



## Thurston-Dupar honors to Walter Roth



Thurston-Dupar Award winner Walter Roth (center) receives his plaque and the congratulatory smiles of Century Plaza General Manager, Bill Bryant (left), with WIH Chairman, L. P. Himmelman.

As someone was overheard to remark at the Awards Luncheon when the announcement was made that **Walter Roth** was the WIH Thurston-Dupar winner, "It's about due!"

Certainly, most any WIH employee ever associated with the executive chef of the Century Plaza would have heartily seconded that comment.

In his more than 21 years with WIH, Chef Roth has risen to an almost "living legend" status, a dominating force in the company's culinary history.

Recognition for his mastery of the chef's art goes beyond the confines of our WIH world and has earned him an international as well as national reputation.

The full name of this annual employee recognition award is the Thurston-Dupar Inspirational Award. And it is in the word "inspirational" that might best sum up Roth's award qualifications.

His meticulous devotion to this profession, his "purist" attitude towards the classic ways of food preparation, and his avid interest in new ideas and better methods have inspired his co-workers as well as the dining guest. One of many culinary triumphs of his

career was in the preparation of President Nixon's State Dinner for the Apollo II Astronauts at the Century Plaza.

Because of his abiding and very active interest in culinary instruction and related company training programs, Roth has inspired the careers of a goodly number of WIH people. At least seven of our current chefs have furthered their culinary knowledge under his instruction.

Because of his professional credentials and training interest, Roth was selected as an author-member of the five-man board establishing the Federally funded American Culinary Apprenticeship Training Program. Currently he is working with the State of California as an advisor on a similar State funded culinary program.

**Walter Roth** was born, educated, and received much of his early hotel training in his native Switzerland. His WIH career goes back to 1952 with his position as chef for the Oasis Hotel in Palm Springs, California.

This was followed by a number of hotel transfers as chef with such formerly associated WIH properties as the Newhouse in Salt Lake City, the Sir Francis Drake in San Francisco and the Multnomah in Portland. In

1957, he gained the title of executive chef with his transfer to the Olympic. Prior to it's opening, Roth was appointed in 1965 to executive chef of the Century Plaza Hotel, the position he now holds.

In addition to the Century Plaza, Roth has assisted in the opening of a number of WIH properties, including the Shangri-La, Dusit Thani, Bonaventure, Winnipeg Inn, Crown Center, Houston Oaks, the Carlton in South Africa, and with the new tower addition of the Hotel St. Francis.

He is presently assisting on kitchen layout plans for the Peachtree Center Plaza in Atlanta and the Detroit Plaza.

He is a member of such prestigious culinary groups as the Chefs de Cuisine, the Friends of Escoffier, the American Academy of Chefs and is a founder-member of the WIH Academy of Master Chefs.

Roth has devoted his life to his profession in the improvement of food preparation and service, and in education and training. And in spite of his sometimes gruff and impatient manner, there is a charisma in him that sparks others to greatness. Truly, it was "about due" for Walter Roth to receive the coveted award recognition that he has so richly deserved.

The award was presented by WIH Chairman **L. P. Himmelman** during the Awards Luncheon ceremony in conjunction with the annual Managers Meeting held in early January at the Crown Center.

### FRONT! HIGHLIGHTS . . .

- "Growth" for WIH and its employees is focus of Management Conference. . . Page 3
- How to keep warm in face of the energy crisis . . . BACK-TALK, Page 9.
- New employee scholarship fund . . . Page 10

# front!

A monthly publication for the  
employees of

**Western International Hotels**  
Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121  
Gabe Fonseca ..... Editor  
LITHO IN U.S.A.

## COMINGS AND GOING In-Hotel

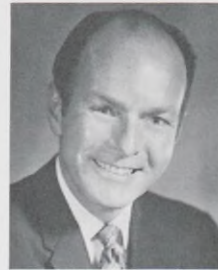
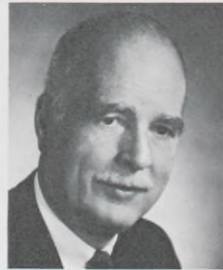
At the Century Plaza **Antonio Colsa** is named assistant manager of the Granada • Anchorage-Westward promotions for **Dee Bohanan** to catering sales secretary and **Marty Hinz** to catering secretary • **Ramesh Seth** is named assistant manager of the Town and Country at the Mayflower.

