

Front!



November, 1978

WESTERN INTERNATIONAL HOTELS

Packages —
how we
'merchandise'
our hotels



(See page 8)

Guest security is everybody's job



"In the safety and security of your own home."
What a comforting phrase.

It envisions such things as peace of mind. A pleasantly relaxed attitude. A sense of carefree well-being.

It's exactly this same peace of mind and carefree well-being we envision for our hotel guests. For even if the hotel visit is a short one, during their stay it is the guests' home away from home.

This issue of FRONT! features an article on Western International's first security workshop. It describes some of the things we are doing to make our guests feel and be as secure and safe as possible while they are with us.

But regardless of all the security devices and systems and the efficiency of your hotel's security department people, to make this effort fully succeed, your help is needed.

We ask that you keep alert to potential security problems. That you take on the responsibility to report any suspicious individuals or activities. And that if you have any suggestions for the added security and comfort of our guests, you let your supervisor or security department know about them.

With your help, we can continue to assure our guests of this comforting phrase:

"At a Western International hotel, guest security is everybody's job."

HARRY MULLIKIN
President and Chief Executive Officer

on the move

JOHN P. FERGUSON from national sales manager Mayflower to director of sales Cincinnati Plaza.

CAROLE L. FORD from catering coordinator Michigan Inn to convention service manager Detroit Plaza.

RAIMUND HOFMEISTER from executive sous chef F&B Division to executive chef Williams Plaza.

SHIRLEY (ROBIN) THORSEN from assistant director housekeeping Los Angeles Bonaventure to assistant director housekeeping Arizona Biltmore.



OUR COVER

Typical hotel package promotion pieces — a brochure for the Benson's "Runaway Weekends" and an ad for Bayshore Inn's "Super Saver Rates" are displayed by Marketing Division receptionist, Maggie Bartell. The story is on page 8.

Front!

A monthly publication by and for employees of
Western International Hotels

GABE FONSECAEditor

2000 Fifth Ave. Bldg.,
Seattle, WA 98121

LITHO IN U.S.A.

Billie Wright named 'Bellman of Year'

For the second year in a row, a WIH employee has been honored to receive the internationally prestigious "Bellman of the Year" title.

Last year's honors went to Don Brown, superintendent of services at the Washington Plaza.

This year Billie Wright, director of guest services at the Peachtree Plaza, was named the judges' choice in the 13th annual competition sponsored by American Hotel & Motel Association, United Airlines and Samsonite Corporation.

Wright will be presented with his recognition honors during AH&MA awards breakfast ceremonies at the Crown Center on November 30. (The hospitality group's annual convention is being held at the Crown Center in Kansas City on November 28 to 30.)

For his win, the 36-year guest services veteran of WIH will receive a \$500 U.S. Savings Bond, a three-piece set of Samsonite luggage and an award plaque.

In making their "Wright choice" selection, the judging panel reviewed and

evaluated the qualifications of more than 1,000 nominees from around the world.

A knack for innovating ideas of guest benefit and a "dedication to the highest standards of service professionalism for himself and his staff" were among the qualifications that earned Wright his top spot recognition.



While at the Benson, Wright was largely responsible for developing a guest pre-registration system. The system, introduced by WIH in the early 60's, is now in general use throughout the hospitality industry.

More recently, at the Peachtree Plaza, Wright developed a colored ticket identification system that practically eliminates errors in guest room luggage delivery or in the retrieval of guest automobiles from the hotel's garage. This system is also being adopted by other hotels around the country.

Wright joined WIH at Portland's Multnomah hotel in 1942 at the age of sixteen. In 1954 he was transferred to the Benson and, in 1975, made his third career move to the Peachtree Plaza.

While at the Benson, he was selected to receive the hotel's Thurston-Dupar Employee Recognition Award for 1962.

A number of other hotels have also benefited from the "Wright touch". Over the last several years, Wright has assisted in the opening of nine hotels including the Philippine Plaza, the Hotel Scandinavia, Oslo, and the Carlton in Johannesburg. In addition, he has trained directors of guest services for six other major WIH properties.

