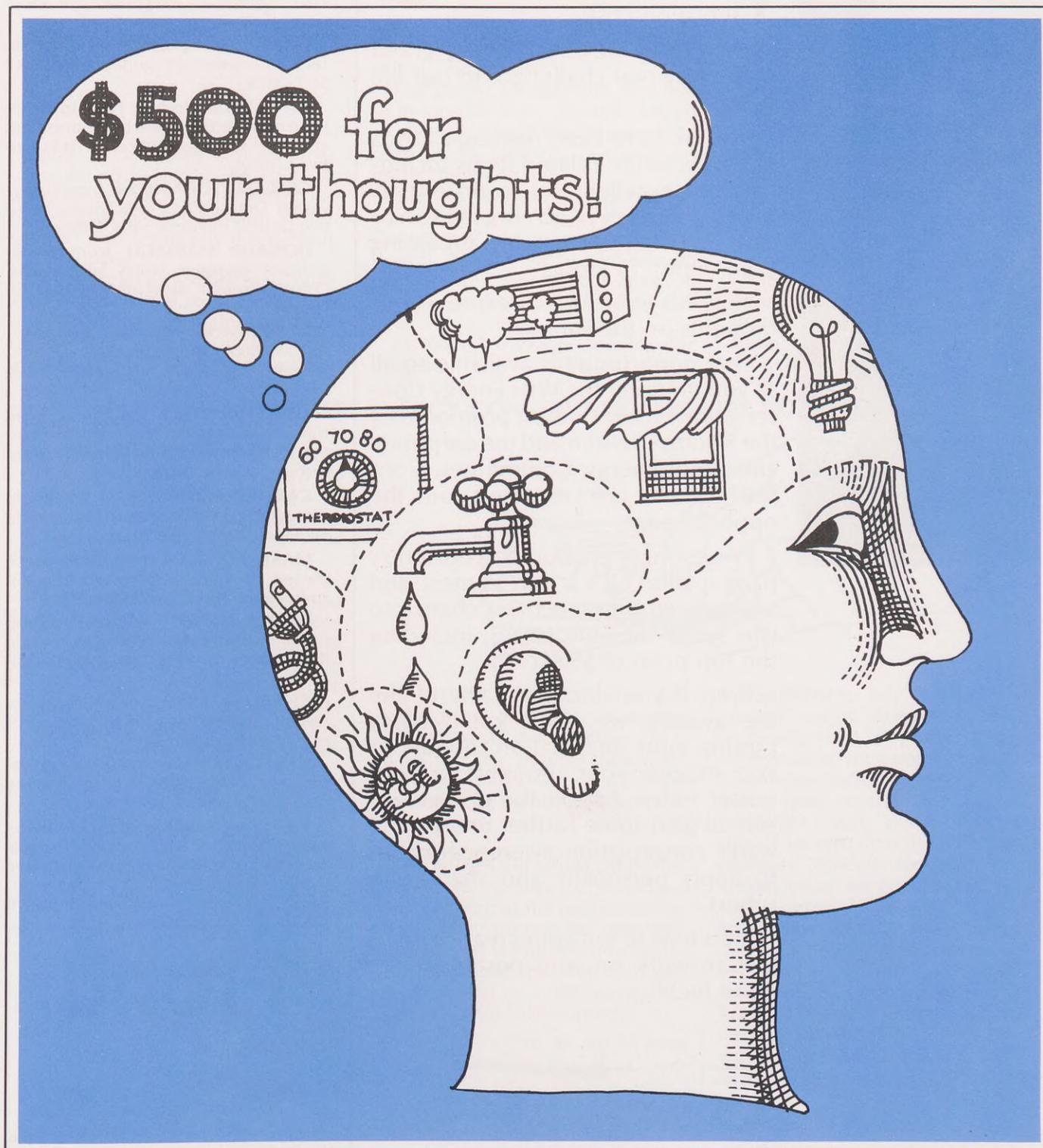


# Front!



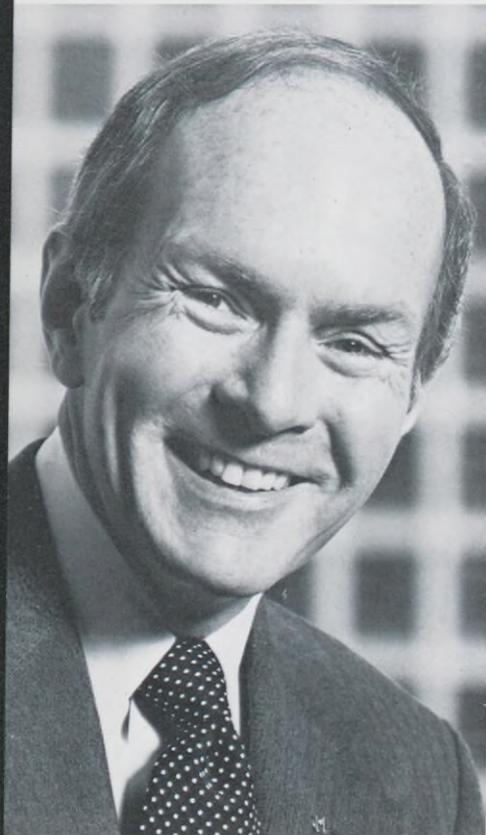
JULY 1977

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines



**Company-wide energy poster contest underway**

Details page 3.



