

Thelma Cox is the toast of The Davenport! Not only that, but she has emerged from the ranks of 10,000 W.I.H. employees to win the organization's highest award of the year.

The gracious and energetic fifth floor maid has a record of community and charitable service which would be hard to match. No wonder she walked off with the coveted Thurston-Dupar Award for 1963!

Here are some of the projects in her busy life:

She has been an American Cancer Society hostess. For four years she participated in the drive to fight Muscular Dystrophy. She works regularly with retarded youngsters at Lakeland Village, and now she is learning to transcribe printed material into braille for the Father Palmer Memorial Braille Service.

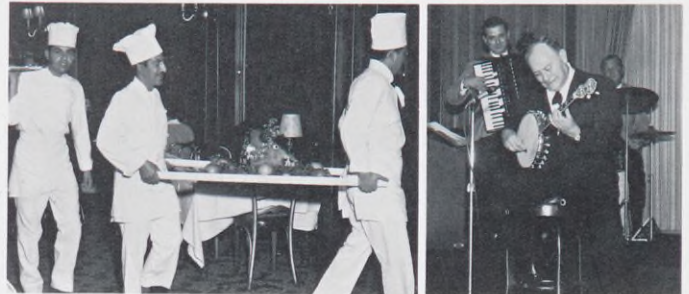
She teaches ceramics to physically retarded children, has earned a certificate to teach Civil Defense courses and next year will be president of the Spokane Fraternal Order of Eagles Auxiliary.

As they say at The Davenport, the award couldn't have gone to a greater gal!



(Upper left) Davenport Sales Representative Brian Tennant and his new bride, Joan. (Upper right) Irene Gelus gets ready for a trip to Hawaii with Ben Samuels' help. (Lower left) An exotic South American toucan attracts considerable attention in this ornate bird cage in The Davenport lobby. Bird-owner Herb Peterson (left) and Bellman Dee White have just fed the toucan a banana breakfast. (Lower right) This pretty bird-watcher is Marvel Wyatt; the parrot is The Davenport's vociferous Jake. He's eating a spoonful of mashed potatoes.

## Del Coronado



Here are some belated holiday shots from the Hotel del Coronado. (Upper left) Rhonda Fleming and You-Know-Who light the famous 90-foot Christmas tree at the del Coronado, a task once performed personally by Thomas Edison. (Upper right) Hotel employees participate in the *Posada* (search for the inn) during the Christmas pageant. (Lower left) Assistants to the chef deliver the traitional boar's head to the dining table. (Lower right) It's always a holiday when WooWoo Stevens performs in the Ocean View Room.

## Multnomah



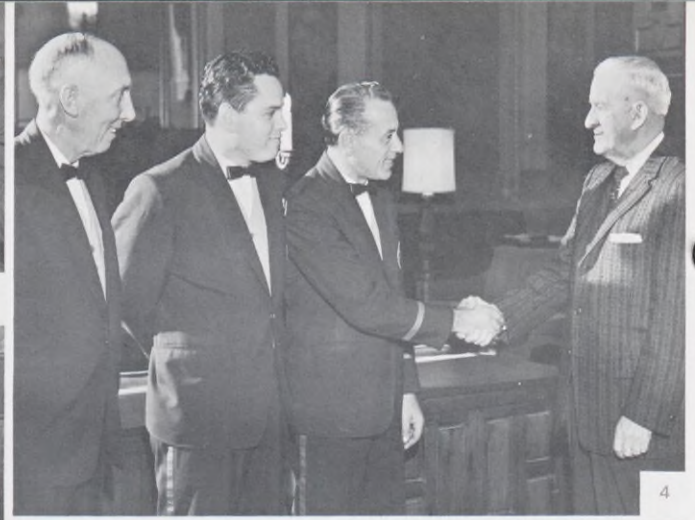
### They make The Multnomah go!

Multnomah department heads are: Back row (left to right)—Beyrl Jensen, Stirrup Room manager; Carl Porco, chief steward; Sherman Stephens, sales manager; Dwayne Jones, chief engineer; Doug Helm, purchasing agent; Jim Johnson, banquet manager; Hal Carey, assistant manager. Middle row—Bill Williams, manager; Jim Friswold, souchef; Lyle Wagner, Golden Knight manager; Everett Miller, chef; Bob Rogers, chief accountant; Barney Jenks, chief clerk; Mike Kranz, catering manager; Chuck Weaver, superintendent of service. Front row—Mildred Nourse, reservations manager; Violet Price, laundry manager; Betty Miles, Stirrup Room hostess; Louis Morgan, Golden Knight hostess; Mary Dooley, housekeeper; Florence Ford, chief operator; Dorothy Stauffer, executive secretary.