Workshop is 'giant step forward'

The Security Workshop, held at the Crown Center in late August, was not only a first for the company, but also a first for the American lodging industry.

"We needed it and were certainly due for it" said Ray Sylvester, WIH rooms director, who chaired the five-day session.

Sylvester pointed out in his opening remarks that hotel security ranks second only to the energy challenge as the

greatest concern in our industry today. It involves an obligation to hotel guests and patrons, employees and owners.

In the early 70's, Western International responded to this industry concern by initiating an aggressive, company wide security program.

Hotel security departments were expanded and administered by professional security people. Many of the latest security devices and procedures were adopted. A security manual, perhaps the most comprehensive ever written for the industry, was produced. And an employee security awareness program was introduced.

Now, a few years later, it was time for a "status report".

Convening at the Crown Center for this status report and to plan future direction were the security chiefs from all the United States and Canadian properties, the Carlton in Johannesburg, the Camino Real in San Salvador, and from the Alameda and Camino Real hotels in Mexico City.

A pre-workshop assignment requested attendees review the company's security manual and submit suggestions for its update. These suggestions were then reviewed in group sessions for possible adoption.

Attendees were reminded that rising crime in the lodging industry also brings rising legal actions.

Legal procedures and hotel liability were, therefore, among the more heavily emphasized topics of group discussion and presentations by the corporate legal staff.

Similarly, insurance and loss prevention was also featured as a topic of in-depth discussion.

The five-day get-together was "... a giant step forward, not just for us but in the progress of our company's security program," according to one attendee.

Noted security authority and consultant, Harvey Burstein, addresses workshop attendees on the role of the hotel security function—present and future.



It's 'full sail' ahead for marketing

For five days in early September, some 100 marketing men and women from throughout WIH gathered at the Los Angeles Bonaventure to chart their direction through this and the coming year.

The occasion was the annual Marketing Conference. The conference theme—"Full Sail '78".

But it was the daily working themes—"Sales", "Administration", and "Marketing"—that provided the attendees with their direction-setting navigational nitty-gritty.

A basis for that direction setting, "... developing new concepts for aggressive, innovative marketing", was revealed in Senior Vice President Bruce McKibbin's conference opening remarks to the group.

In putting together this year's conference, Chairman Dave Evans, vice president/sales, took a unique approach. He had recruited an eight-member task force of hotel and regional office members to provide agenda input and lead group discussion session.

Task force members—Creighton Casper, George Caldwell, Paula Crowder, Tom Hurley, Jack O'Hara, Ron Spelley, Mal Seymourian and Steve Gold—were selected for their expertise in particular marketing areas.

This group was largely responsible, for example, for moderating the day-long session that covered all types of hotel sales—i.e., resort, catering, travel industry, etc.

Attendee involvement focusing on individual assignments and group discussion was, in fact, a conference format key.

This year's line-up of outside speakers was given exceptionally high ratings by the conference attendees.

Particularly outstanding was a talk by New York marketing firm executive, Al Ries. Entitled "Marketing Warfare", Ries' talk demonstrated a comparison between military and marketing tactics and strategies and showed how closely they paralleled.

As with previous conferences, Evans noted that this year's event offered attendees, "a very real opportunity to learn, to question, to challenge and to return to their assignments better equipped as professional marketing people".



General session ... "charting their direction through this and the coming year."

Energy Conservation Day is a winner

The invitation to all Winnipeg Inn staffers was to take their day's coffee and meal breaks in the hotel's elegant East Ballroom.

A life-size ice carving depicting "Father Time", as well as displays of energy posters, promoted an energy awareness theme. So did the special menu. Featured were such items as Kil-O-Watt Potatoes, Light Bulb Stew and Circuit Breaker Peas.

The occasion was "Energy Conservation Day" at the Winnipeg Inn. It climaxed a several-week-long energy conservation awareness promotion developed by the hotel's Energy Committee.