### Transfers

To the Edmonton Plaza these staff additions: **Stephan Zanker** as executive chef; **Peter Jacoby** as catering manager; **Richard Ransome** as senior assistant manager; **Yves Pelletier** as director of F&B; and **Brian Hume-ston** as purchasing agent • **Rene Mouttet** is named executive chef of the Michigan Inn • **James Gyselman** to assistant purchasing manager in Western Service & Supply • **Paul Ross** to director of F&B at the Cosmopolitan. **Ludgar Schultz** to executive sous chef for the Bayshore Inn • **Peter Riley** to assistant controller for the Anchorage-Westward • **Xavier Bauser** to executive sous chef for the Continental Plaza • **Walt Ketterling** to controller for the Peachtree Center Plaza • **Dick Biehn** to director of sales for the South Coast Plaza • **Lynn Mylan** is reservations manager at the Miyako

### International

**Marco Antonio Cortes** to general accountant for Camino Real Tapachula • **Carlos Espejel Gonzalez** to sales director for the Caleta • **Antonio de Anda** to sales manager Hotel Alameda • At the Camino Real San Salvador **Daniel Raffanel** to executive chef and **Serge Velut** to sous chef.



## Executive Offices Report:

**L**ast month, your hotel manager met with other WIH hotel management people, corporate members and some special guests for our annual Management Conference.

The three-day function was held at one of our newest properties, the beautiful Crown Center Hotel in Kansas City.

We think the 1974 Conference was the most stimulating and exciting session ever. And one of most direct application to all WIH people.

Our Conference theme was "Personnel Development plus Technology means Growth."

As you've been increasingly aware, your company has made a total commitment to growth. Growth in our operations, in the technology of our various systems, and in the development of our personnel.

The Conference message left with your hotel manager, as with all who attended, stressed a devotion to this commitment during the year ahead. It is a commitment made especially challenging because of some uncertainties in the economic picture as largely governed by the energy crisis.

But the challenge as presented to the group remains. It was accepted with confidence.

**T**he basis of that confidence is you and other WIH people like you. Confidence as expressed in your willingness and ability to accept new responsibilities. Confidence in renewed efforts and new concepts in personnel training. In your own self-development efforts. And confidence in your needs and desires to grow with your company.

The year ahead promises to be an interesting and exciting one for our Western International Hotels family. Certainly the 1974 Management Conference has offered a most promising start.

**LYNN P. HIMMELMAN**  
Chairman and  
Executive Officer

**HARRY MULLIKIN**  
President

## Management Conference Stresses Company Employee Growth

"Growth" was the established target.

The ammunition — "personal development" and "technology."

In combination, it spelled out the theme, "**Personnel Development plus Technology Means Growth!**" that fired off the 1974 Management Conference held at the Crown Center Hotel in early January.

Attending the meeting were some ninety-four managers representing twelve countries from Western International's world, as well as WIH corporate officers, division staff members and special guests from a number of affiliated WIH hotel operations.

In their opening addresses, both WIH Chairman **L. P. Himmelman** and President **Harry Mullikin** stressed the company's "commitment to growth." Basis for that growth is in Western International's on-going and extensive property expansion activities. These activities were impressively reaffirmed in detail during a Development Division presentation of actual and contemplated future projections.

But the main thrust of the Conference was growth as it related to technological advances, and most importantly for employees, in the development of personnel.

**Announced was the** recently established Personnel Development Committee designed to work toward the improvement of training and personnel development programs. **Bernard Awenenti, Bill Ellis, Bruce McKibbin, Larry Morris and Gordon Schneider** comprise that new committee's membership.

In his presentation, Director of Personnel and Education Division, **Gordon Schneider** focused attention on the need for a re-evaluation of traditional work force utilization. Concepts for the better utilization of women and minority group employees was particularly emphasized.

The application of new technologies dominated the two discussion group sessions in which all attendees were involved. One group moderated by **Don Holmes** and **Larry Dustin** of the Crown Center Hotel, investigated the Systems III computer operation used

at the Crown Center and its application to other hotel properties.

Topic of the second group's assignment was the United Air Lines Apollo reservations system and its contemplated application within WIH. This session was moderated by **George Williams**, WIH Manager, Information Services.

**The tone of the** entire Conference was one of confident optimism for the company's future. This, in face of what President Mullikin referred to as "**the confusing state of the world economy**" and, "**the energy shortage.**"

Mullikin pointed out, "**Indications are that regional conditions will have an important impact on 1974. Some areas may suffer from economic and energy shortage situations while others may see positive improvements.**"

Mullikin also made reference to anticipated transportation industry problems that could cause some frustrations to the business traveler. He viewed such incidents as an opportunity "... **to capitalize on our ability to offer the finest in friendly, helpful, and understanding guest service.**" This was a challenge, he emphasized, that would have to involve the combined effort of all hotel employees.