## Now it's your turn...

**T**he energy crunch. The water conservation crisis.

There is a lot of talk today about these very real challenges to our life style.

And we have been reading all sorts of conservation related items including the excellent series on energy hints, "Energy Savings=Money Savings," that is currently appearing each month in Front!

Now it's your turn to express your thoughts on the subject.

That opportunity is available to all of you entering the WIH Energy Conservation Poster Contest promoted by the Rooms Division and the corporate and hotel Energy Committees. Contest details are reported on the opposite page.

We strongly encourage your entry participation. It's a fun contest and anybody who enters has a chance to win some valuable prizes, including the top prize of \$500 cash.

Even if you don't win any of the big awards, we think you'll enjoy putting your imagination to work as you express your thoughts in your poster entry. And in the process we can all gain some further energy and water conservation awareness habits to apply personally and share with others.

Start now to put your creative energies to work on your poster idea... good luck!

**HARRY MULLIKIN**  
President and Chief Executive Officer

## on the move

**ERNST BACHER** from food service supervisor F&B Division to director of F&B Galleria Plaza.

**JOYCE BELL** from assistant housekeeper St. Francis to assistant housekeeper Michigan Inn.

**JELLE BLEYINGA** from executive sous chef Olympic to executive chef South Coast Plaza.

**JACQUES BOURGEOIS** from F&B director Bonaventure to director of F&B St. Francis.

**JOHN BRUNS** from F, F&E supervisor Detroit Plaza to assistant to the president and chief executive officer, WIH Executive Offices.

**GREGORY DONNELLY** from interviewer Detroit Plaza to account executive Detroit Regional Sales Office.

**DONALD MASSAGLI** from senior assistant manager Hotel Scandinavia, Oslo to senior assistant manager St. Francis.

**QUEEN MCKINNEY** from houseperson Michigan Inn to assistant superintendent of property maintenance Detroit Plaza.

**TERRY NAFFZIGER** from management trainee Anchorage-Westward to management trainee Los Angeles Bonaventure.

**CARLO NARDI** from Terrace Room manager St. Francis to assistant banquet manager Washington Plaza.

**MARK PETERSEN** from front office trainee Anchorage-Westward to night audit supervisor Detroit Plaza.

**DENNIS ROBERTS** from coffee shop manager Anchorage-Westward to Cafe Renaissance Express manager Detroit Plaza.

**CHARLES SARRE** from director of restaurants Michigan Inn to manager of restaurants Detroit Plaza.

**EIKE SCHRAMM** from catering manager Anchorage-Westward to catering manager Washington Plaza.

**VICTOR SHOOK** from accounting trainee-hotel services WIH Financial Services to assistant controller Crown Center.

continued on page 10

# Front!

A monthly publication by and  
for employees of  
**Western International Hotels**

**GABE FONSECA** ..... Editor  
**PAT CAREY** ..... Associate Editor  
2000 Fifth Ave. Bldg., Seattle, WA 98121

LITHO IN U.S.A.

# \$500 for your thoughts!

\$500 in cash tops a list of five valuable prizes to be awarded to winning entrants in the WIH Employee Energy Conservation Poster Contest now underway throughout our company.

Other major award prizes include a 19-inch portable color TV set and three AM-FM portable transistor radios. (Additionally, the five winning posters will be reproduced for

distribution and posting throughout all our hotels!)

The poster competition, the first of its kind for our company, is open to all employees with the exception of corporate and hotel Energy Committee members.

The idea behind the contest—is conceived by the corporate Energy Committee and promoted by the Rooms Division—is to stimulate an even greater energy conservation awareness among WIH family members.

As Rooms Division Director Ray Sylvester puts it, "The challenges

of energy conservation and the poster contest have a lot in common. Both challenge us to do some real creative thinking and to come up with some fresh ideas."

Focusing on contest particulars Ray added, "It's a fun contest with easy to follow rules. (See below.) We anticipate a lot of enthusiasm and participation.

"All it takes is some creative imagination and a little effort to walk off with something like the \$500 top prize . . . somebody will!"

For those of you who may boast of a creative imagination but who just can't draw a straight line, Ray recommends that you might want to team up with an artistically talented co-worker who can express your idea on paper. (Half a prize, after all, is better than none!)

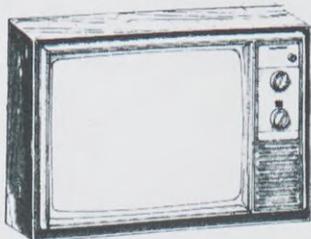
Here are the contest rules and general information. Read 'em over, then start focusing your energies on some prize-winning, poster-type thoughts.