An energy awareness contest with a two-part entry form, was a major program feature. One part of the form was a hotel energy consumption multiple-choice questionnaire. The other asked the entrant to compose an energy saving slogan for the hotel in ten words or less.

Even the prizes stressed energy—or, at least, fuel—savings.

They were a 10-speed bicycle, a pair of roller skates, a month's bus passes, and a food mixer (which turned out to be a wooden spoon!).

Riding off with the ten-speed top prize was Marie Maddison, Cafe Lombard hostess. Ms. Maddison not only got high marks on her questionnaire, but the judges' applause for this slogan:

**Save
All
Vital
Energy for the tomorrows.**

Winnipeg Inn general manager, Howard Kemball, (right) announces Marie Maddison's win.





To 'the world traveler'

Singapore - While hotel guests looked on from surrounding balconies, official opening ceremonies of the SHANGRI-LA's Garden Wing proceeded on the lobby floor on August 19. From left: Lawrence Magnan, Shangri-La general manager; Dr. Goh Keng Swee, deputy prime minister of the Republic of Singapore; Robert Kuok Nien, chairman of the board of the Shangri-La, Tan Sri Runme Shaw, deputy-chairman of the Shangri-La; C.R. Lindquist, WIH executive vice president; and Howe Yoon Chong, director of the Shangri-La. A permanent plaque (left) dedicated the Garden Wing to "the world traveler" and listed the deputy prime minister as the opening official.



Gala opening

Honolulu - A gala private party on September 9, celebrated the opening of Champeaux's, the elegant French restaurant at the top of the ILIKAI. Among the evening's distinguished guests was James Beard (right) prominent author-lecturer-chef-gourmet, shown here with Bill Hulett, managing director of the Ilikai and the Wailea Beach Hotel. Featured on Champeaux's menu are a number of nouvelle cuisine items, the new low-calorie method of French cookery that is being adopted by many of the world's finest restaurants.

Facelifting

Washington D.C. - Recently the MAYFLOWER underwent a partial facelifting with the replacement of a handsome new awning over the entrance of the hotel's elegant Carvery restaurant. Earlier, the hotel's Town & Country restaurant had also received new awnings over its Connecticut Avenue entrance.

photo news

Play it again, team!

Seattle - For the second consecutive year, the OLYMPIC's Bed Race team captured the third place spot in the annual Seattle money-raising event for the Muscular Dystrophy Association. Pushers and riders (from left): Steves Jones, Karl Peters, Sherwood Dudley, Anthony Yaranon, John Unwin, Lauren Overlock, Juwann Odom, Sandy Steckling, Dennis Fitzpatrick, Dennis Webster, Rick Heigh, John Burns (team captain), and Dell Schooley.



Blue Ribbons

San Francisco - Again this year, the ST. FRANCIS' culinary crew carried off a good share of Blue Ribbon awards for their various category entries in the National Restaurant Association's Western Show held in San Francisco in early November. The take-home totaled one Grand Award, five Blue Ribbons, seven second-place and six third-place honors. Admiring their array of awards (from left) Mark Zeydal, sous chef; Carroll Knapp, apprentice; Larry Mahleupage, chef; Craig Pfluge, apprentice; David Roullard, sous chef.



A way with wine

Manilla - The PHILLIPINE PLAZA's elegant restaurant, Abelardo's, was the recent recipient of Western International's Wine Merchandising Award for taking first place in the 25th company-wide wine selling contest. Pride in that accomplishment is reflected in the smiles of these Abelardo's staff members (from left): Louie Hara, manager; Badette Agustin, wine stewardess; Lorenzo Balingit, assistant manager.



Workshop break-time

Phoenix - One of the most recent hotel participants of the WIH Training Techniques Workshop was the ARIZONA BILTMORE. The four-day event, conducted by WIH manager of management development, Dick Blewett, was presented for the hotel's management team in late August. Among the participants—pictured here during a workshop break—were (from left): Jean King, housekeeping supervisor; Jack Skinner, executive assistant; Jim Carpenter, Orangerie room manager.



