



April, 1969

## This Is Florence Atkins -



This is Florence Atkins. She is a Maid of the Olympic Hotel's Housekeeping staff.

Florence is typical of the hundreds of Housekeeping staffers throughout WIH whose high standards of performance has prompted WIH Vice-president, Joe Mogush, to acknowledge during a recent Housekeeping Workshop . . . "our company enjoys a reputation second to none for cleanliness and appeal".

**What makes Western's Housekeeping Departments click? How does it contribute to your hotel's operation success?**

**Starting with this issue FRONT! begins a new series on "HOW YOUR HOTEL OPERATES."**

Our first feature examines the daily routine operations and quality demands of a typical WIH Housekeeping Department as exemplified by the Olympic Hotel's operations under the direction of Housekeeper Renate Seybold and Executive Housekeeper, Hanne Dittler.

**Read about it on pages 5 and 6.**

Subsequent series articles will highlight other equally vital departmental functions typical of all our WIH properties. Watch for them and learn how people make the difference throughout our Western World.

## Hotel Antigua Rejoins Western Family

The small but charming Hotel Antigua in Antigua, Guatemala once again carries the WIH symbol.

The hotel, which had been a Western property for a period from 1958 to 1960, has recently signed a representational contract with WIH in combination with a management contract with the Guatemala-Biltmore. Jorge Senn, Sales Manager of the Guatemala-Biltmore and the Camino Real hotels in Guatemala City, will also act in this same capacity for the Antigua.

It was revealed that the Antigua has gone through extensive renovation and now offers guests the cities, finest accommodations in each of its 39 rooms. Guest facilities include a cocktail lounge, a dining room serving American and native dishes served by Indian waitresses dressed in colorful native costumes, a heated outdoor swimming pool and an outdoor patio. Lush, tropical gardens surround the Spanish-Colonial hotel structure.

The city of Antigua is just a thirty-minute drive from Guatemala City and has been declared a national monument since its almost total destruction in 1773 due to a violent earthquake. It is a city with an old and noble history and in 1700 it had a population of 70,000, then the third largest city in all the America's, and the capitol of Guatemala. Much of the city's ruins have been preserved and have proven a great attraction for the visiting sightseer . . . in fact, it is often referred to as the "Pompei of America". Today, Antigua is a delightful provincial town with all newer homes and other buildings retaining the Spanish-Colonial atmosphere.

The hotel's greatest appeal is to tour groups and Guatemala City citizens searching for a quiet weekend away.

With the addition of the Antigua, Western is now represented by three hotels in this northernmost Central American Republic.

## Management Changes Affect Five WIH Properties

The following changes on the management level were announced in February and March by WIH President, Edward E. Carlson:



Guilbault to Antlers



Hamel to Calgary Inn



McCauley to Imperial Inn

**Joe Guilbault**, former Executive Assistant Manager of the St. Francis was named General Manager of the Antler Plaza. He replaced former General Manager Bill Ellis,

who is on temporary assignment in Seattle and will receive a permanent assignment at a later date.

**Marc Hamel**, former Resident Manager of the Bonaventure has been appointed General Manager of the Calgary Inn. He has replaced former General Manager, **Lee Jenks**, who has been appointed Executive Assistant Manager of the Olympic and will, in addition, work on special project assignments.

**Robert J. McCauley**, former Executive Assistant Manager of the Georgia Hotel was appointed Manager of the Imperial Inn in early February. McCauley had replaced former Manager, Arthur Oades, who had been named General Manager of the Winnipeg Inn under construction in Winnipeg.

**Bill Hulett**, who had been the Executive Assistant Manager of the Olympic has become the Executive Assistant Manager of the St. Francis.

**Fernand Roberge**, the former Senior Assistant Manager of the Bonaventure has become the Executive Assistant Manager of that hotel.

# front!

A monthly publication for the employees of

Western International Hotels  
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca ..... Editor

LITHO IN U.S.A.

## President's Corner



"Have a pleasant day"

What a nice lift it is to be greeted with these words as we begin our days activities.

Equally pleasant is to be so greeted as a hotel guest by a room maid, someone at the Front Desk, a dining room cashier or from some other, perhaps unexpected, quarter.

It may be a small thing but it does help to convey to the guest some expression of our appreciation for his patronage . . . our acknowledgment of his status as a welcomed guest.

