



October, 1967

CASH PRIZES FOR "WESTERN TOPPER"!

ANYONE CAN WIN . . .

What has been the most interesting, most unusual or funniest thing to happen to you while working for Western Hotels?

Tell us about it and win up to \$25.00 for your story!

With this issue, FRONT! inaugurates its first employee cash prize contest . . . "WESTERN TOPPER".

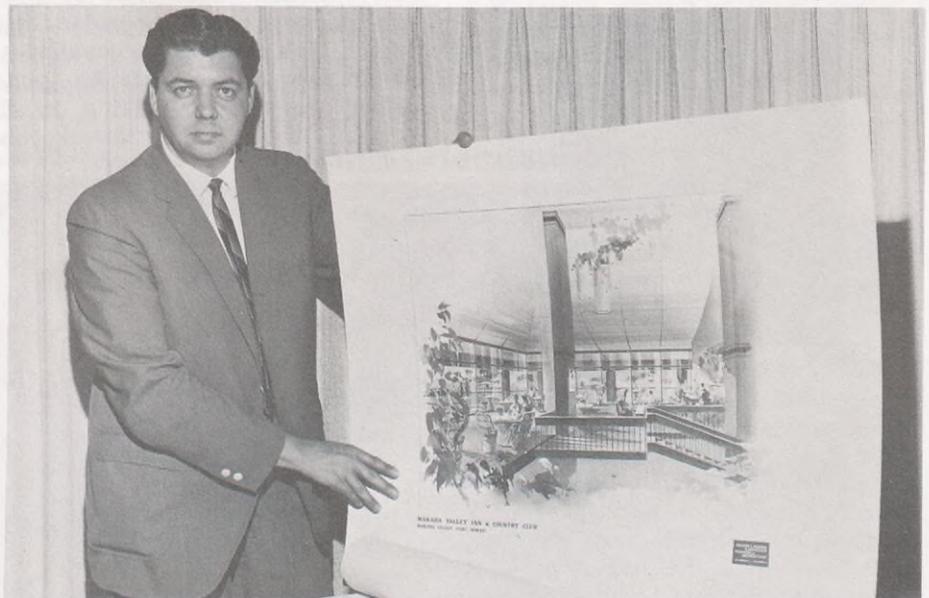
It's an easy-to-win contest open to all Western International Hotel employees. Everyone has a chance to win . . . just tell in your own words what was the most interesting, most unusual or funniest thing to happen to you while working for Western. It can be in relation to your own department or elsewhere in the hotel and may involve other hotel people or guest contacts. Just write it down and send it in for an opportunity to win some extra cash. Keep it to 250 words or less and don't worry too much about style as your story will be edited if necessary.

Two cash prizes will be awarded each month — \$25.00 first prize and \$15.00 second prize — to the two "TOPPER" winners and these stories will be published in FRONT! Enter as often as you wish, but be sure to follow the simple rules listed below.

1. All contestants must be full time employees of WIH or its subsidiary companies.
2. Entries must not exceed 250 words in length.
3. Actual names of persons mentioned in the story need not be used — just use job titles.
4. Entries for each month's contest must be postmarked by the the last day of the month to allow for judging and publishing.
5. The judging committee will consist of WIH Vice President, R. W. Dupar, Director of Advertising Willis Camp and your FRONT! editor.
6. All entries become the property

(Continued on Page 3)

Ground Breaking at Makaha Inn and Country Club



James G. Wilbert, recently appointed Project Director for the six-million dollar Makaha Inn & Country Club, displays a rendering of one of the project's pavilion interiors. Wilbert, a native Honolulu, joined the WIH family at the Ilikai Hotel in September, 1966.

GROUND BREAKING ceremonies will take place this month on a six-million dollar project on the Hawaiian island of Oahu for the proposed Makaha Inn and Country Club. The announcement was made by WIH President, Edward E. Carlson, who estimated a project completion date of Fall 1968.

The project, being developed in association with the Capitol Investment Company and Weyerhaeuser Family Associates, is being constructed adjacent to the superb 18-hole Makaha Golf Course, which is now in play. A second 18-hole course is planned for immediate development.

THE MAKAHA INN and Country Club will offer 200 deluxe accommodations in low-rise, Polynesian influenced, "hut" units. The Clubhouse pavilion will incorporate dining and recreational facilities for hotel guests, including swimming pool, tennis courts, dining room and snack bar, cocktail lounge, pro shop, lobby and

administrative offices. Planned is an entertainment pavilion . . . a showcase for authentic Hawaiian productions and for dancing. Interior design is being handled by Western Service & Supply.

THE MAKAHA INN and Country Club is just 45 minutes west of the Honolulu International Airport in the Makaha Valley, overlooking the famed Makaha surfing beaches. It will be part of a projected development that will eventually include a resort community of shops, apartments, restaurants, and the finest estate housing. In addition to guest accommodations, there will be convention and meeting facilities for groups of up to 300 and dining room seating of 125 in the club building.

JIM DURHAM, Managing Director of the Ilikai Hotel in Honolulu, will act in the same capacity for the Makaha Inn and Country Club. Appointed as Project Director is James G. Wilbert (see photo above).

front!

A monthly publication for the
employees of

Western International Hotels
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe FonsecaEditor

LITHO IN U.S.A.

President's Corner



Featured in this month's "How Your Company Operates" series is the Western International Hotel Personnel Division.

The subject is most pertinent, as Mr. Lynn P. Himmelman and I heard in a meeting in New York on a recent trip that "tourism is the fastest growing industry in the world, including electronics". The spokesman for the statement was Neil J. Paterson, Director of Investments of the International Finance Corporation (a U.S. subsidiary of the World Bank).