He reminded the managers that it is their responsibility to "**anticipate economic change and respond to it quickly.**"

The broadening of professional management responsibilities, was, in fact, a recurring theme of both Himmelman's and Mullikin's remarks. Emphasized were the responsibilities of playing a leadership role in community affairs, of personnel development efforts and of continuing improvements in profitability while maintaining the highest of quality standards.

Adding to his own responsibilities, Mullikin pledged an improvement of communications within the organization with scheduled on-site property visits and regional meetings.

Among Conference highlights was a reception and luncheon honoring Kansas City civic leaders; the traditional Thurston-Dupar Award Luncheon (details, this page); and the "Hard Corps" luncheon during which **Edward E. Carlson**, Chairman of UAL, Inc., presented an inspiring commentary.

The three-day Conference closed with a Marketing Division presentation, followed by the Senior officer question-and-answer panel, moderated by President Mullikin.

**Conference summation** was delivered by WIH Vice Chairman **Gordon Bass**, who credited attendees participation for the meeting's outstanding success. He also acknowledged the efforts of **Lee Jenks**, Washington Plaza general manager, and **Bill Tutt**, Crown Center resident manager, for their roles as Conference chairman and vice-chairman.

A special tribute was paid to General Manager Jim Durham and his Crown Center Hotel staff for the excellence of their performance as Conference hosts.



Signboard on route from Kansas City airport welcomes managers.

## Mayflower hosts 'Western Farewell' to PRC delegates



At the Mayflower's Western Barbecue, three of the white hat "good guys". From left: Han Hsu, Deputy Chief liaison office, PRC; Dan London, consultant to UAL president Edward E. Carlson; and Bill Hulett, general manager of the Mayflower hotel.

(EDITOR'S NOTE: For the last eight months during 1973, the Mayflower Hotel was temporary residence for a delegation representing a liaison mission of the People's Republic of China. Just prior to leaving the hotel for their move to permanent Washington, D.C. quarters, the hotel's staff honored these guests with a farewell party. The function turned out to be a "western farewell" in more ways than one. The party theme was "Wild West" Americana that featured cowboy garb, Western movies and an old-fashioned American barbecue. That affair and the subsequent reciprocal function presented by the Chinese delegates as reported in the hotel's "Mayflower Log" employee publication is reprinted below.)

"On Friday, November 30, 1973, the Colonial Room was transformed into a setting from the Wild West, as the Department Heads officially bid farewell to our guests from the People's Republic of China. Hotel staff members, costumed in cowboy garb, hats and scarfs, entertained the Chinese and acquainted them with such traditional American games as horseshoes, darts, pin ball machines and provided continual Western movies for their enjoyment. As the P.R.C. delegation entered the room, they were greeted and presented with a sheriff's badge, a cowboy hat and scarf which they wore throughout the evening.

The chow line contained Western menu items of barbecue spare ribs, Country Ham, Southern Fried Chicken, a Steamship Round of Beef, corn on the cob, baked beans, potato salad, Southern Maryland biscuits and appropriate salads, with a dessert of apple and peach cobbler.

Before heading for the corral, **Bill Hulett**, Mayflower general manager, and **Peter Kim Chappell**, executive assistant, presented Chief of Mission Han Hsu with a lasting reminder of their memorable stay at our hotel — a handsomely crafted replica of the Mayflower Ship to display in the lobby of their embassy.

Then on Saturday, December 1, 1973, in our State Room, it was the People's Republic of China saying "thank you" to the many employees who served them on a consistent basis since April, 1973.

On behalf of the P.R.C., Han Hsu, Chief of Mission, thanked Mr. Hulett for "your gracious hospitality during our stay," acknowledging the efforts of the many staff members who made their stay pleasant and enjoyable.

As a gesture to the Hotel, Han Hsu offered a gift of hand embroidered Panda Bears contained in a teak framed glass case, which will remain on permanent display in our elegant lobby."

## Willard and Hazel Abel Scholarship Fund Established.

An annual \$250 scholarship fund, available to qualified WIH employees or their children, has been established for persons wishing to attend the City College of San Francisco Hotel and Restaurant Division.

Known as the "Willard and Hazel Abel Scholarship," the fund was arranged for and is financially sponsored by **Willard Abel**, WIH senior vice president (retired), and his wife **Hazel**.

The scholarship fund is being administered through the school's Hotel and Restaurant Foundation. A scholarship committee of the Foundation is charged with selecting the winning candidates and making the annual awards. Hotel managers and other appropriate executive members of WIH or affiliated companies should encourage qualified, interested persons to apply. The College would appreciate receiving letters of recommendation on their behalf.