This was brought to mind during a recent visit to the Century Plaza. It is a large hotel with a large staff yet there is a feeling of great warmth in guest-employee relationships and personal attentiveness that pervades throughout. It is a feeling particularly evidenced by the frequently used expression, "Have a pleasant day."

This pleasantry, we were informed, is not only expressed as a guest greeting but also as an exchange among employees creating a cheerful lift that is surprisingly contagious.

"Have a pleasant day!"

Edward E. Carlson  
President  
Western International Hotels

## Comings and Goings

George Caldwell has been named Director of Sales for the Houston Plaza now under construction in Houston . . . these promotions and appointments at the Caravan Inn: **David Spradling**, former Executive Assistant Manager has been named Resident Manager; appointed the Inn's Executive Housekeeper is **Madelyn Reynolds**; **Clara Thill** previously Coffee Shop Manager in now Coffee Shop and Dining Room Manager; **Jose Corrales** of the Accounting Department has been promoted to Accounting Manager; Promoted to Assistant Coffee Shop Manager is **Susan Witt**; **James Boltz** is promoted to Purchasing Agent and **Floyd Smith** has been promoted to Maintenance Supervisor . . . **David Brudney**, former Sales Manager for the Century Plaza is promoted to their National Sales Manager . . . **Roger Terrill**, formerly with the Antlers Plaza as Night Auditor, is now Front Office Manager of the Anchorage-Westward . . . these changes at the Cosmopolitan: **Peter Kim Chappell**, formerly F&B Controller at the Sir Francis Drake is named the Hotel's Executive Assistant Manager; **Wade Schnee** is new Catering Manager; former Credit Manager, **Charles Koski**, is now Assistant Manager; and **Ken Jensen** of the Rooms Department is new Credit Manager . . . new appointments at the Bonaventure include: **Carlos Moke Ming** as Assistant Controller; former Catering Manager, **Victor Cameron**, has been promoted to Director of F&B; replacing Cameron is **Andre Favre**, formerly Banquet Manager, as new Catering Manager; two new Assistant Banquet Managers are **George Lavigne**, former Banquet Captain and **Jorg Neuenhaus**, former Desk Clerk . . . and at the Calgary Inn: **Don Holmes**, former Controller of the Georgia Hotel joins the Calgary staff as new Controller; **Diana Billingsley**, Accounts Receivable Clerk moves to the Catering Department and **Shirley Bodie** is appointed new Accounts Re-

ceivable Clerk . . . **Jerry Pauley**, former Sales Representative for the Benson Hotel has been appointed their Director of Sales . . . named Sous Chef of the Georgia is former kitchen staff member, **Xavier Bauser** . . . **Gerald Wolsborn**, former Catering Manager of the Cosmopolitan is new Assistant Manager (F&B) of the Miyako Hotel . . . **Dino Vondjidis**, former Catering Manager of the Bonaventure has been appointed F&B Manager of the Dusit Thani in Bangkok . . . at the Ilikai: former Assistant Catering Manager, **Bill Hawkins**, is now Restaurant Operations Manager; former Assistant Building Superintendent, **George Bell** is promoted to Building Superintendent . . . **Rudolph Vandernall** succeeds retiring Vic Smith of the Olympic as new Building Superintendent . . . also at the Olympic as new Director of Restaurants is **Dieter Schramm**, previously Restaurant Manager of the Antlers Plaza . . . Now Manager of the Antlers Plaza's London Grill, is former Room Captain — and brother of Dieter — **Eike Schramm** . . . changes at the Continental Plaza include: **May Burnette** from former Maid to Floor Inspector; former Room Clerk, **Robert Thurston**, to Rooms Manager; and **Tom Nelligan** to Night Manager . . . at the Carefree Inn, **Lothar Menges** is appointed Acting Executive Chef from former Sous Chef at the Century Plaza . . . at the Washington Plaza these appointments: **Frank O'Gara** from Catering Manager to F&B Manager; **Jack Tachiyama** as F&B Cost Controller from Purchasing Agent; replacing Tachiyama as new Purchasing Agent is **Frank Tregoning** . . . new F&B Cost Controller at the Olympic is **Jim Stevenson** . . . new F&B Cost Controller at the St. Francis is **Roberto Maio**.

At Western Service and Supply, **Melvin Rosenberg** has joined the Los Angeles office as Draftsman and **Anthony L. Devroude** has been appointed Interior Designer in that office.