## WIH EMPLOYEE ENERGY CONSERVATION POSTER CONTEST

- **ELIGIBILITY:** All WIH full or part-time employees of any WIH hotel or office, excluding corporate Energy Committee members and hotel Energy Committee members.

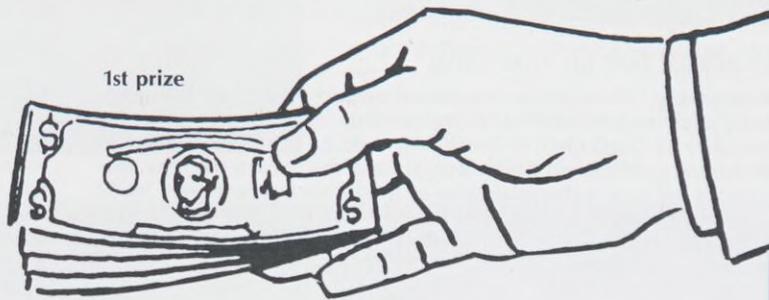
- **CRITERIA:** Poster theme must concern itself with energy conservation and the subject matter must have application for hotel use. Poster can be done in black and white or in color. Each entry submitted must be the original idea and artwork of the contributor(s).

2nd prize



- **SUBMISSIONS:** All poster entries must be developed on standard 8½ x 11 white paper stock. The reverse side of each poster must include the PENCILED name(s), hotel, and department or office of entrant(s). All posters submitted must be suitable for reproduction. Neatness counts. *Do not fold your entry.*

1st prize



- **JUDGING:** Posters will be judged on originality, message content and artistic ability. On a basis of 100 points, maximum scoring attainable is: message content—50 points; originality—25 points; artistic ability—25 points.

All entries will be judged by the corporate Energy Committee. The decision of the judges will be final. Entry posters become the property of Western International Hotels and may be used for promotional or other purposes. They will not be returned.

3rd, 4th, and 5th prizes



- **DEADLINES:** **July 1, 1977** — contest begins. **August 15, 1977** — closing date for posters to be submitted to your hotel's Energy Committee for local judging. (Regional sales, central reservations, corporate and WS&S entries should be sent directly to Rooms Division offices for judging. Entries must be postmarked by the August 15 closing date.) **September 1, 1977** — closing date for hotel-judged winning entries, along with all other hotel entries, to be submitted to Rooms Division offices to be judged for the five top prize-winning entries. **October 1, 1977** — all winners notified.

- **PRIZES:** First prize: \$500 cash. Second prize: 19-inch portable color TV set. Third, fourth, and fifth prizes: AM-FM transistor radios.



### Wading for an opening

**Vancouver** — To celebrate the season opening of its outdoor swimming pool, the BAYSHORE INN presented its "First Annual Regatta for People Who Don't Own 40-foot Yachts and Can't Swim Anyway." The 90-minute public event which took place at the pool in late May, featured a sail past, a demonstration of model yacht maneuvers by 12 radio-controlled boats, and a band concert of nautical airs. The fun-filled affair opened with a sail-off salute offered by pool waders, Bayshore Inn General Manager Arthur Oades (left) and Vancouver Model Yacht Club Commodore, Bill Van Diersen.