Doubly blessed

Wailea - The religious blessing of a new enterprise is an old Hawaiian tradition. When the WAILEA BEACH HOTEL opened in mid-September, it was doubly blessed. The first was for the hotel itself. Then the staff and management moved out onto the hotel's luau grounds for a special blessing of this area. Here, the Reverend Abraham Williams (in robes) conducted the blessing ceremony on the edge of the imu (the pig cooking pit).



Tempting trayfull

Seattle - When Airborne Express announced their new nation-wide express service to the Seattle community recently, they took over the SPACE NEEDLE restaurant for an entire afternoon for a guest reception. Specialty dishes were flown in for the affair from a half-dozen leading hotels and restaurants around the country, then finished for serving by the restaurant's kitchen staff. Among the contributing participants was The Plaza who, under the direction of Joseph Trombetti, executive chef, had prepared such delicacies as paté of Long Island Duck, breast of rock cornish hen and New Jersey capon. Tempted by one of The Plaza's display trays are these two Space Needle members who assisted in the event — Elizabeth Voss, director of public relations, and Gary Zodrow, sales manager.

Fun 'n games in Montreal

Food servers sped over an obstacle course while balancing trays of wine-filled glasses. Bellpersons measured their stride as they leaped over stacks of suitcases in the long jump event.

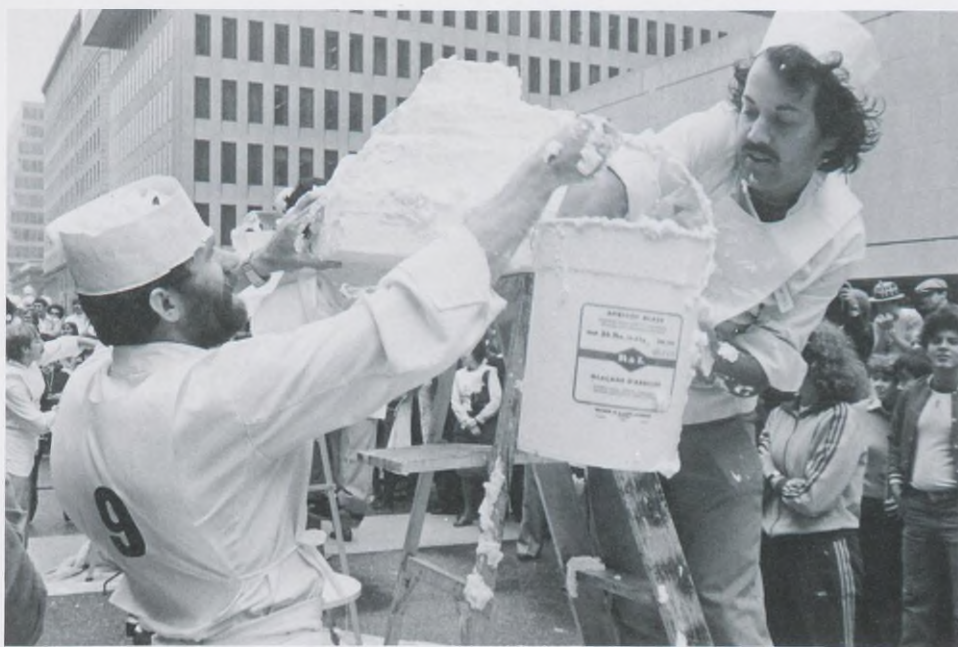
And general managers raced at less than breakneck speeds around the Place Ville Marie on tricycles.

These and three other wildly offbeat "sporting" events were featured attractions of Montreal's first annual Hotelympiades in late September.

The fun 'n games affair was organized by a group of Montreal hotel public relations directors and the Hotel Association of Greater Montreal. Eight staff members from each of the city's ten major hotels, including the Bonaventure, were selected to compete.