### Correspondents

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

Alameda, Michael Sauve; Anchorage-Westward, Calvin Williams; Antlers Plaza, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Allan Wilde; Benson, Ruth Lawson; Bonaventure, Joanne Pugh; Baranof, Mandy Dodd; Calgary Inn, Linda Abercrombie; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Mexico) Carolina Mijares; Caravan Inn, Pat Varner; Carefree Inn, Emma Thrash; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Carol Perry; Georgia, George Pinsky; Guatemala Biltmore, Jorge Senn; Metropolitan Airport Hotel, Inge O'Hearn; The Ilikai, Roberta Watson; Imperial Inn, Ian Jamieson; Leopold, Analee Brethour; Makaha Inn, Barbara Rickles; The Miramar, Robert Yue; Miyako (Kyoto), S. K. Kawana; Miyako, S.F., Mary Earley; Northern, Con Carter; Olympic, Fran Vituli; Palace, Y. Yoka; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Bobbie Anderson; WIH de Venezuela, Amanda Castillo; WIH Executive Office, Ruth McCloy; Western Service Rose Shaffer; WIH Credit and Accounting, Janet St. Onge and Irene Gelius; WIH N.Y. Sales Offices, Lona Wong; HCA Executive Office, Martha Raho.

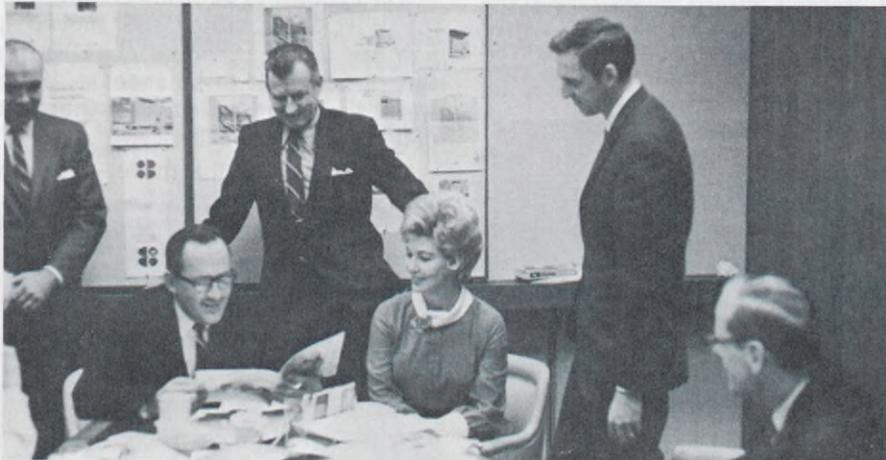
## Western News Notes

### Person-To-Person Program Scores Success

The all-day meeting in late February with the Antlers Plaza group in the Seattle Sales Division office was the first of similar person-to-person confrontations with other WIH groups to come.

It inaugurated a dynamic, new program by the WIH Sales Division to assist individual properties in their marketing efforts in the areas of sales, advertising and public relations.

On hand from the Antlers Plaza were Bill Ellis, hotel General Manager, Bob Chamberlain, Director of Sales, and Carol Pickett, Sales Representative for the Denver area.



**HEADY DISCUSSIONS** in a relaxed atmosphere marked the first of the "person-to-person" confrontations at the Seattle Sales Division offices. From left are Bill Newman, Bruce McKibbin and Willis Camp of WIH Sales Division offices and Carol Pickett, Bob Chamberlain and Bill Ellis of the Antlers Plaza.

Lending their specialized assistance from the WIH offices were Bruce McKibbin, WIH Sales Director; Bill Newman, General Sales Manager for WIH; Willis Camp, WIH Director of Advertising; and Ruth McCloy, WIH Public Relations Director.

The success of this programmed conference was evidenced in Ellis's comments when interviewed by phone a few days later. Said Bill, "Bob, Carol, and I felt it was an outstanding, well organized meeting with all parts covered in all areas of consideration by a fully qualified staff at the Seattle offices. It was an excellent opportunity to 'rifle shot' plans, and goals for the coming year."

The four Sales Division "team" members operating singly, in smaller groups or as a whole have become well versed in Western's total marketing efforts and as the program continues will become available for consultation with any of the WIH properties as needed.

Shortly after the group session with

the Antlers Plaza staffers, all four team members met in San Francisco with the management and marketing members of the St. Francis for discussions, on a proposed promotion program for its 32-story tower addition. This was followed by a visit to Houston by Newman and Camp to consult with Project Manager, Jim Kent, of the Houston Plaza, on a marketing program preparatory to opening of this new property.