### From a 'Chicago institution'

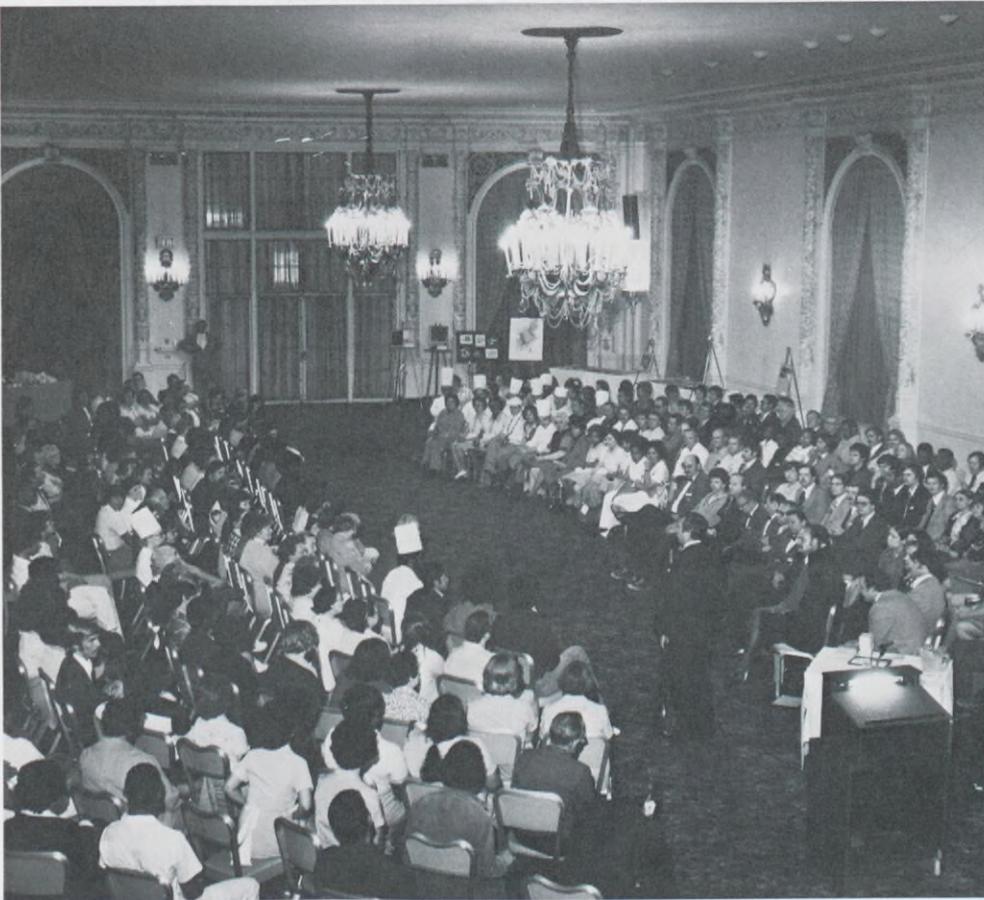
**Chicago** — The combination of superb dining at the CONTINENTAL PLAZA's rooftop Consort room and the equally superb dining entertainment provided by Maestro Franz Benteler and his Royal Strings violin group has, over the past nine years, become a Chicago institution. (In fact, last February the Chicago City Council passed a resolution of proclamation to that effect honoring Benteler and his group on behalf of then acting Mayor Michael Bilandic.) Among Benteler's greatest fans was the late Chicago Mayor, Richard Daley. When Benteler issued his newest record album, "Chicago — Morning, Noon and Night," he dedicated the album to the late mayor. Recently a mounted gold record of that release was presented to Mrs. Daley by Benteler (left) during special ceremonies at the Consort. Also present were Dick Schory, president of the record company releasing the album and Bilandic (right).

### May Day is Lei Day

**Honolulu** — Elaborately colorful ceremonies celebrating Hawaii's "May Day is Lei Day" festivities have become an ILIKAI annual tradition anticipated by hotel guests and staff members alike. This year was no exception. Costumed employees recreated the color and pageantry of the Royal Court of old Hawaii and entertained with traditional songs and dances. The Lei Day Queen and her Court were nominated and elected by fellow hotel employees.



## photo news



### Family get-together

**Seattle** — The OLYMPIC's first "family get-together" under the direction of General Manager Frank Finneran (in aisle, foreground) drew "standing room only" attendance at the two scheduled sessions. The sessions, which were held in mid-May, featured remarks by various hotel executives on such topics as capital improvements, energy programs, and sales projections. Questions from the floor following the presentations aired a number of employee concerns, ranging from wages and dress code regulations to corporate policies.

### Let's hear it for Alfredo's

**Costa Mesa** — After receiving a Golden Award of Merit, bestowed recently by the Southern California Restaurant Writers, Alfredo's Room Manager Antonio Cagnolo (center with certificate) and his honor-sharing staff broke into napkin-waving cheers. The SOUTH COAST PLAZA restaurant competed with the finest Italian restaurants from throughout Southern California, including many "name" dining spots in Beverly Hills and Hollywood, to achieve its award rating.





**Detroit** — One of the special highlights marking the formal dedication of the Renaissance Center this spring was a visitation by U.S. Vice President, Walter Mondale. The vice president is shown here as he was greeted by President and Chief Executive Officer Harry Mullikin (right) upon his arrival at the DETROIT PLAZA.



**New York** — On his way to Washington D.C. to meet with President Carter, the Premier of Spain, Adolfo Suarez (right), stopped off at THE PLAZA for a visit and to attend a reception in his honor. With Suarez is Philip Hughes, general manager of The Plaza.



**Johannesburg** — The outspoken U.S. Ambassador to the United Nations, Andrew Young, drew considerable attention to the CARLTON during his hotel stay while on his much publicized visit to South Africa in late spring. Pictured with Ambassador Young (center) is General Manager Jack Gaines (left) and Assistant Executive Manager Jorg Lippuner.

Know your

## Western International Hotels' corporate officers

Our 21-member corporate officer team is shown at right with name and title identification.

Each officer's major area of corporate responsibility is briefly described in the following listing:

**HARRY MULLIKIN** — Overall executive responsibility for Western International Hotels. Chairman of Senior Management Committee. Chairman of Corporate Policy Committee.

**JOHN S. CALVERT** — Heads Properties and Finance Division. Chairman of Properties Investment Committee.

**C. R. LINDQUIST** — Heads Hotel Management Division. Chairman of Operations Committee.

**JOE B. CALLIHAN** — Shares senior hotel operation responsibilities with Joseph Mogush. Operations vice president for Bayshore Inn, Bonaventure, Calgary Inn, Edmonton Plaza, Hotel Toronto and Winnipeg Inn.