Crowning the noontime olympics event was the traditional presentation of gold, silver and bronze medals to category winners.

How did the spirited Bonaventure team place? The hotel's director of public relations, Claudia Couture, put it this way: "We fell just short of a first place medal—and, well, a second and a third—in all six categories. But just wait 'til next year!"



In the cake frosting event, Bonaventure chefs Jean-Yves Marin (left) and Paul Cadio use a hands-only approach as they plaster globs of whipped cream and jelly beans on a styrofoam cake.

Hotel packages wrap up needed business

Thomas Cook started it all. It happened in England in 1841 when Cook, then a publisher and a temperance speaker, got the idea of chartering trains to bring groups of supporters to community temperance meetings at a set rate.

Thus, the first "travel package" was born. (Incidentally, this idea also gave birth to what was to become one of the world's largest travel agencies, Thomas Cook.)

The group travel package idea gradually took hold, and, over the years grew to include all forms of land, sea and air transportation.

A tie-in with the lodging industry was a natural. Package tours soon included hotel rooms and, in some instances, meals and other amenities.

Today, tour and travel packaging has become a world-wide, multi-million dollar business with the lodging industry a major participant.

In fact, it would be hard to name a Western International hotel that is not now participating in at least one travel wholesaler package.

The big appeal of travel packages is convenience. Most trip details, including costs, are all worked out. Also, the price of a package may often cost less than if the component parts—transportation, meals, lodging, etc.—were bought separately.

Over the past several years, many hotels and hotel companies have gotten into the act with their own package creations. WIH and its individual hotels are among them.

Some of these packages are designed to promote a hotel's recreational facilities such as golf and tennis packages, or a special community attraction or event.

Room occupancy needs

Most hotel packages, however, are aimed toward building room occupancy during particular need periods.

Such need periods, for instance, may be caused by seasonal slow-downs.

In fact, one of Western International's first, and most successful packages, "More Mexico for Less" was developed as a seasonal promotion. First introduced in 1972, "More Mexico" was designed to stimulate business for the WIH properties in Mexico during the traditionally slow Easter to Christmas off-season.

The program worked so well that it has since, with some variation, been promoted year-round with excellent results.

Besides seasonal reasons, individual hotels may have such specific needs as stimulating week-end business, boosting business during "valley periods," maintaining its community leadership position in the face of new competition, or, in responding to a sluggish local economy.

Hotel packages may be as simple as offering a special room rate during the need period. Or they might be more elaborate to include food and/or beverage specials, free parking or other bonus features.

The packages are heavily merchandised, largely through newspaper and other advertising media, throughout the hotel's local marketing area. (That local market may encompass an area up to a 300-mile radius of the hotel.)

The opportunity to stay in one of the area's most exciting hotels while in town for shopping, sightseeing or a planned mini-vacation is very appealing to lots of people. When that opportunity means taking advantage of an exceptional hotel accommodations value, it becomes even more appealing.

Exceptional values

One of the most exceptional hotel accommodations values going is the "Super Saver Rates" package introduced by the Bayshore Inn on November 1. It will run through the end of March, 1979.

The resort hotel's "Super Saver" focuses on a seasonal room rate reduction. Featured is a flat one-third off all regular room rates throughout the five-month period.

One of the most heavily marketed individual hotel packages ever developed, "Super Saver" is being promoted nationally throughout Canada, the U.S. West Coast and some major Eastern cities. Promotional media includes newspapers, radio, television and direct mail as well as tent cards and elevator cards in other WIH hotels.

Making it big with Chicago and Detroit area guest prospects are two similar "exceptional value" hotel packages.

In Chicago, it's the Continental Plaza's "Shop Chicago, \$35". For guests it means a savings of \$23 on a regular \$58 room. Promoted as a holiday season special, the package also includes a welcome cocktail.