The need for more and better qualified people in all areas of our hotel operations continues to expand with Western growth to better serve this tourist boom. This applies to almost all areas of our operations from accounting to food preparation and from the front desk to the back of the house.

Western's policy has always been one of advancement from within. As this growth and change opens up new avenues of opportunity, chances for advancement become more readily available to the qualified employee.

The Personnel Division is playing an increasingly vital role in this respect in its cooperative efforts with the various hotel properties to provide greater, more diversified employee training assistance.

Edward E. Carlson
President
Western International Hotels

Meet Your Correspondent—STEVE HALLIDAY - Bayshore Inn

Front! boasts a real Canadian Mountie among its correspondents in Steve Halliday, of the Bayshore Inn. Of course Steve's position is as an auxiliary police constable with this world famed force — his principle occupation is Sales Manager for the Bayshore.



His first introduction to the hotel world began when he joined the Ramada Inn Corp. as a bellman. A variety of job experiences followed, including switchboard operator, night auditor, desk clerk and accounting assistant. On his time off he gained further experience working in the cocktail lounge and housekeeping areas.

New Appointments at Bayshore Inn, Georgia

Effective as of August 15, C. Peter Hudson, formally General Manager of the Georgia Hotel, has been appointed General Manager of the Bayshore Inn. In addition, he was appointed Vice President of Marwest Hotel Co., Ltd. (Bayshore Inn) and will be in charge of the recently announced long range expansion program of the Bayshore.

William G. Bryant, who had formerly been the General Manager of the Bayshore, has now assumed the operational responsibilities of the Hotel Georgia, as General Manager.

Holiday Awards WIH Cuisine

Western's reputation for fine dining takes another bow from the gourmet staff experts of Holiday Magazine. Reporting the results of their 16th annual "Distinctive Dining in America" survey in their July issue, Holiday again, for the 11th time in a row, awards top honors to the Benson's

In 1965, Steve joined WIH at the Bayshore Inn as night clerk and relief auditor. Within a year he was put on the desk as cashier, information clerk and on to room clerk. In late 1966, he was made chief room clerk and in January of this year was appointed relief assistant manager. In March he acquired his present position as Sales Manager.

Steve has furthered his formal education with courses in Food and Beverage Controls and Front Office Management at Michigan State and is presently enrolled in an 8½ month course in Sales Training. Meanwhile, he manages to squeeze in time for snow and water skiing, football, fishing and a sport that can be enjoyed almost anywhere — girl watching! He is 23 years old and unmarried.

COMINGS AND GOINGS

Orvin Olson, former Assistant Controller of the Cosmopolitan Hotel, has been promoted to the position of the hotel's Acting Controller . . . transferred from the Ben Franklin Smoke shop to Purchasing Agent at the Sir Francis Drake is **William E. Wells, Jr.** . . . also to the Sir Francis Drake as new Controller is **William Reis**, former Assistant Controller at the Benjamin Franklin . . . **Barry Scher** has been appointed Credit Manager of the Cosmopolitan as of August 1 . . . Other staff promotions at the Cosmopolitan Hotel include: **Charles Koski** from Floor Assistant Manager to Night Manager, **Risse Rondeau** from Front Office Manager to Floor Assistant Manager, **Darrel Cole** from Senior Room Clerk to Front Office Manager . . . at the Alameda Hotel in Mexico City, **Joern U. Sroka** has been named Executive Assistant Manager and **Max Gomez Soto** named Director of Banquets for the Hotel . . .

London Grill and points up the "subtle refinements" of the Grill's cuisine.

Also included under their listing for "other recommended restaurants" is the Northern Hotel's Golden Belle and the Space Needle restaurant.

Correspondents

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

Alameda, Michel Sauve; Anchorage-Westward, Bill Mueller; Antlers Plaza, Ollie Dodson; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Gerry Gravelle; Benson, Ruth Turner; Bonaventure, Corinne Saint-Denis; Baranof, Jerry Warnell; Calgary Inn, Ted Curtis; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Elena Calderon; Caravan Inn, Bonnie Mautz; Carefree Inn, Julian Reveles; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Conahuto-Western, Violetta Klein; Cosmopolitan, Jack Gaines; Fairbanks Inn, Arlene Day; Georgia, Jack Scott; Guatemala-Biltmore, Tom Beykovsky; Metropolitan Airport Hotel, Jack Dallas; The Ilikai, Roberta Watson; Imperial Inn, Audrey Crawford; Leopold, Analee Brethour; The Miramar, Robert Yue; Mitako, S. K. Kawana; Northern, Con Carter; Oasis, Carolyn Razzar; Olympic, Jo Braarud; Owyhee, Allene Milliken; Palace, Y. Koya; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Beverly Fricke and Karla Ostlund; HCA Executive Office, Martha Raho.

Western News Notes

(Continued from Page 1)

of Western International Hotels. Western reserves the right to edit or to use contest entries at its discretion and entries will not be returned.

To get you started, here is an actual case report story received by a House Officer in one of our hotels. Read it, then top it with your own!

"2:00 a.m. A man, sitting in the lobby, helplessly drunk. He had come down from one of the floors. I asked him if he was registered here, and he said he was but I could not get his room number. He gave me his name as J— W—. I asked for some identification, but he had no coat and no papers. The desk told me there was a Mr. W— from Portland in room No. 505, a Mr. and Mrs. J. H. W—. I asked the man if he was from Portland and he said he was and was an engineer with the Railroad Convention. I asked him if his wife was here also, and he said she was in her room. I felt sure that he belonged to room No. 505. I took him up and rapped on the door. No answer. I phoned, and no reply. The man was so drunk he could not navigate on his own legs. I decided to take him to his room. Holding the man up with one arm, I unlocked the door and turned on the light. The drunk was a big man and he fell against me. I then saw my mistake. A man and woman were in bed. The real Mr. W— jumped out of bed and for a moment I thought my time had come. I quickly apologized for a horrible mistake, and pushed the drunk out of the room as quickly as possible. The real Mr. W— right after us. I talked fast, and I pushed the drunk fast. We were lucky. I then met one of the men from the convention and I was told that the drunk, who now gave his name to me as D— G—, was in reality from the convention, but not registered here. I decided not to put him on the street. I dragged him to the ironing room on the 5th floor, took the things out of there, and let him sleep it off. He left at 5:10 a.m. and went to the street.