**ROBERT JENKS** — Heads financial services division operations. Corporate treasurer responsibilities.

**J. WILLIAM KEITHAN, JR.** — Heads Design & Construction Division. Chairman of the New Property Development Committee.

**BRUCE MCKIBBIN** — Heads Marketing Division.

**JOSEPH J. MOGUSH** — Shares senior hotel operation responsibilities with Joe Callihan. Operations vice president for Carlton House, Continental Plaza, Mayflower and The Plaza.

**T. PETER BLYTH** — Heads Food & Beverage Division. Operations vice president for the Space Needle Restaurant.

**E. DWIGHT CALL** — Operations vice president for Houston Oaks, Ilikai, Philippine Plaza and Shangri-La. Serves as project officer for Galleria Plaza, Wailea Beach and Shangri-La additions.

**JAMES E. DURHAM** — Managing director for Detroit Plaza.

**WILLIAM H. ELLIS** — Operations vice president for Benson, Carlton, Hotel Scandinavia Copenhagen, Hotel Scandinavia Oslo, Olympic and Washington Plaza.

**DAVID R. EVANS** — Hotel sales supervision and assistance for Century Plaza, Crown Center, Detroit Plaza, Galleria Plaza, Houston Oaks, Los Angeles Bonaventure, Peachtree Plaza and St. Francis.

**AL FREUDENTHALER** — Operations vice president/Mexico.

**KEN E. MALLORY** — Operations vice president/Latin America. Serves as project officer for Williams Plaza.

**DAN McCLASKEY** — Operations vice president for Detroit Plaza, Los Angeles Bonaventure and Peachtree Plaza. Serves as a project officer.

**WILLIAM NEWMAN** — Hotel sales supervision and assistance for Benson, Carlton House, Continental Plaza, Ilikai, Mayflower, Michigan Inn, Miyako, Olympic, The Plaza, South Coast Plaza, Wailea Beach, Washington Plaza, Williams Plaza, Bayshore Inn, Bonaventure, Calgary Inn, Edmonton Plaza, Hotel Toronto, Winnipeg Inn, Camino Real Guatemala, Camino Real San Salvador, Carlton, Hotel Scandinavia Copenhagen, Hotel Scandinavia Oslo, Philippine Plaza, and Shangri-La.

**WILLIAM G. QUINN** — Managing director for Los Angeles Bonaventure.

**JOHN W. SCHNEIDER** — Heads legal operations. Corporate secretary responsibilities.

**RALPH VAN NOY** — Operations vice president for Century Plaza, Crown Center, Michigan Inn, Miyako (S.F.), St. Francis, and South Coast Plaza.

**WILLIAM D. ELLIS** — Heads hotel services division operations. Corporate assistant treasurer responsibilities.



HARRY MULLIKIN  
President  
Chief Executive Officer



JOHN S. CALVERT  
Executive Vice President



C. R. LINDQUIST  
Executive Vice President



JOE B. CALLIHAN  
Senior Vice President



ROBERT JENKS  
Treasurer



J. WILLIAM KEITHAN, JR.  
Senior Vice President



BRUCE MCKIBBIN  
Senior Vice President



JOSEPH J. MOGUSH  
Senior Vice President



T. PETER BLYTH  
Vice President



E. DWIGHT CALL  
Vice President



JAMES E. DURHAM  
Vice President



WILLIAM H. ELLIS  
Vice President



DAVID R. EVANS  
Vice President



AL FREUDENTHALER  
Vice President



KEN E. MALLORY  
Vice President



DAN McCLASKEY  
Vice President



WILLIAM NEWMAN  
Vice President



WILLIAM G. QUINN  
Vice President



JOHN W. SCHNEIDER  
Vice President and Secretary



RALPH VAN NOY  
Vice President



WILLIAM D. ELLIS  
Assistant Treasurer

## 'Lunch with the Danes'

**Copenhagen** — The HOTEL SCANDINAVIA, COPENHAGEN's popular rooftop restaurant, 3 Crowns, has become even more popular during the summer season because of its "Lunch with the Danes" promotion featured every Tuesday, Wednesday and Thursday noon. Denmark's leading home furnishings store provides the table settings, and a leading furrier presents a fashion show. But the star of the show is the superb Danish cold buffet table prepared by the hotel's kitchens. Admiring the table are hotel staffers (from left): Hans Basse, director of sales; Hans Nielsen, restaurant manager; Lottie Freddie, greeter; Dorthe Thing, public relations manager; Knud Paulsen, European sales manager; Verner Thomsen, tour manager; and William Leidersdorff, sales manager.



## An ASTA favorite

**Guatemala City** — Host hotel for the VII ASTA (American Society of Travel Agents) Eastern Regional Conference in late April was the CAMINO REAL, GUATEMALA. Honored guest for that event was the President of Guatemala, General Kjell E. Laugerud (left), who was welcomed to the hotel by General Manager Dieter Obermann. The hotel is apparently an ASTA "favorite" as it was also host for the Southern California ASTA Chapter Conference in mid-May.