**Applicants must have graduated** from high school or have passed a high school equivalency test. The applicant must be a resident of the United States or have an immigration clearance to attend school in the United States. When application for admission is completed, a personal interview is required by the Hotel & Restaurant Department, City College of San Francisco.

Scholarship monies are paid in four installments, two each semester. The first on registration; the second on completion of a satisfactory record at midterm. A 2.5 or higher grade point average is required to maintain the scholarship.

Applications for the scholarship must be submitted on or before April 1, 1974. The winning applicant will be notified in May.

Further details for admission to the Hotel & Restaurant Department of the City College of San Francisco are available from the **Chairman of the Department: Mr. Lawrence Wong, 50 Phelan Avenue, San Francisco, Calif. 94112.**





**DENVER** - What Bob Wilhelm, General Manager of the COSMOPOLITAN holds in his hands is much more than a silver wine cooler. It is a symbol of high honor recognizing him as "Hotel Man of the Year" from the Colorado-Wyoming Hotel and Motel Association. Wilhelm was selected as the 1973 recipient by the Association, which is presented annually to a "distinguished leader of the hospitality industry and for outstanding contributions and personal involvement in that industry." He currently serves as a director for the Association; president of the Greater Denver Hotel and Motel Association; and President of the Colorado Visitors and Convention Bureau.



**LOS ANGELES** - Two CENTURY PLAZA employees—Linda Sperber and Toni Espinoza (in photo)—were contestants in the annual "Most Watchable Girl" contest sponsored by the Century City Civic Council. The event was held in the hotel's Westside Room and emceed by local radio personality Al Lohman. Though both girls ranked high on the judging, neither made it as the "most."



**VANCOUVER, B.C.** - The Season's long gone but we couldn't pass this one up. The annual children's Christmas party, held at the BAYSHORE INN last December brought out this line-up of proud papa employees and their wide-eyed (well, mostly) offspring. From left: Harry Schultz with daughter Laura Lee; Konrad Steger with daughter Nadya; Steve Halliday with daughter Karla Maria; Arthur Oades with son David; and Richard Boustead with daughter Natalie. (Sudden thought: wonder if there's any relation between that four-to-one ratio and the Women's Liberation Movement?)



**PITTSBURGH** - A hotel may be a place, but a back is to support a book to be autographed. Comedian-author Shelley Berman, a recent CARLTON HOUSE guest, autographs a copy of his popular book, "A Hotel is a Place. . ." for Carlton House General Manager Stan Soroka. Hotel "expert" Berman also gave the hotel and its staff his verbal and coveted "Hotel Distinction Award."

**WINNIPEG** - To celebrate his first anniversary as general manager of the WINNIPEG INN, Cecil Ravenswood was hosted to a surprise dinner by members of the hotel's Executive Committee. The group (from left): Helmar Dahle, Peter Smith, Yves Pelletier, Ravenswood, Stefan Zanker, Naveen Ahuja, Les Szabo, Curt Smith and Maggie Clarke. (Both Pelletier and Zanker have been recently transferred to the Edmonton Plaza.)



# DIAL ROOM SERVICE

## **T**he luxury of it all!

In the handsomely appointed room the vacationing couple awakens, refreshed and ready for a day of sight seeing. The knock on the door announcing the room service waiter is anticipated. As the cart is rolled in, it brings with it the delicious sights and hungry smells of breakfast, steaming coffee . . . and the morning newspaper.

It's around noon. A traveling businessman, so occupied with his paperwork to search out a restaurant, picks up his phone. Within minutes, an enticing luncheon has been laid out for him on a nearby table.

That evening, it's a romantic dinner for two accompanied by a bottle of champagne. The elegantly set table fronts a private window view of sparkling city lights.

Past midnight, and the guest room call is from a group of convention delegates requesting an assortment of sandwiches and a pot of coffee.

**Catering to the in-room** food and beverage service requests of its guests is a 24-hour daily operation with most of our WIH hotels. So it is with both the Hotel St. Francis and the Washington Plaza whose room service operations have provided the basis for this article.

Room service functions as part of a hotel's food and beverage operations. However, it maintains its own staff under the supervision of the room service manager department head. A typical department crew, in addition to the room service manager, would include shift assistant managers, cashiers, waiters, busboys, and where such departments maintain their own kitchen, kitchen personnel. (The Hotel St. Francis, for instance, includes a breakfast cook on its staff.)