I would request that a formal apology made to Mr. and Mrs. W— of room No. 505 for the mistake I made. I'll never believe a drunk again, so help me . . ."

(signed) E. J. Keeler, House Officer,
Georgia Hotel

There it is! Start racking your memories now. Entries for the December contest must be postmarked no later than Thursday, Nov. 30th.

Send all entries to:

WESTERN TOPPER
FRONT! Magazine
Western International Hotels
The Olympic
Seattle, Washington 98111

Cash prizes will be awarded in time for your Holiday shopping! Hurry!

"May We Recommend . . ."

" . . . and since you are going on to Los Angeles we would like to suggest accommodations at Western's Century Plaza Hotel."

"I'm sure you will find HCA's Mayflower Hotel the ideal business address during your visit in Washington, D. C."

Referral recommendations, like these, are a busy part of the selling program pursued by sales and reservation offices throughout WIH and HCA. For July, this joint referral program for Western International Hotels — Hotel Corporation of America, produced a total of 9178 room nights exchanged by both companies.

HCA NEWS NOTES

News item from Hotel Corporation of America

NASSAU, BAHAMAS — Balmoral Manor, the Balmoral Club's new 145-room, 7-story addition, is scheduled for completion for a November 15th opening. Each guest room will overlook tropical gardens and the water. The graceful Georgian structure will also house an elegant night club.

EAST BOSTON — Construction continues to progress rapidly on the new 114-room, 10-story addition to Logan International Hotel at Logan Airport in East Boston following recent topping off ceremonies.

Camino Real Olympic Headquarters



Avery Brundage, president of the International Olympic Committee inspects model of Camino Real Hotel which will be the official headquarters for the Olympic Games Delegates. From left: Mr. Brundage; Jorge Villareal, Publicity and P.R. Mgr.; Jaime Rodriguez, Sales Mgr.; Miss Cristina Mugica, Brundage's Secretary; Federico O'Farrill, Project Director and General Manager.

The hotel Camino Real, now under construction in Mexico City, has recently been selected for an important role in connection with the XIX Olympic Games. It has been officially appointed by the Olympic Games Organization Committee as residence for the members of the International Olympic Committee, the National Olympic Committee and the International Sports Federation.

This international Olympic Games event will take place in October, 1968. Federico Jimenez O'Farrill, General Director of the hotel building project, has also assumed the responsibilities as Managing Director of the Camino Real.

The 720 room deluxe hostelry is located directly across from Mexico

City's famed Chapultepec Park. Described as a "new concept in hotel architecture", the hotel has been planned so that it appears to be an extension of the landscape of Chapultepec Park with the abundant use of gardens, fountains, terraces and outdoor paths and walkways. Its low, 5-story, horizontal design is spread out into three separate and distinctive activity centers — one for entertainment, another for guest rooms and suites and a third for parking. Meeting rooms for groups of six to two thousand are housed in a separate unit. The entertainment center will feature ten unique restaurants, clubs, cabarets, specialty rooms, bars and lounges. Parking will accommodate 600 guest automobiles.

Front! News Pictorial



THE OCCASION OF the Annual Awards Banquet celebration at the Ilikai in late August, brought together this smiling, lei-bedecked trio for an informal portrait. From left, Edward E. Carlson, President of WIH; Napua Stevens, Director of Guest Activities and Chinn Ho, President of the Ilikai Hotel.



RETIRING FROM THE St. Francis Hotel, after 42 years of employment as a cook, is Jose Morales [right]. Helping him cut the cake presented to him at his retirement party is Hotel Food and Beverage Manager, Clovis Soubrand [center] and Executive Chef, Klaus Scheffner.



Above is Walter J. "Cappi" Capistrano, veteran Olympic Hotel doorman, who recently left the hotel staff. Cappi, who bills himself as the "World's Greatest Doorman", has been a popular and well-known Olympic greeter since he joined the staff in 1949. Shown with Cappi are a few of the Olympic doormen and bellmen, who presented him with a portable bar on the parting occasion.



THE JET-NEY AGE arrives at the Detroit Metropolitan Airport Hotel with the operation of the new courtesy Jet-ney carriers. Shown above is one of these carriers currently buzzing around the airports passenger terminals, transporting guests to and from the hotel. Built like elongated golf carts, the carriers handle six passengers with luggage each trip.. A special direct telephone to the hotel, allows de-planing passengers to call for reservations and the Jet-ney taxi service.



HELPING W. D. [Rosy] Ryan, general manager of the Phoenix Giants, celebrate his 50th anniversary in baseball at the Caravan Inn, are these top sports personalities. [Standing, left]: Norman Conkle, Caravan Inn Managing Director, Charles Johnson, sports editor of the Minneapolis Star-Journal; John Rawlings, former New York Giant second baseman; Ryan; George Kelly, former Giant first baseman; Casey Stengel, Hall of Fame manager. [Seated] Carl Hubbell, Hall of Fame pitcher and Paul Richards, general manager of the Atlanta Braves.