## Groundwork session

**Manila** — Celia Silangcruz, PHILIPPINE PLAZA assistant manager, welcomes John Charnow (left), secretary to the executive board of UNICEF, on his early May visit to the hotel to lay groundwork for the June, 1977 session of the 30-nation executive board meeting of the United Nations Children's Fund. Waiting to add his welcome is Sales Manager Eddie Virata (center).

## It will happen this September

**Hong Kong** — This fall, a number of the MIRAMAR's routine operations, from room status reporting to guest account processing, will be handled largely by a computer system. Hotel principals recently reached an agreement with a California electronics company to install the multi-million (H.K.) dollar computer system for on-line demonstration and testing in September. Upon installation, the Miramar will be the first hotel in Southeast Asia to be computerized. Participating in the agreement signing ceremonies are (from left): T. K. Lui, Eddie Young and Albert B. C. Young of the Miramar, and Frederick McKee and A. F. M. Conway of the electronics company.



## WIH culinary program ranks high

Since it was instituted in mid-1974, the WIH Culinary Apprenticeship Program has continued to rank as one of the top hotel-sponsored training programs in the industry.

Developed by the Food & Beverage Division and administered under the supervision of the F&B Apprenticeship Committee, the program has graduated some 18 culinarians during its three-year history. Basically, the two-and-a-half year training course involves over 6,000 hours of practical on-the-job experience and 106 hours of classroom study and test examinations.

F&B Vice President Peter Blyth reported that about 41 young men and women are currently enrolled in the program. Blyth further stated that 14 of these trainees will graduate before the end of this year. These enrollment figures, he explained, apply only to hotels in the U.S. and Canada. Similar programs

are also being locally administered in many of our hotels located in other countries, however.

Three of the Culinary Apprenticeship Program's most recent graduates are pictured here.

At left is William Herpich who recently became the second person to complete the program at the Crown Center. With William (background) is Peachtree Plaza Executive Chef Waldo Brun who assisted in administering the final exams. The young culinarian passed these with flying colors and, subsequently, went on to bigger challenges as sauce cook at the St. Francis.

Pictured below are the two most recent graduates of the Washington Plaza, Daves Estes (second from left) and Ed Amundsen (second from right). Standing between the graduating pair is Bill Stafford, F&B director for the Washington Plaza.

At left is Washington Plaza Executive Chef Karl Hutter and at right is Space Needle Restaurant Executive Chef Gustav Mauler. (Amundsen had received about half of his training at the Space Needle under the guidance of Chef Mauler.)

In addition to course completion certificates, Chefs Hutter and Mauler presented each graduate with a copy of *LAROUSSE GASTRONOMIQUE*, the reference "bible" of the culinary arts profession. (All apprentice graduates are presented with a copy of the book on behalf of the F&B Division in congratulations for their efforts.)

Currently Ed is working as a garde manger at the Washington Plaza. Daves has been transferred to the Los Angeles Bonaventure where he holds the position of station cook.



## 'Change' was name of game for Accounting Conference

In general sessions, in discussion groups, at luncheon and dinner tables—"change" was the name of the game as over 50 delegates and guests gathered at the Peachtree Plaza for the 1977 Accounting Conference.

The delegates represented WIH properties in the U.S., Canada, Mexico, Singapore and the Philippines.

William D. Ellis, controller and assistant treasurer for Western International Hotels, spoke to the conference theme, "Posturing for Change" as he sketched the changing profile of the hotel controller as a financial manager.

EDP (Electronic Data Processing) held center stage for a major part of the conference. Attendees participated in a detailed tour of the hotel's computer center, directed by Peachtree Plaza Controller and conference host, Walt Ketterling. This was followed by a panel session concerned with current and future applications of EDP in our hotels.

Sessions on corporate and hotel planning processes were introduced by WIH Director of Corporate Planning, Byron Brady, who provided an overview of the planning process. The follow-up "situation analysis" discussion groups were moderated by Controllers Paul Schofield of the St. Francis, Bill Reis of The Plaza and Ray Holmes of the Ilikai.

C. R. Lindquist, WIH executive vice president, met with the delegates and during his luncheon comments spoke of the real role of the controller. "You are the person we must look to for an objective assessment of what appear to be trends in revenues, trends in expenses, potential problem areas that could have a short-term or long-range impact on hotel operations."

In his closing comments Lindquist said, "The value of this conference will be measured in how much more effectively you manage your department and how you fulfill your personal management role as interpreter, evaluator and recommender."

## 'Oh look! . . . isn't that Texas down there?'

Space Needle Waitress Susan MacLeod gets a big lift from looking down on her work.

And, from the vantage of the restaurant's broad expanse of windows, such "look down" opportunities can be fairly frequent.