Hard to beat in the Detroit area is the Detroit Plaza's "Discover Detroit for

SHOP CHICAGO, \$35.*



MORE MEXICO FOR LESS 1978-79

Discover Detroit for \$25.*

Start at the Detroit Plaza Hotel with a luxury room, breakfast and parking for just \$25.

Then shop Renaissance Center, Cartier, Halston, F.A.O. Schwarz, Lanvin. Enjoy Greenfield Village, Bob Lo Island, shows, major league games. For reservations call your travel agent or 800-228-3000. And try all eight Discovery Packs at the Detroit Plaza Hotel in Renaissance Center.

Detroit Plaza Hotel
WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines

*Per person, per night, double occupancy, tax included.

\$25" package. Included in the \$25 room rate is a breakfast bonus and free parking.

Weekend packages

With many hotels, weekend-type packages are especially popular.

Among the newest of these is the Benson's "Runaway Weekends" trio. The "Run away a little" package features a room and a split of champagne at \$14.40 per person. The "Run away a little bit more", for \$29.40 per person, adds the choice of dinner-theater at the hotel or the equivalent credit toward a dinner at The London Grill or Trader Vic's. And the ultimate "Run away a lot" package, at \$36.65 per person, includes a second meal either from room service, The London Grill or Trader Vic's. All three packages are available on Fridays and Saturdays.

These are just a few of a number of hotel packages now in effect throughout WIH. But whatever the particular need or promotional approach, most hotel packages are based on this hard-to-argue-with philosophy long recognized throughout the lodging industry. It makes the very simple, but certainly very meaningful statement: "A room not sold today is lost forever."

celebrities

New York - F. Bart Moore (left) resident manager of THE PLAZA greets Ethel Kennedy upon her arrival at the hotel. She was there to participate in an event promoting the Robert F. Kennedy Pro-Celebrity Tennis Tournament held later at Forest Hills. The Fifth Avenue side of the hotel was closed off for several hours while several celebrities, including Mrs. Kennedy, played tennis on a makeshift court. At center is Timothy Hanan, program and advertising chairman of the event.



Winnipeg - Internationally famed tenor Luciano Pavorotti ("King of the High C's") checked into the WINNIPEG INN recently for a concert appearance and was greeted by doorperson, Arthur DeCruyanaere.



San Francisco - The MIYAKO was headquarters for two weeks during the filming of a new motion picture "Heart Beat". Allison Gellatly (left), Miyako sales manager, joins in a friendly get-together with the film's two stars—Nick Nolte and Sissy Spacek.

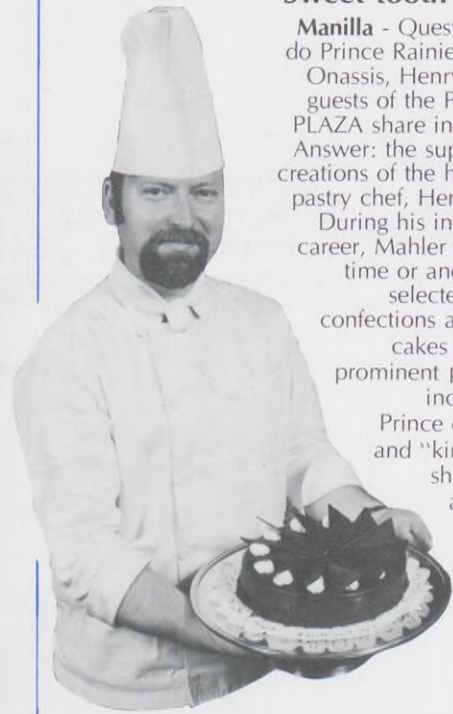
Houston - Michael Tierney (right) GALLERIA PLAZA assistant manager, greets former U.S. president, Gerald Ford, upon his arrival at the hotel as guest speaker for a recent fund-raising event.



people

Sweet tooth satisfier

Manilla - Question: What do Prince Rainier, Aristotle Onassis, Henry Ford and guests of the PHILLIPINE PLAZA share in common? Answer: the superb pastry creations of the hotel's new pastry chef, Henri Mahler. During his international career, Mahler has at one time or another been selected to make confections and special cakes for several prominent personages including the Prince of Monaco and "kings" of the shipping and automobile industries.