SPACE NEEDLE STAFFERS and guests at the First Annual Awards Dinner Banquet. [L to R seated] Edna Troneby, Yolanda Larin, Iva Ellefson, Marilyn Conradi, Christine Kreisman, Dorothy Sprinkle, Rose Asselin, Ruth McFarland, Rhoda Grimm, Wilma Raatz. [L to R standing] Calix Martos, Mel Forde, George Johnson, Robert Dupar, Jean Opstrup, Frank Reid, Dorothy Cardon, Gordon Bass, Margaret Rice, Leonard Erickson, Rozanne Wilson, Mary Ellen Harris, Gerald McKee, Mary Boyeson, Vivian Rodriguez, Viola Schoaley, Joe Callihan, Frances O'Neal, Mary Hirata, Charles Saunders, William Holtzinger, Harry Mullikin and Basil Miaullis.



Front! International



This distinguished group above had gathered for the final arrangements associating the Hotel Hacienda Cocoyoc in the state of Morelos, Mexico with Western International Hotels de Mexico. From left are Jorge Cervantes, Comptroller, Licenciado Baz, Attorney, Paulino Rivera Torres, President of Cia. Hacienda Cocoyoc, S. A. and Jose Brockmann, President and Kenney E. Mallory, Vice President, both of WIH de Mexico.



Caught in the kitchen of the Ilikai Hotel in Honolulu, is Chef Eizo Maeda, of the Miyako Hotel in Kyoto, Japan. Chef Maeda is currently involved in a three-month training program at the Ilikai and is also learning the English language.



The graceful movements of Chinese choreography and the colorful costumes of Chinese opera will be seen by thousands of American shoppers this fall, when these five young girls from Hong Kong put on performances at U.S. department stores during the Hong Kong Festival, held by these stores under the co-sponsorship of the Hong Kong Trade Development Council. The girls, ranging in age from 17 to 27, are from the Hotel Miramar's Chinese floor show, appearing at the hotel's Mandarin Theatre Restaurant. The show has been rated the finest of its kind in the Crown Colony.

PALACE PERSONALITIES

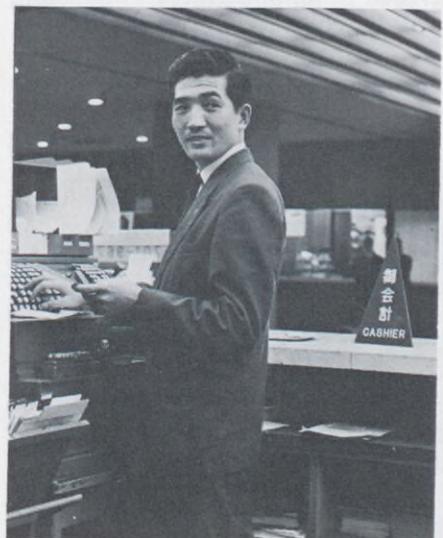
Shown below is a trio of Tokyo's Palace Hotel employees, whose courteous, friendly and competent service has helped earn that hotel's world-wide reputation and appeal.



The calm and pleasing voice of hotel Switchboard Operator, Hideko Fujii, creates an unseen but attractive image for Palace guests.



Obviously enjoying his job, is Cook, Hideaki Ban, in food preparation for the hotel's famed Crown Restaurant kitchen.



At the front desk, Cashier, Hisayoshi Tanaka, is at home in all matters of foreign exchange, in dealing with the Palace's many international hotel guests.



BEHIND THE SCENES AT WIH

PERSONNEL DIVISION

Part VI - Helping WIH People "Make The Difference"

IN A WELL KNOWN Eastern college of hotel administration a student is being interviewed by a WIH field recruiter.

At the WIH Seattle office a present employee's evaluation chart is being analyzed in consideration for a major promotion and possible transfer.

In one of our hotel meeting rooms a group of employees with similar job classifications have gathered from throughout Western's world for a three-day training session.

And at another WIH hotel a vacationing employee and his family are enjoying the luxury of their complimentary room.

THESE VARIED activities are just a few of the many company wide responsibilities administered by Western's Personnel Division. From the moment, and sometimes even before an employee joins the Western family and throughout his career, he is involved to some degree with this Division's activities. This could be in the form of his fringe benefits, job training, a major promotion or transfer, service award, a scholarship, his retirement pension or even in his job description.

Directing the Division is Vice President R. W. Dupar with the aid and advisement of a seven man Personnel Committee comprised of WIH executive staffers. More directly involved in the day to day administration is Division Administrative Assistant, Gordon Schneider.

IN GORDON'S OFFICE are maintained all personnel record forms and employee evaluation reports. These evaluation reports are revised and reviewed at six month intervals. Because of Western's active policy of advancement from within it is vitally important that these records be kept current in order to fulfill position requirements being requested by the various hotel properties.

All data pertinent to student recruiting and summer student hires are also processed here. The actual school field contacts for recruitment are made by Dupar and a team of other WIH executives.

PERHAPS THE MOST important function of the Division, however, lies in the area of employee training. The administration of the current WEST-

ED employee training program series is a notable example. This year, WEST-ED has and will have assisted in scheduling six such programs of intensive training activities tailored to specific job classifications. This has included Accounting, Food and Beverage, Housekeeping, Management and two Front Office Groups in programs ranging from workshops to seminars.

A RECENT ADDITION to WEST-ED is the "Challenge for Advancement" on-the-job-training program now being administered throughout many of our hotels. Still in pilot plan stages, "Challenge" was inaugurated in late June in some of our WIH properties. With a suggested format developed by the Personnel Division, Hotel managers have selected certain staff members for additional super-

vised training assistance in various departments. Those participating have specific project assignments to complete under the supervision of more experienced department "monitors". The intent is to help further develop the potential in interested and qualified WIH people needed to fill the ranks of management and administrative personnel.