In addition to her waitress skills, Susan is also a talented artist. Her "canvas" is lawn grass—in particular a large grassy area in the Seattle Center grounds within easy eyeshot of the Space Needle Restaurant—upon which she creates huge geographic shapes.

Susan's approach to her lawn grass projects (she's been doing a project each year in the same area for the past three years) is to stake out the shape of her selected geographic area with string and white spray paint.

Within the outline of the form, she plots distance lines to add an interior interest. Then the grass around the shape and the interior lines is kept mowed while the rest of the shape mass is heavily fertilized and allowed to grow. Working in cooperation with the Center's groundskeepers, Susan trims, mows and completely maintains her project area.

Within a few weeks the design shape emerges as a living art piece for anyone to enjoy. For this year's project she has chosen the state of Texas . . . "a nice shape with interesting proportions."

Susan's work is best viewed from building heights and particularly from the Space Needle. She admits to a rewarding pride when a window-gazing Space Needle diner suddenly makes a delighted discovery of her work.

The young artist/waitress calls her art form "map fielding," or simply "fielding." Her interest in working with geographic shapes goes back to her University of Washington days when she majored in fine art and became fascinated with the abstract design possibilities of maps.

Currently Susan is developing plans for a future project of an even more ambitious nature. She is in contact with four other artists, who also work with plantings and other growing things, to create a "sculpture garden."



In the shadow of the Space Needle, Susan MacLeod begins work on her latest "fielding" project.

## ON THE MOVE

continued from page 2

**PAUL SIEGLE** from assistant restaurant manager Space Needle to The Summit assistant manager Detroit Plaza.

**CURT SMITH** from director of sales Winnipeg Inn to senior assistant manager Hotel Toronto.

**ANNE SPILDE** from assistant reservations manager Los Angeles Bonaventure to assistant reservations manager Washington Plaza.

**WALTER STEIMEL** from main kitchen chef Peachtree Plaza to banquet chef de cuisine Detroit Plaza.

**ROGER TERRELL** from executive assistant manager Houston Oaks to executive assistant manager Galleria Plaza.

**JURIS VASILEVSKIS** from controller Houston Oaks to controller Galleria Plaza.

**LORENE WALTER** from director of project administration WS&S to senior assistant manager Olympic.

**DAVID WILSON** from credit manager Anchorage-Westward to front office credit manager Detroit Plaza.



## 'Don't I know you from somewhere?'

(Left) **Atlanta** — PEACHTREE PLAZA General Manager Joe Guilbault (left) congratulates Jim Treadway upon his appointment as the hotel's executive assistant manager earlier this spring. The two first met in 1972 in Johannesburg when Treadway joined the soon-to-open CARLTON staff as installation coordinator, and Guilbault was that hotel's general manager.

## 'I'll be back! I'll be back!'

(Below) **Costa Mesa** — It was a real "aloha" send-off that the all female sales staff of the SOUTH COAST PLAZA gave to hotel Director of Sales George Caldwell just prior to his leaving for a Hawaiian vacation recently. "George's Angels" are, from left: Janet Chalmers, Diane Pritchett, Sandy Schmidt and Carol Walsh.



## Thurston-Dupar honors to . . .



**MARIAN MURRAY** (center), Trader Vic's restaurant secretary, award recipient for the WASHINGTON PLAZA. A WIH family member for the past 15 years, Marian was particularly cited for her "... ready smile, willingness to pitch in and become involved, and a positive attitude which says, 'Yes, I can.'" Making the award plaque presentation (right) is President and Chief Executive Officer Harry Mullikin. At left is Washington Plaza General Manager, Kim Chappell.



**HAMDEN ASKAR** (center), engineer, the "unanimous choice" candidate for the CONTINENTAL PLAZA. A seven-year veteran of the hotel, Hamden is well known for his extremely cooperative attitude in his relations with both guests and fellow employees. Assisting in the award presentation during the recent Employee Awards Dinner were Senior Vice President Joseph Mogush (left) and Continental Plaza General Manager, Larry May.

## 'A little something to remember us by'

. . . a **TRAVEL BAG** for corporate consultant Don McCutcheon "filled with grateful appreciation for his 17 years of assistance" from the Rooms Division. The presentation was made at the conclusion of the Rooms Conference held at the LOS ANGELES BONAVENTURE in late April. Ray Sylvester (right), Rooms Division director, made the surprise presentation.

. . . a **PAINTING OF EDMONTON** as a fond farewell gift to transferring Senior Sales Manager David Shackleton (center) from his fellow EDMONTON PLAZA department members Director of Sales Garry Jones and Sales Manager Gillian Ber (left), and Secretary Debbie Duffy and Convention Coordinator Robin Trueman (right). David was promoted to director of sales at the Winnipeg Inn.