Pinned

Seattle - Rooms Division staffers gather round Susan Picht (center), corporate housekeeper who, as a graduate of the most recent WIH Management Seminar, is presented with her Hard Corps pin and certificate. Hanne Dittler, director of property services, does the pinning honors. Ready to offer their congrats (from left): Alan Harrison, director of front office operations; Pat Collins, director of energy management and engineering, and Ray Sylvester, director of Rooms Division.



Winning recipe

Johannesburg - Winner of the CARLTON's original drink competition was Gilberto da Silveria (center), bartender at the hotel's Clock Bar, for a cocktail he dubbed "El Sombrero". The drink recipe was submitted as the hotel's entry in the company-wide Golden Chalice original drink competition sponsored by the WIH Food & Beverage Division. With da Silveria (left) is South Africa's singing superstar, Margaret Singana, who had attended the hotel's judging event, and Carlton F&B director, Marc Gavrill.



That phony feeling

San Francisco - "It looked O.K., but it just felt phony", explained ST. FRANCIS cashier, Vada Misserian, when a hotel bellperson handed her a \$50 bill from a guest who wanted change. Following through on her hunch, she passed the bill to an assistant manager who took it to a nearby bank where it was verified as counterfeit. The guest turned out to be a professional counterfeiter with a record, and, thanks to Ms. Misserian's hunch and alert action, was apprehended.



'The Galley' wins

Washington D.C. - A contest to name the MAYFLOWER'S new employee cafeteria earned office services clerk Louis Holly a check for \$100 and a dinner for two at the hotel's Carvery Restaurant. Holly's prize-winning name, "The Galley".



Employee's high-flying hobby

Acapulco - Francisco Escudero's hobby keeps him off the streets weekends. But it's put him on the runways.

Escudero, director of sales for the Las Brisas, is a model airplane buff. Most of his leisure hours, in fact, are spent either building or flying them.

Model building has been a hobby of his for years. But it wasn't until about a year and a half ago when a model airplane group was formed in Acapulco, that his hobby took off—literally.

When he joined the group—the Acapulco Modelers Association—he was making and flying small models.

As he became more proficient, he built larger and more complex models. Eventually, he was handling radio-controlled flying equipment.

About this time, officials of the local military base granted the association permission to use their runways on Sundays to fly their models.

Also, about this time, Escudero was elected president of the association and had completed the large model shown in the photo. The plane, which he named the "Dirty Birdy", is one of the largest made by a group member, boasting a 67-inch wingspan.

More recently, model airplane flying has become somewhat of an Escudero family affair. After accompanying her daddy as a spectator on Sunday outings, daughter Yamille got hooked on the sport. Shortly after her sixth birthday, she was tested on her handling of a radio-controlled model (not the Dirty Birdy). She passed with flying colors.

DIVIDENDS DIVIDED - UAL Credit Union members received the good news in early October of a nine percent dividend declared by the UALECU's Board of Directors for the third quarter of 1978. It has been credited to each member's share account. Reports Credit Union general manager, Gene Artemenko, "... the nine percent dividend is the largest paid since March, 1977, and one of the highest rates in the country." Currently, over 7,000 WIH employees are members.

* * *

TOP PERFORMERS - Results of a survey of the "300 Top Performers" of the lodging industry, as reported in the August issue of *LODGING HOSPITALITY* magazine, names two WIH properties as topping the lists in two of the four categories. (Top Performers, as ranked by sales per guestroom, were identified as, "a select group of the most successful lodging properties in North America.") Heading the "convention/commercial" property listing was The Plaza. Top performer in the "Resort" category was the Mauna Kea Beach Hotel. The other two property types included in the survey—"roadside" (motel-type operations), and "airport"—were not applicable to WIH operations.