IN ANOTHER AREA, the Personnel Division has undertaken the current "Dollars for Ideas" contest open to all employees to encourage operating efficiency, reduce expenses and improve safety conditions.

IN SUMMARY, the Personnel Division is designed to serve our Western family of "people who make the difference" contributing their specialized efforts in helping them make THAT difference.

Some Personnel Division Activities



... assists in the WEST-ED employee training programs. Here Gordon Schneider lends a helping hand during the recent Housekeepers' Workshop.



... gets involved in student training. Above, Ron Dudas summer trainee from Cornell U. takes liquor inventory at the Baranof.



... encourage outside interest. Here R. W. Dupar speaks to a group of high school counselors on job opportunities at WIH



... participates in employee activities. Typical is the department's assistance in connection with service awards, scholarship awards and employee contest programs and awards.



FRONT! SPECIAL FEATURE

Room at the Inn

A Fairbanks Flood Report by Arleene Day

ONE OF NATURES' most destructive and wildest rampages of the year was the infamous Fairbanks flood in late August. Because Western's Fairbanks Inn was located on slightly higher ground it was a natural center of refuge for homeless Fairbanks citizens.

Our hotel correspondent, Arleene Day, reports here an on-the-spot chronicle of the Fairbanks Inn activities and the heroic accommodations job done by its fabulous staffers during the height of the crisis.

* * *

MONDAY, AUGUST 14 . . . our Hotel was filled to capacity with guests — many arriving on that day. During the day we heard many reports from areas near the Chena River that homes were being surrounded by water and the occupants were being evacuated. However, as Fairbanks Inn is situated on a rise, and a mile or so distant from the River we were apparently free from the danger of flooding. Later in the evening we found this to be completely untrue.

* * *

11:00 P.M. . . . all communications with the City of Fairbanks were severed, telephones were not working, and the high waters prohibited travel into town. By midnight the water began flowing down Cushman Street, and the entire area became gradually inundated with water. Our basement filled, and persons leaving their homes by boat pulled up to our back step, docked and entered Fairbanks Inn with their children, pets, and any belongings they had been able to salvage. Fairbanks Inn took them in, and by the early morning hours our halls became bedrooms, the carpeted floors mattresses. At one count it was estimated there were 350 people housed at the Inn (an enviable housecount for a 70 room hotel!).

* * *

TUESDAY, AUGUST 15 . . . as we had no electrical power the kitchen staff made coffee for the guests at the gas station next door, carrying the coffee back to the Inn. Later in the day Russell and Mary Spear (our assistant manager), who live directly across the street, enlisted their neighbors and prepared food for the guests

in their apartment, toting it back to the Inn for service.

* * *

WEDNESDAY, AUGUST 16 . . . Mr. Jones (General Manager) made arrangements for transporting the Inn guests, via Army trucks, to the Airport where Army Cargo Planes were evacuating people to Anchorage. The remainder of the week, until August 21, Fairbanks Inn was filled with refugees who were housed and fed at no cost to them. A cafeteria line was set up, the people filed through, and after eating their meals returned the dishes to the kitchen. We served two meals a day to the evacuees and other persons. The people kept their own rooms clean. We continued the non-profit operation until August 21 at which time it was necessary to



While no pictures were available of the Fairbanks Inn staff, we did receive the above photo of John Stevens, Manager of the Anchorage-Westward as he paddled his way to the back stoop of the Fairbanks Inn upon his arrival from Anchorage to help out.

repair our flood damage and start the long dreary process of cleaning up the silt covering the laundry and basement storage areas. On this day we assisted the refugees in finding other accommodations.

* * *

WEDNESDAY, AUGUST 23 . . . with the influx of government personnel, Red Cross helpers, Army Engineers, and large corporation representatives another type of flood entered our town and we were back in business. Our banquet room was made into a men's dormitory, each bed with a rose colored quilted spread, a desk chair and reading lamp, and suitcase rack. Others fortunate enough to obtain a room shar-

ed with one, two or three others. No one seems to mind as the town of Fairbanks is still a disaster area and hotel accommodations are hard to find. All first class services were available — except hot water, heat and telephones.

* * *

AUGUST 27 . . . heat and hot water were added to our services. Things are slowly getting back to normal.

Front! salutes the Fabulous Fairbanks Inn staffers who once again have proven "WIH people make the difference"!

MANAGERS' SEMINAR HELD

While school bells across the Nation announced the beginning of the new school year last month, another very special class was being held at the Olympic Hotel.

This was the annual four-day long Managers' Seminar for WIH Management people. The Seminar was conducted under the guidance of Professor Joseph T. Bradley, Head of the School of Hotel and Restaurant Management at Washington State University, with the assistance of Gordon Schneider of the WIH Personnel Department.

In attendance were twenty-three of Western's top management people representing eighteen properties plus two hotel school students.

Starting at 8 A.M. each morning and until 5 P.M. each evening the attendees gathered for a series of lectures and discussions on Western's operational philosophies as presented by company officers and the heads of various departments. They were requested to take notes throughout and a comprehensive two-hour test was given on the final day. The Seminar concluded with a luncheon and presentation of certificates by W/H President Edward Carlson to all members in attendance. The Seminar was another in the current WEST-ED employee training programs.



Professor Bradley of Washington State University addresses the group during the Managers' Seminar at the Olympic.

WIH PERSONALITY PROFILES

AL WENDTE — Colorful Career Sparks Northern Staff



Much of the romance and excitement of the REAL wild West lives on in Al Wendte, Northern Hotel Purchasing Agent.

Al was born in Billings, Montana at the turn of the Century just shortly after his mother had completed a 118 mile horseback ride from the family ranch in Hardin, Montana.