At almost every hotel, breakfast service peaks the day's busiest period of activity. For one thing, more breakfasts are served than any other in-

room meal. For another, the bulk of breakfast orders are requested by guests during a less than two-hour time span—approximately from 6:30 to 8:30 a.m. Further, room service efficiency—particularly for breakfast—can be a very critical area of guest relations. A reasonable promptness is essential.

**To expedite breakfast orders**, most properties will provide menu door hanger forms in guest rooms. At any time before the guest retires for the night, a breakfast selection can be made from the room service menu. Choices are marked on the form, including time of service delivery, and the completed order card is hung on the doorknob outside his room.

In the late morning hours, a security guard or waiter will canvass each floor to collect all menus for processing.

These forms are turned over to the night cashier who will make up the order checks and tally the charges. When the waiter crew checks in around 6 a.m., the orders are ready for preparation and scheduled delivery.



Cashier order taker, Arline Gruskoff receives room service calls, records and tallies orders ready for processing.

Meanwhile, the morning cashiers have reported on duty. Department activity accelerates as those awakening guests who have not pre-ordered keep the bank of phone lines ringing. Whenever possible, orders are grouped according to room area location so that a waiter might make more than one room delivery per trip. Waiters are given numbers as they report on duty and orders are assigned according to number rotation.

Room delivery carts are set up by busboys with basic place settings. Waiters need only add the food items, certain condiments, and any extra place settings as needed.

To keep hot food hot the delivery carts are equipped with under table sterno-heated ovens, and all food items on the table are covered. If a guest prefers to use the cart table rather than having the setting transferred to a room table, the oven can be removed.

**The Washington Plaza** does not use the door knob order system. However, they do boast of their unique "flying kitchen" breakfast delivery service for its tower guests.



Busboy Donald Lee arranges the place settings on room service table carts.

The "flying kitchen," geared mainly for busy occupancy periods, operates from a set-up designed for serving continental breakfasts (breakfast rolls, coffee, juices) and is located within one of the service elevators.

Washington Plaza room service manager **Chuck Miller** explains the operation. **"When 'flying kitchen' orders are received at the room service offices, they are immediately transmitted by phone to the elevator. The waiter attendant assembles the order ready for room delivery. Often delivery of the order can be made within five minutes after it is received!"**

The return of service equipment after the guest has finished dining is a problem for which there seems to be no easy solution.

While they are made aware that all they need do is call room service for removal of these items, many guests will simply place their cart or tray in the hallway outside their room after dining. Waiters on their delivery rounds keep their eyes open for these returns and housekeeping staffers will also report such finds for pickup.



**Waiter Thomas Kiramis with a breakfast order ready for room delivery.**

At the Hotel St. Francis, two busboys are assigned to check each floor at scheduled times for return pickups.

Most hotels combine their luncheon and dinner selections in an "all-day" room service menu, serving from around 11 a.m. to midnight. Selections are varied to include daily specials and the menus also feature wine and cocktail listings.

**From midnight on to breakfast**, the menu becomes simplified, concentrating largely on sandwiches, eggs and toast, desserts, and beverages.

In addition to this direct room service function, the department is also responsible for at least two other special activities.

One of these is servicing "hospitalities." Conventioneering or similar meeting groups in the hotel will often sponsor a hospitality room function in a parlor room or suite. While arrangements for such functions are made through the catering department, it is the room service department that provides the staff to cater and serve the hors d'ouvres and whatever other food items requested.



**Hotel St. Francis Room Service Manager Hans Kuster, listens in while his assistant Mark Goldstein confirms details on a "hospitality" function.**

The delivery of "amenities" is another special activity assigned to the department. Amenities are such good will gift items as provided with the compliments of the hotel's management for visiting dignitaries or other special guests. These may be fruit baskets, liquor kits, wines or candy. These may also be gifts as requested from friends of guests, such as a bottle of champagne for newlyweds.

In any case, timing of room delivery for these items is most important. Says Room Service Manager **Hans Kuster** of the Hotel St. Francis, **"Every attempt is made to make delivery before the guest's arrival. We feel it makes a much nicer impression for the guest to be greeted by the gift the moment they enter the room, rather than some time later as though it were an after thought."**

**So the busy routine** continues throughout the day every day. And for the hotel guest that "luxury of it all" service is as simple as dialing his room phone. Whether it's a full course dinner or a pot of coffee or cocktail — room service is ready.



**AMSTERDAM** - The "Visit USA Travel Workshop" held recently in Amsterdam, Holland, found the "partners in travel" promoting travel to the United States in adjoining booths. Above (left) Mike Cascio, United Air Lines district manager in Amsterdam, and Bob Chamberlin, WIH director of sales-Europe (right) pose with exhibit visitor Carlos Moore, commercial officer of the United States Embassy.