## Oasis



Veteran employees at The Oasis received their service pins from General Manager Dewey W. Metzdorf, Sr., at the annual Christmas party. Being pinned by the boss is Agnes Hajski (5 years), while Helen Stanonis and Ray Connolly, also 5-year celebrants, look on. Santa Claus for the party was John Weik, head gardener, who got his 10-year pin.



(1) "Don't miss the spot in the corner," says Irene Poff. (2) Manager Joseph Mogush (right) joins Bank-Americard official Don McBride in celebrating the new credit system installed by both the St. Francis and the Sir Francis Drake. (3) The Drake recently bid adieu to Chuck O'Leary who is new manager of the Hotel Boise. (4) Also getting a send-off here is Robert Helms, who retired after 20 years as bell captain. With him (left to right) are Bellmen Bud Fabrique, George Dutchhover and Ray Siciliano. (5) Doorman Joe McGough is pleased with his new toast brown Old English cutaway. (6) Catering Manager Hilaire Cwick and Secretary Jane Mathias check banquet bookings.

↑ Sir Francis Drake



St. Francis ↓



(1) Charles E. Logan (left), West Coast manager for Bond and Starr Advertising Agency, reviews war-time experiences with service buddy Lou Chavey, catering manager. (2) The unhappy news in this issue of FRONT! is the announcement of the passing of Stephen Vineys, internationally acclaimed pastry chef, who had been with the St. Francis for almost 39 years. (3) For the eighth consecutive year, St. Francis porters created a Christmas display in the hotel basement to bring holiday cheer to more than 550 members of the staff. Shown with this past season's display are George Hart, Andy Faiss and Rodney Finlay. (4) Marcia Morgan is absolutely ingenious when it comes to making Christmas decorations out of odds 'n ends.



# The Western Camera Clicks



(1) Michael Lambert jokes with Wench Margo Dachy (that's what they call waitresses at London's Gore Hotel) when she visited The Georgia on a promotion tour. (2) TV Editor Bill Jahn of The Post-Intelligencer interviews Imogene Coca in the Space Needle Restaurant. (3) Retta Oakes seems enthralled at Ray Blewett's epicurean prowess in The Finlen's Gun Room. (4) Jerry Gjovaag, Eleanor Olson, Evelyn Phillips, Coreen Cameron and Roger Jewell at The Edmond Meany's Christmas party. (5) (L to R) Crown Prince Harald of Norway, Norwegian Ambassador Hans Engon and Resident Manager David N. Plant pose at the St. Francis. (6) Karen Yip, daughter of Bayshore Bellman Stan Yip is not sure Al Simpson is the REAL Santa. (7) BeBe (Bodin) Bazal is even prettier in her wedding gown. (8) Senorita Carmen Algara, general housekeeper of The Alameda. (9) Salesman Jaime Rodriguez says that nothing beats a good chicken leg, especially at The Alameda. (10) Rick May of The Benjamin Franklin. (11) Mary Vukmanovich collects the money in The Finlen's Coffee Shop. (12) The Grey Cup Queen and her princesses all visited The Georgia. (13) The Benson's Goe Guilbault. (14) A big smile from Charlene Lamirand of The Benjamin Franklin. (15) A reserved smile from The Benson's Stina Falk. (16) A guarded smile from Tudy Roberts of The Davenport. (17) And a healthy grin from Assistant Manager Vince Lyons of The del Coronado.

# Drinks of the Month

## MARCH

When the proverbial, blustery lion of March roars in, Spring with all its budding blossoms, bright greenery and balmy breezes cannot be far behind. But Spring is more than a season. It is an *atmosphere* that makes us want to sing out . . . puts vigor in our step . . . urges us to grow young, to try something new and fresh and different!

And the sure-fire tonic, made to order for this exuberant springtime mood is our drink for March—the Olympic Royal Creme Fizz—from the Queen of Northwest Hotels, the Olympic in Seattle.

It is an icy, enticing effervescent blend of gin, lemon juice, cream, rock candy syrup and orange flower water—guaranteed to quench the most imperial of spring-feverish thirsts! And it is available right now (without prescription!) at every Western International Hotel.



## APRIL

For our Canadian neighbors, winter lingers longer. There, spring's gay frivolity is still just a wish. So it is not entirely unexpected that they should invite you to sip into something hearty, even in April.

Thus, from the elegant Bayshore Inn in Vancouver, comes a specialty of the house and the country—*Canadian Whisky* . . . mingled with imported vermouths, plus deft dashes of bitters and Maraschino juice, to produce an April drink full of special verve!

A man-size Manhattan CANADIAN style. Sip the world of difference!