**Energy Savings = Money Savings**

### HIGH COST OF DRIVING DRIVING YOU UP A WALL?

Because most of us use automobiles for work or pleasure or both, we pass along these money-saving tips in relation to your car:

- **TUNE IN TO TUNE UPS.** Have you had your car engine tuned up lately? A regular tune up should be made every 10 to 12 thousand miles. Your well tuned-up engine can save you up to 10% in fuel costs.
- **HOT WEATHER TANK TIP.** Don't continue filling your gas tank after the hose automatically shuts off. Fuel expands in hot weather and may overflow your tank. If possible, have your tank filled in the cool of the early morning or late evening.
- **JUNK TRUNK?** Keep just the necessities in your car trunk. Lighter cars use less fuel.
- **TIRE SAG?** Check the air in your tires and keep them at the recommended pressure. Under-inflated tires reduce fuel mileage.
- **FILTHY FILTERS?** Check your air filter. Dirty filters also increase fuel consumption.
- **IDLE THOUGHT.** If you have to wait for someone for several minutes, turn off your engine. It takes less fuel to restart your engine than to let it idle.
- **STARTS 'N STOPS.** Avoid those "jack-rabbit" starts. Smooth acceleration AND braking saves your tires, engine, fuel and everybody's nerves!
- **TIP TOP TIP.** Before getting into a car to go anywhere, ask yourself, "Is this trip really necessary?" Walking is still a good healthy form of exercise!

## C.R. CANCUN-ians



Your Front! correspondent is Public Relations Director Mary Clare Wisner. Call Mary Clare on her public relations office extension and give her your input for Front! (All other WIH people: submit Front! items to your hotel correspondent listed below.)

Alameda, **Gina de Zalce**. Bayshore Inn, **Pat Wyman**. Benson, **Anne Shawcross**. Bonaventure, **Antoine Khoury**. Calgary Inn, **Kay Artinian**. Camino Real, Cancun, **Mary Clare Wisner**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Rodolfo Negrete**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Rosa Mendez**. Camino Real, Saltillo, **Roberto Flores**. Camino Real, San Salvador, **Ana Maria Vides**. Camino Real, Tampico, **Enrique Meyer**. Carlton House, **Arlene Pobicki**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Detroit Plaza, **Ken Thomas Kitchen**. Dusit Thani, **Duangphorn Thanasathitaya**. Edmonton Plaza, **Debbie Duffy**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Kirsti Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Linda Hancock**. Los Angeles Bonaventure, **Sharyn Cole**. Ilikai, **Valery Satin**. Las Brisas, **Derek Gore**. Mayflower, **Carol Barnes**. Michigan Inn, **Bruce Salanger**. Miramar, **Melinda Howell**. Miyako, S.F., **Diane Brown**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Llantada**. South Coast Plaza, **Pat Milnor**. St. Francis, **Mike Deighton**. Shangri-La, **Yap Cheng Tong**. The Plaza, **Gina Henry**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Eileen Warren**. WIH hotels in Guatemala, **Evangelina Amezcuita**. WIH Reservations Center, **Denise Nilius**. WIH Executive Office, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**. WS&S, **Nancy Newman**.

## inn basket

**'SILVER SCREEN'** — Yet another major industry award for our corporate film, "Great Hotels. Great Destinations." Competing in the U.S. Industrial Film Festival held in Chicago recently, the film received coveted "Silver Screen Award" honors. The festival event, recognized as the world's largest film competition devoted exclusively to industrial film productions, drew over 630 entries from 12 countries (in addition to those from the U.S.). And from Washington D.C. comes the word that "Great Hotels. Great Destinations." has made the U.S. Library of Congress film library.

\* \* \*

**GROWING GAINS 'N PAINS** — A little over three years ago our Central Reservations Office "grand opened" in Omaha with a crew of approximately 10 full-time employees. As our toll free reservations number gained popular household (officehold?) acceptance nationwide, new staffers and equipment were gradually added to meet fast growing "res biz" demands. The increased business "growing gains" brought with it space crowding "growing pains" as the original 10-member crew swelled to a staff of 50. That space problem was solved during the last weekend in May when the offices relocated to roomier quarters—almost double in size in anticipation of continuing future growth—just a block away from their former address. Central Reservations Office Manager Harvey Canova reminds us that, "While we've changed addresses, the same old hot line reservations number remains. 800-228-3000." (Got it, Harv!)

\* \* \*

**'PARDON MY BEEPER'** — If you ever happen to bump into a beeping business-type person in a crowded elevator sometime, stay cool. There's a perfectly good explanation. According to an article in a recent issue of BUSINESS WEEK magazine, a number of hotels have begun to feature some Very Special Services for their guests for minimum additional fees. Among them, "beepers" that may be rented for five dollars a day for the busy executive on the go. Should the beeper-carrying guest receive a message when away from his/her room and is within a radius of 60 miles of the hotel, he or she can be beeped by the hotel's switchboard operator as notification to call in for the message.

\* \* \*

**HERE'S THE 'STORY'** — If you haven't ordered your copy of "The Story of Western International Hotels" yet, here's a do-it-now reminder. All you need to do is decide on your choice of hard-cover (\$7.95) or soft-cover (\$3.95), then fill in the coupon below and mail it in with your check or money order. Easy!

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