**SINGAPORE** - A touch of Latin living permeated the SHANGRI-LA recently when the hotel held a Latin Food Festival — the "Fiesta Latina." The sedate gourmet Golden Peacock restaurant was transformed into a gay cantina with Latin decor and a costumed staff serving traditional Mexican fare. A Mexican group, the Trio Romantico, was flown to Singapore for the festival to provide the suitably romantic music, delighting diners—and Rita Lee, restaurant waitress.



**JOHANNESBURG** - Last November the CARLTON HOTEL celebrated the opening of its newest restaurant, the "Main Reef" (general view left). The new room's decor reflects the colorful and historic gold rush days of Johannesburg in its casual saloon bar atmosphere. Silent movies of the Charlie Chaplin era are featured in the early evening and at night a honky-tonk pianist entertains. A limited menu is served which is posted daily on the blackboard. Pictured at right are some of the hotel's staffers and family members attending the opening night festivities. From left: Mrs. Wyn Appleton, Greta Fulton, Lars Hanson, Kuno Fasel, Pieter Viljoen and Mrs. Frank Oppenheim.

**FRONT BACK TALK**

As space permits, this column asks employees from various properties for answers or comments on questions of general interest.

**QUESTION:** "In face of the fuel shortage and lowered temperatures, what is your suggestion (or suggestions) for keeping warm this winter?"

**HOWARD KEMBALL — Antlers Plaza**  
"Increase indoor sports."

**BILL DANIEL- Antlers Plaza**  
"Invest in thermal underwear."

**MALCOLM MITCHELL - Anchorage-Westward**  
"Wrap up warmly and keep on smiling."

**CATHY LONE - Anchorage-Westward**  
"We can all move in a little closer, baby—and enjoy every minute of this opportunity for 'togetherness'."

**JIMMIE LOU LEWIS - Washington Plaza**  
"In face of the energy crisis I have decided that there are three areas which I can pursue to keep me warm this winter.

For several months I have contemplated refinishing the interior of my house. There is nothing like hard work to keep me warm and my mind occupied. That is what you might refer to as killing two birds with one stone.

Second, I will purchase a huge german shepherd dog for my husband and three daughters to play with. Rough housing it up a bit will keep their minds off of the cold house. Again, one stone has been thrown with two end results: my husband and daughters are guaranteed to damage the refinishing that I will be attempting, thus my temper and hard work will keep me very warm indeed.

Thirdly, I honestly, sincerely, vow to stick to an exercising program to rid myself of this horrible excess weight that I have gained the past months. I have half-heartedly been exercising with my daughters. They have to prod, push and pull me to get started each night. Now, however, I can see myself this Spring with nice,

lovely arms and a slim waistline, because of this strenuous, vigorous work and exercise program which will keep me warm this winter - and all because of the energy crisis."

**JIM BLOMSTROM - Crown Center Hotel**  
"I get by with a little help from my friends."

**WIH Bar/Lounge Puzzle**

Here we go again . . . with more hotel lounges and bars (with or without entertainment) popularly patronized not only by our registered guests, but also by the community members of those areas where these hotels are located. The names of ten bars and lounges within as many U.S. and Canadian properties, are hidden in the puzzle below. These names may be listed forward, backward, or up and down, but they are all lettered in sequence. If you are an employee or have worked or visited any of these properties, you've got a good start. Others may take some work to figure out. The properties: Bonaventure, Olympic, Bayshore Inn, Cosmopolitan, Hotel St. Francis, Century Plaza, Washington Plaza, Houston Oaks, Winnipeg Inn, and the Carlton House Hotel. Now, while the bartender is mixing the next round, get out your pen or pencil and start circling the answers.

V I G L T N S R O R T E Y L  
Z S L L T A N M P Q R Z R O  
D X E I R A B Y R E T T A B  
T O P O F T H E I N N L R B  
G H O N G K O N G B A R B Y  
K C R B N A Z X M J K L I B  
M A T A D O R B A R T K L A  
R M A R I N E L O U N G E R  
V J G W X Z T R L T N G H P  
T T E R R A C E R O O M T X

**Debuts and Revivals** - Popping up in our mails recently and a welcome sight, two new (to us anyway) in-hotel employee publications and the revival of two others. Making their debut . . . CARLTON PEOPLE, the "House journal" of the Carlton Hotel in Johannesburg, and the Crown Center Hotel's SIGNBOARD. Back in circulation again, the Bonaventure's EYE (L'OEIL) and the Calgary Inn's INN-MATE. All attractive looking presentations and all doing a good in-hotel communications job. Congratulations to the appointed editor's and their staffs and our best wishes for continued publication success.