His childhood was an American boy's dream. The family ranch was located on the Crow Indian Reservation near Hardin and Al grew up in the company of such famous Crow Chieftains as Plenty-Coup, who gave him his first Pinto pony, and White Feather, from whom he learned the Indian sign language. When Buffalo Bill Cody performed his last show appearance, which took place in Billings, Al was a member of the cast. Later he took part in the colorful cattle and horse drives that have since become the plot bases of so many Hollywood Horse Operas.

Wendte's adventurous spirit took him to Mexico as a scout for "Black Jack" Pershing and he also joined the Marines during the first World War. Settling down to a more conventional life, Al attended the University of Minnesota, graduating as an architect in 1926. A current economic recession directed his means of livelihood elsewhere and he soon found himself the owner of a thriving grocery business in Billings.

Since 1959 and until his recent retirement, Al served as a city councilman. His tireless energy, a straight forward approach to politics, sense of humor and his knowledge of the city's history made an impressive impact on the community during his administration. It is many of these same characteristics that has earned him the affection and reputation among department staffers as the "sparkplug" of the Northern where he has been employed since 1961.

MIKE KEEPECE — Boxer Manager of Canadian Champs

When Mike Keepence, Bayshore Inn employee, talks about his champion Boxers, he is not referring to pugilism.

Rather, his prideful reference is to his two championship male Boxer dogs . . . Apache and Flier. Engraved on the numerous trophies they have won, the Boxers are more formally identified as Ch. (for Champion) Sor-Lar's Apache and Ch. Kargartor's High Flier II.

During working hours, Mike works



as Assistant Dining Room Manager at the Bayshore Inn. In his free hours he devotes a great deal of his time to the care and showing of his prize pets in Canadian dog shows.

Apache earned his Canadian Championship in three shows while still only a year old. His last big win was "Best of Show" and "Best Canadian Bred in Show" in recent competition with 497 other dogs. For the rest of this year things look even better for Apache as he is heading the list as Top Boxer in British Columbia for the 1967 trophy. Flier, too, has earned a "Best of Show" award this year.

Born in Wales, Mike has lived in Vancouver most of his life. He started at the Bayshore Inn in 1961 working as a busboy in the Banquet Department and worked himself up to Banquet Captain. Before moving into the Dining Room.

Mike is shown above with Apache and Flier and surrounded by the many show trophies and ribbons won by the Boxer champs.

HANNE DITTLER — Housekeeper from Heidelberg

Chic, attractive and highly capable, Miss Hanne Dittler is "boss lady" to a staff of 135 housekeeping staffers for the St. Francis Hotel.

Her career began in Heidelberg, Germany, where she had received her



education in hotel management. Her dream was to own a little pension hotel somewhere in the Bavarian Alps. Upon completion of her schooling, she went to Switzerland where she applied her training to practical experience working in the various departments in Swiss hotels. She also worked in England for a time, but her main desire was to go to the United States to work and observe hotel operations there. While waiting table one day, she came in contact with an American couple who offered to pay her passage to the United States in exchange for her services as a governess.

After her obligation was completed, she went to work for a chain of small hotels in the New England states. Later, when she prepared to return to Germany, she decided she would like to make a quick tour of the U.S. Packing her belongings into a Volkswagen, she headed across the country. To support herself when finances got low, she applied for temporary positions with hotels and restaurants along the way.

San Francisco, the turn-home point of her tour, found Hanne again in need of finances. Contacting several of the city's various hotels for employment, she found nothing available. Discouraged and ready to move on, she found herself in front of the St. Francis, a hotel she had somehow missed contacting.

She approached Jack Pettit, director of Personnel and found that the hotel just happened to need an Assistant Housekeeper. A year later, she was asked to accept the position of Executive Housekeeper to replace Eula Gibbs, who was about to retire. By now Hanne's dream of the Bavarian Alps pension had almost faded, but she had to be sure first and asked for and received a leave of absence to return to Germany.

Fortunately, the "Americanization of Hanne" had become complete and she returned after a brief period, firmly convinced that she and the St. Francis were made for each other.

Front! Family Features

RECIPES I LIKE BEST

Cooking is a family occupation as far as Chef Lloyd Swendt of the Leopold Hotel is concerned. Both of his



CHEF SWENDT

brothers and his father were professional cooks.

Lloyd was born in Omaha, Nebraska in 1934 and moved to

Washington in 1946. He began his cooking career as a kitchen helper at the Seattle Power & Light kitchen at Ross Dam. At the age of 17 he went to work at the Leopold in 1951 as a vegetable cook. He then transferred to the pantry and on up to fry cook.

He left the Leopold briefly to accept a dinner cook job elsewhere but returned to the hotel again in 1960 as dinner cook. In 1965 he was promoted to Sous Chef and in late 1966 he was appointed Executive Chef.

Lloyd is married with three children and whenever time permits enjoys gardening and outdoor camping. One of his favorite recipes is printed below:

CHEESE CAKE

INGREDIENTS:

- 3 lbs. Philadelphia Cream Cheese
- 6 eggs
- 2 cups white sugar
- 1/2t teas. salt
- 1/2 cup lemon juice
- 1 teas. vanilla

PREPARATION:

(1-10" spring pan)
Beat cheese until soft and creamy, add eggs a few at a time. Beat till smooth. Add sugar, salt, lemon juice, and vanilla. Mix slightly. Pour into springalator pan lined with 2 tablespoons butter and 1/2 cup crushed graham crackers. Bake for 30 minutes at 425 degrees. Let cool before removing from pan.

SOCIAL NOTES

In a flurry of social notes to FRONT!, correspondent Jane Dillon reports no less than six recent marital announcements among St. Francis staffers!