Another "top performer" rating by a second publication survey goes to The Arizona Biltmore. The resort hotel was listed by *MEETINGS AND CONVENTIONS* magazine as one of the 23 of 250 North American resorts chosen by meeting planners as "favorite sites for their most important meetings over the last three years". From its survey of meeting planners, the magazine article noted: "In the increasingly sophisticated world of the meeting planner, a resort's 'place in the sun' depends on more than abundant facilities. A staff that can promise a great deal and then deliver what it promises—service with style and a smile—makes the crucial difference."

* * *

CLASS - One of the classiest cars on the market is Chrysler's New Yorker. One of the classiest hotels around is The Plaza (which also happens to be a New Yorker). Now they've come together in a recent color advertisement introducing Chrysler's 1979 model appropriately featured as it's "Fifth Avenue edition". The Plaza never looked lovelier. (The pictured New Yorker looks O.K. too.) You'll find the ad in some of the classier magazine... Speaking of class, delegates to the American Society of Travel Agents (ASTA) convention in Acapulco in October were treated to a special touch of it courtesy of WIH and that resort city's finest—Las Brisas. For a convention break of the first kind, delegates were invited to the hotel's La Concha private beach club for an afternoon's Mexican buffet and swim party.

* * *

CHANGING TIMES - You may remember a United ad campaign of less than a dozen years ago that featured a woman pleading with her husband to "take me along" on his business trip. Replies the man, "I love you little cutie but the office is my duty." Commenting on that campaign recently, United's vice president of advertising and promotion, Fred Heckel, noted: "If we aired that commercial today, we'd be burned in effigy—or worse! Due to the dramatic increase in women business travelers over the last few years", Heckel said, "our message (today) is that women no longer have to say 'take me along'. They go."

* * *

EDITOR vs. GREMLINS - When the FRONT! editor took his vacation in late August, The FRONT! typo-gremlins stayed home and worked overtime. A couple of "baddies" from the September issue that cry for corrections: On the Wailea Beach Hotel opening story, it's King Kamehameha. And it was in 1936 that the reprinted ad for The Plaza appeared in *Fortune*.



CARLTON-ites

FRONT! correspondent for the Carlton is Lydia Wissing, the hotel's public relations officer. You can contact Lydia at the Carlton's public relations office with your input for FRONT! (All other WIH people: submit FRONT! items to your in-hotel correspondent listed below.)

Alameda, **Elena Ruiz**. Bayshore Inn, **Joy Metcalfe**. The Arizona Biltmore, **Anne Mello**. Benson, **Debbie Spelley**. Bonaventure, **Claudia Couture**. Camino Real, Cancun, **William Sproul**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Rodolfo Negrete**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Carlos Pizano**. Camino Real, Saltillo, **Roberto Flores**. Camino Real, San Salvador, **Ana Maria Vides**. Carlton House, **Cynthia Durler**. Carlton, **Lydia Wissing**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Detroit Plaza, **Liz Cezat**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Liv Herud**. Hotel Toronto, **Pat Samson**. Los Angeles Bonaventure, **Bill Buffington**. Ilikai, **Valery Satin**. Las Brisas, **Derek Gore**. Mauna Kea Beach Hotel, **Stella Akana**. Mayflower, **Nancy Cummings**. Michigan Inn, **Maris Brenner**. Miyako, S.F., **Hiro Tanaka**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Llantada**. South Coast Plaza, **Sandie Pratt**. St. Francis, **Lynn Kelly**. Shangri-La, **Yap Cheng Tong**. Space Needle, **Barry Flink**. The Plaza, **Thé Deprez**. Wailea Beach Hotel, **Valery Satin**. Washington Plaza, **John Poquette**. Winnipeg Inn, **Eileen Warren**. Camino Real, Guatemala, **Evangelina Amezaquita**. WIH Reservations Center, **Carolyn Clemens/Patty Molloy**. WIH Executive Offices, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**. WS&S, **Nancy Newman**.