\* \* \*

**Switching partners** - As you may have heard, long time WIH'er Jim Kent—most recently serving as senior vice president-marketing for WIH de Mexico—has "switched partners." Announced in early January was Jim's appointment as president of the Food Services Division for our "partners in travel," United Air Lines. He succeeds Richard Ferris, another former WIH family member, who was recently named senior vice president-marketing for the airline. From the WIH partners, congratulations and best wishes to both Jim and Dick on their new "friendly skies" responsibilities.

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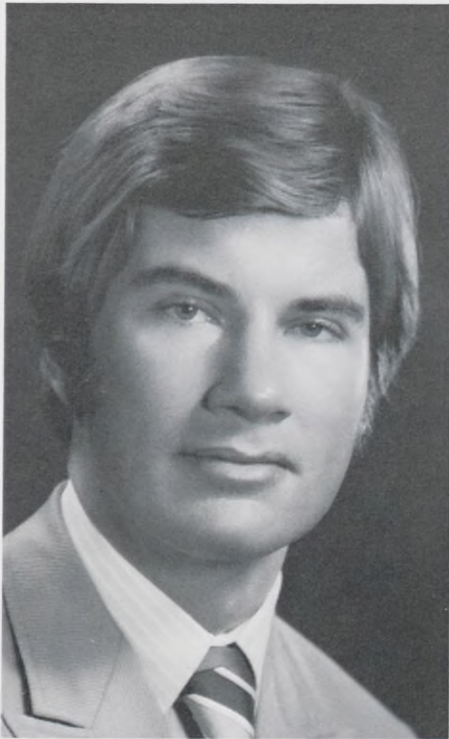
**Tour tops!** - The WIH employee Europe tour last fall may have been short on takers, but for those few who went, the report reaction was long and glowing. Jim Weiss, WIH Tour and travel sales manager, who organized the affair, has received nothing but raves from the travelers, with special credits going to the tour agency who made all the arrangements and for the great reception the group received from the Hotel Scandinavia staff during their stay. It was a 5-star performance all the way.

**Correspondents**

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

Anchorage-Westward, Linda Besse; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Barbara Danuke; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Christine Shaw; Camino Real-San Salvador, Ana Elena Steiner; Carlton House, Susan Nicholson; Carlton, Lennie Hayward; Century Plaza, Jo-Ann Koontz; Crown Center, Carlyn Grant; Continental Plaza, Audri Adams; Cosmopolitan, Janey Fisher; Houston Oaks, Becky Bratton; The Mayflower, Susan Levine; The Miramar, Clement Au; Miyako S. F., Kristina Templeman; Olympic, Bob Thunholm; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Gwenda Loong; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Sandy McMurray; Winnipeg Inn, Maggie Clarke; WIH de Guatemala, Mary Lina Ruiz-Ciani, WIH de Mexico, Carolina Mijares; WIH Executive Office, Dorothy Stauffer; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

**John Fikkan  
to WS&S  
vice president**



**John Fikkan** has been promoted to vice president-director interior design, for Western Service & Supply Company, as announced in January by **Leif Wikan**, president of the WIH subsidiary company.

Fikkan joined Western Service in 1965, working out of the Los Angeles regional office on the Century Plaza Hotel project.

He was transferred to the Seattle offices in 1966 and in 1968 was promoted to his most recently held position as senior designer.

Hotel projects for which he has assumed interior design responsibilities have included the Miyako Hotel, the Crown Center Hotel, the Winnipeg Inn, and the Calgary Inn addition.

Currently he is involved in the Continental Plaza addition, the South Coast Plaza, and the Peachtree Center Plaza in Atlanta, which, when completed in 1976, will be the tallest hotel in the world.

Last year when United Air Lines commissioned Western Service for interior design assistance on aircraft interiors, Fikkan was appointed as the design principle on the project. That creative function now continues under Fikkan's supervision.

**People Who Make the Difference . . .**



**Linda Sperber** — Century Plaza's girl with a "winner" idea.

**Forming the club was Linda Sperber's idea.**

But she says she's happy to share details on the mechanics of its operation with any other WIH sales department who might be interested.

Linda is an account executive with Century Plaza's sales department. Her top responsibility is to maintain a regular contact relationship with the secretaries of a number of corporate accounts in the Los Angeles area.

It is these women, in most offices, who make the hotel reservation arrangements not only for their traveling corporate people but, on occasion, for their out-of-town visitors. Among them Linda numbers some 250 very active producers of reservations business for the Century Plaza and other WIH properties as well.