Leading the altar-bound is hotel General Manager, Bill Quinn, who took as his bride, Judith Ann Secunda in mid-September. Quinn's secretary, Jackie Bender will soon become the bride of Frank Harrison, brother of Jack Harrison, hotel Purchasing Agent.

Others about-to-be or just-married staffers include, Dale Hallihan, secretary to Willard Abel; Carol Mueller of the Sales Department; Phyllis George of the Accounting Office; Kathy Techet, Front Office Typist and Maxine Hurd, Secretary to Chuck McCaffree.



FRONT FUNNIES

Overheard in the lobby: "Once I was crossing the street and was hit by a bookmobile. There I was, lying in the street moaning and groaning, when the driver came out, put a finger to his lips then pointed to his 'Quiet' sign."

* * *

Back of the Bar Philosophy: "If at first you don't succeed you're running about average."

* * *

Waitress: "Have you decided on your dessert selection — it goes with the dinner?"

Customer: "Oh dear — I haven't even decided yet whether to lose the money or gain the weight!"

LOBBY QUIZ

What's going on in Western's World as reported in this issue of FRONT!? Take this quiz and test how well informed you are:

QUESTIONS:

1. What hotel has been selected as the official headquarters for the XIX Olympic Games delegates?
2. What is the name of the new WIH property planned for construction in Oahu, Hawaii?
3. A new cash prize contest for employees is announced in this issue. What is it called?
4. What Company Division is responsible for coordinating the WEST-ED employee training programs?
5. Recently added to the WIH family was a new Mexican Hotel. What is its name?

ANSWERS:

1. Camino Real (Mexico City)
2. Makaha Inn and Country Club
3. Western Toppers
4. Personnel
5. Hacienda Cocoyoc



Back Of The House

with

Gina

Tucker

Gina Tucker, Executive Housekeeper of the Century Plaza, has been a prominent member of the Western family since 1933. For several years she held the position of Assistant Director of Food and Beverage for WIH.

Housekeeping Hints

Are you a proud owner of a new home or have you just remodeled your kitchen or bath? Then you will surely want to keep your porcelain tub, basin or sink looking new and shiny. Take a tip from your hotels and use a paste cleaner. It has much less abrasive and will not scratch or mar the finish. We use a product called "Gumption" and there is another called "Temp", but, undoubtedly there are others on the market of which we have not heard.

* * *

If you've ever watched a hotel maid at work, you may have noticed her basket, in which she carries all her cleaning supplies. Having everything in one container can save her many steps while doing a room. This might be an idea for you on cleaning day throughout your home, and, of course, any suitable container that will hold all your needs will do.

* * *

Recipe Ideas

Here's a cake recipe that's easy and different. We call it . . . WINE CAKE

1 pkg. (1 lb., 3 oz.) yellow cake mix
1 pkg. (4 1/2 oz.) instant lemon pudding
Mix together and add

- 4 eggs
- 3/4 C. salad oil
- 3/4 C. Sherry Wine

1 tsp. nutmeg
Mix and beat 5 minutes with your electric mixer. Pour into an ungreased Angel food cake pan and bake at 350 degrees for 40 - 45 minutes. Let cool in the pan. Make a thin glaze of powdered sugar and lemon juice and pour over the cake. This is easy and delicious. It is especially good with fresh peaches.

* * *

Try "Swinging Wings" for a different, easy to serve hors d'oeuvre! Divide wings at joints and brush with melted butter on both sides. Sprinkle generously with garlic powder and grated Parmesan cheese. Bake 1 hour at 450 degrees. Serve hot — crisp and delicious!

Front! Photo Album



Peggy McCartney, Anchorage-Westward staffer, proudly displays a mounted eight pound red salmon she caught in a nearby Anchorage stream.



Dieter Kaufmann, Assistant Pastry Chef at the St. Francis, displays a cake replica of the USS Sullivan, made for the crew's reunion at the hotel.



Vivian Jacobozzi, Caravan Inn Controller presents Executive Assistant Manager, David Spradling with the Championship Bowling Trophy won by the Inn's mixed league.



Bellmen [from left, Clarence Bradley, Samuel Jacobs and Clarence Willingham] of the Metropolitan Airport Hotel display their smart uniforms.



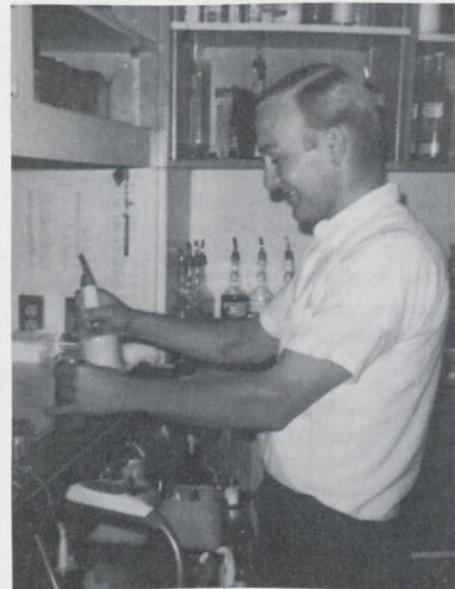
Jon Griener, banquet busboy for the Northern Hotel sets the finishing touches on a buffet table for a hotel convention.



Karin Eger, "gal Friday" to WIH Public Relations Manager, Ruth McCloy, includes French, Swedish, English and Spanish in her multilingual repertoire.



Essie de Matteo, Banquet Waitress for the Benjamin Franklin, is elbow deep in water glasses in preparation for a party.



Bill Mick, Bartender at the Space Needle Restaurant, prepares one of the most exotic beverage concoctions for which the Needle is noted.