It was Linda's idea to develop some sort of cohesive plan to better service and communicate with this select group and one that would somehow demonstrate her special appreciation for their efforts. Thus the "**Western Winner's**" secretaries club was born.

The plan she conceived would involve the mailing of a regularly scheduled "**Western Winner's**" newsletter to the membership. The newsletter would keep its readers updated on Century Plaza facilities,

activities, and introduce some of its people. It would also feature other WIH hotels and new property additions.

**To further the club concept**, special club envelopes and stationery bearing the "**Western Winner's**" logo would be used in all correspondence.

Members would receive club membership cards that entitled them to certain privileges at the Century Plaza's entertainment rooms and, as feasible, would give them priority when making bookings.

Linda presented the idea to her former boss, Director of Sales **Dave Evans** (now Director of Sales for WIH corporate offices) and between the two of them worked out the mechanics of the plan.

The program was ultimately accepted and, as a matter of fact, has been in operation for the past few months. The first mailing of the "**Western Winner's**" newsletter was distributed as of the first of January—a bright, breezy and very newsy two-pager.

**As "club president"** Linda reports a very favorable response to the club concept from the membership which she says has been demonstrated in an improved communications relationship and increased business.



# front! focuses on...

## EMPLOYEE UNIFORMS . . . OUR WIH STYLE

They are not likely to be featured in VOGUE or in ESQUIRE magazines.

Even less likely will any of the creations set the world of high fashion on its ear.

Yet the smart styling and general attractiveness of service uniforms worn by WIH people—especially by those in direct public contact—is well deserving of more than just a passing glance.

Nor is this only in reference to the fancy dress costuming as worn by doormen or some lounge waitresses. The clean, crisp lines of a maid's uniform, for instance, or the coordinated outfits worn by a front office crew can project just as eye pleasing, if more subtle, appeal.

Employee uniforms play an important role in a hotel's "total look" impression to its guests. Neatness counts. But to the guest so does the look and style of the smartly turned out employees that he sees or comes in contact with.

The purpose of wearing uniforms, however, is not one of merely impressing guests. More importantly, the uniform provides guests with an easy identification of any employee to whom he might want to express his needs, whether it be a room maid, bellman, waiter or whatever. For this reason alone, a uniformity of dress style within departments or in the various public areas is important.

A major benefit to the wearing of uniforms for employees is in the wear and tear saved on their street clothes. Further, uniforms are specifically designed to take into consideration the job to be performed and for maximum comfort and easiest maintenance.

Uniform maintenance and issuance is the responsibility of a hotel's housekeeping department. Department seamstresses see to it that each garment is kept in good repair and that the irreparable is discarded. The individual employee is, of course, responsible for the care and presentability of his uniform while on the performance of his duties.

Budgeting for uniforms among our various hotel properties can run into hundreds of thousands of dollars annually. While the various division offices—housekeeping, rooms, food and beverage, etc.—will research and make recommendations on uniforms, the final decision selection is up to the individual hotels.

Most WIH employee uniforms are purchased from the major uniform supply houses. A number of them are selected as standard catalog items. However, a certain amount of "personalization" can be achieved with color changes, style flexibility and combination variations—various print aprons over solid color waitress dress, for instance.



(Left) Mary Freal, Washington Plaza assistant housekeeper, models the hotel's lobby maid uniform. (Right) Maureen Boyer, Washington Plaza maid, wears an outfit worn by the Century Plaza's Cafe Plaza waitresses.

Then there are such specialized design costumes as may be required in carrying out the theme of a particular dining room or lounge. Perhaps some adaptation of a specialty stock item might be the answer. Or the hotel's management may start from scratch and work with a supplier's designer or other design source in creating a totally new costume concept.

Along with style and comfort, fabrics are an important consideration in uniform selection. The emphasis is on quality and how well it will stand up under repeated washings and cleanings. How resistant it is to soil and stain. How long will it keep its "freshness," and in its general ease of maintenance. At the Rooms Division Conference, held at the Washington Plaza last October, a "style show" exhibiting a cross-section of hotel uniforms was presented to the Conference attendees. Employees from the WIH Seattle properties and offices modeled outfits—mostly those in current use, as well as others available from various suppliers. The outfits paraded ranged from garage attendant uniforms to specialty room waitress costumes.

The show demonstrated that while Western International may not be a style setter for popular fashion magazines, within the hospitality industry in our costume variety, style flair and imagination, we can take pride in the fact that we can be counted among the pace setters.



Pictured is one set of the several changes of uniforms, as presented by the employee "models" during the luncheon.