CELEBRITY VISITS



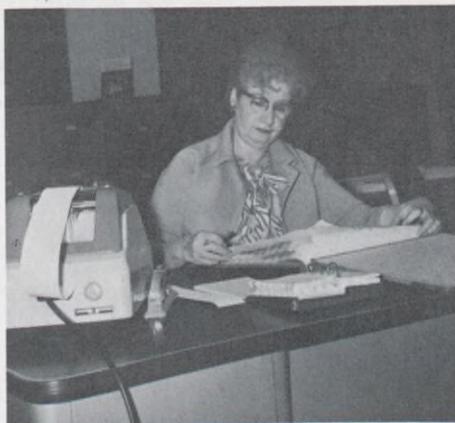
John H. Seto, Chef, and Willie Wong, Cook of the Cosmopolitan's Trader Vic's restaurant check one of the special Chinese cooking pots.



Fred Harter, Benson Bakery Chef, rolls out the first step on what will end up being another mouth watering masterpiece.



Vice President and Mrs. Hubert Humphrey are welcomed to the Ilikai on a recent visit by Manager, Lee Jenks [left] and Managing Director, Jim Durham.



Louise Sommers of the WIH Accounting Center is too engrossed in her books to notice the FRONT! camera.



Margaret Glinz, General Cashier of the Calgary Inn takes a firm stand with the Bank regarding coin rolls delivered broken on arrival.



Queen Juliana of the Netherlands gets a Royal welcome to the Calgary Inn accompanied into the lobby by General Manager, Michael Lambert, [left].



Charlotte Rudolph of the Baranof's tourist aid desk, delights guests with her dazzling smile and her "gay nineties" costume.



A coffee break during the recent Management Seminar at the Olympic finds this smiling group reviewing their notes. [L. to R.] Heinz Koschuta, Ass't. Mgr., Benson; Don Smith, Ass't. Mgr., Ilikai; and Jim Wilbert, Project Director, Makaha Inn.



[Left] Also enjoying the Management Seminar coffee break are Bill Ellis, Controller, Century Plaza and Jack Gaines, Exec. Ass't. Mgr., Cosmopolitan.



His Serene Highness, Prince Rainier of Monaco is welcomed to the Bayshore Inn by former General Manager, William Bryant [right].

Hotel Profile

HOTEL ALAMEDA . . . Take one of the world's great cosmopolitan cities known for its warmth, gaiety and charm. Add a modern, luxury hotel whose atmosphere captures and captures this city's exciting personality. Staff it with friendly, courteous and efficient people who take a special pride in this hotel and in pleasing its guests. Locate it on a fashionable avenue overlooking a beautiful park in the heart of the city's smart shopping, cultural and entertainment centers . . . and you come up, of course, with the run-away winner, Mexico City's Hotel Alameda!

NO DOUBT, it is due in great part to this winning combination that the Alameda enjoys one of the highest occupancy rates in Mexico and is rated by Mexico citizens and international tourists as truly an "outstanding hotel".

The Alameda was born into the Western International Hotels family in December 1961. From its unprecedented inauguration attended by some 6,000 guests, it has continued to grow in popularity and stature reflecting the finest traditions of WIH inn-keeping.

THE ALAMEDA'S location, on the fashionable Avenida Juarez overlooking Alameda Park, places it in the hub of Mexico City's smart shopping, cultural and entertainment centers. Inside its canopied entry, the guest is greeted by an airy spaciousness and a decor of inviting warmth and modern, luxury appointments. The tastefully furnished guestrooms, as is the rest of the hotel, are completely air-conditioned. The keynote is comfort, quality and convenience. Within its seventeen floors are 320 guest rooms, shops, restaurants, bars, ban-

quet rooms and a rooftop swimming pool. In fact, the roof top is one of the hotel's most exciting guest activity spots. The pool itself is divided into two sections — one for swimming and one for sipping cool drinks at tables placed in the water. Adjoining the pool, for those who prefer not to get their feet wet over a dry Martini, is the cozy El Kalapa bar. The Alameda's famed El Camichin nightclub restaurant, featuring top entertainment, dining and dancing is located on this rooftop level.

IN ADDITION, there are two other bars located elsewhere in the hotel — the Diligencia, on the mezzanine floor, and the International. A delightful French sidewalk cafe, La Brasserie Coffee Shop is open 24 hours a day serving excellent breakfasts, lunches and dinners.

A unique and festive innovation throughout the hotel's bars and dining rooms are the musicians that perform nightly for the guests. In fact, the Alameda is known as Mexico's "most musical hotel", with over 60 entertainers on the payroll! It is Mexico's own "sound of music".

LARGE GATHERINGS for banquets and meeting groups are serviced by five banquet rooms that can accommodate from 25 to 450 people. Each room is individually styled in a French, English, Japanese, Roman or Latin decor and with suitable facilities to handle almost any occasion.

ALAMEDA PEOPLE . . .

Here are some of the Alameda staffers who say with pride "That's where I work," and theirs is the pride that has helped make the Alameda the great hotel it is.



From left: Mrs. Liana Torres Gasca, Captain of waitresses, Alicia Garcia and Alicia Serrano, Waitresses, and Hostess Cristina Castillo.



Mr. Mario Sabato is gracious Maitre 'd of the popular Camichin night club.

alameda



Mr. Sebastian Rincon Gallardo is the Hotel's Shift Assistant Manager.



Excellence of the Alameda's cuisine rests in the hands of Chef Enrico Arzuffi.



Pretty Segrid Paasche is secretary for the Sales and Promotion Department.



Executive Secretary, Billie Nieto, flashes a sparkling smile for Front! readers.



Courteous, efficient Guillermo Martinez Rink is Front Desk Manager.