The purpose of this new program, according to McKibbin, is to offer the Division's specialized professional assistance in line with corporate

goals whenever and wherever required throughout WIH. This was outlined in greater detail to the Managers during their annual meeting at the Ilikai in January. "This closer contact will extend not only to our hotel properties but also to our regional sales offices"; McKibbin added.

General Sales Manager Bill Newman made these comments regarding the program. "With Western's rapid growth, the tremendous competitiveness of the hotel industry, the role of sales and marketing has become a much more vital one.

Our professional sales people are fast becoming the 'eyes and ears' of the hotel market. They can be of invaluable assistance to hotel management in formulating their programs of marketing goals and objectives. Our role is to make available to the combined efforts such specialized assistance as required in formulating programs and to lend guidance regarding corporate objectives."

### Calgary Opens Four More



**Calgary Inn Exec. Asst. Mgr., Peter Martin** checks chandeliers in new Executive floor.

For Calgary Inn visitors the view at the top has become even more spectacular as of April first.

That date marked the official opening of the hotel's four-floor addition for a total of 17 floors. It also meant the addition of 112 more luxury guest rooms to this popular Canadian property.

A unique feature of the addition is the 17th floor itself known as the Executive Floor. Here a large master suite will occupy one end of the floor complemented by two smaller suites at the other end. In addition there are 17 luxury guest rooms, a dining room and meeting rooms. This arrangement provides the ideal solution for a corporation or other business groups to hold extended board meetings, seminars or discussion sessions. Attendees need not leave this floor but can hold their meetings and have all meals — lunches, dinners, etc. — served in complete privacy.

It is also anticipated that the large suite on this floor will provide a popular choice for receptions and smaller social events in the Calgary area.

Credited for the interior design for the Inn's new addition was the Design Division of Western Service and Supply and the direction of Senior Designer, John Fikkan.

### HCA NEWS NOTES

News Items from Hotel Corporation of America  
**Montreal Sonesta Opens**

Climaxing a week of gala festivities in late February, HCA announced the opening of their first hotel to carry the Sonesta name — the Hotel Sonesta Montreal.

The hotel, formerly known as the Royal Embassy, had undergone a million-dollar refurbishing program and now features a Rib Room Restaurant, rooftop night club, Grand Ballroom and a variety of elegant function rooms.

## Western News Notes

### Current GUEST Previews WIH Future Facilities

The March/April issue of GUEST magazine is offering readers a behind the scenes preview peek into Western's world of tomorrow.

With the theme "Building today for the traveler of tomorrow" . . . supporting articles and photos inside the publication reveal the progress of new Western properties "growing up around the world." Conceived as a "construction" issue, GUEST reports on WIH developments in such worldwide areas as Seattle, Puerto Vallarta, Bangkok and Johannesburg.

Additional articles feature such related topics of general reader interest as the unique construction problems and techniques encountered in these various areas, the complexities of hotel design and an insight into the mysteries of kitchen planning.

The format of the current GUEST is representative of a new editorial approach to the magazine which has developed within the last two or three issues. Previously, the editorial content has concentrated on featuring just two Western properties per issue.

The idea now, according to Willis Camp, WIH Director of Advertising, is to provide exposure to more properties within a single issue built around a particular theme and thus offering the reader a broader picture of the scape of Western's world.

The previous GUEST issue (January/February) for instance, selected the Pacific-rim countries as its editorial subject. This not only allowed the reader a clearer concept of WIH operations throughout this part of the world, but with inclusion of helpful travel and sightseeing information within the area, it offered additional interest for today's more sophisticated traveler.

"This new format does not mean that we have entirely eliminated the specific hotel promotion concept," Camp stated. "Our next issue, for instance will be devoted to a great extent to the opening of the Washington Plaza. Other major hotel openings will, very likely receive special attention in future issues. GUEST is, after all, one of our company's most effective means for introducing these new properties to the traveling public especially to those who are already our guests."

### Bottoms Up!

#### WIHSKI Attracts Seattle Staffers to Ski Slopes



A group of WIHSKIers posing for a 'before' picture include [back] Napua Shigematsu, Marsha Anderson, Priscilla Jeffrey, Kathy Beaulac, Irma Weyel, Angela Terrace. [front]: Walt Jackovich, Peggy Trygstad, Don Drysdale and Sam Saleh.

A year's worth of WIHSKI for \$6.50 is a good buy, as more and more WIH Seattle staffers are beginning to discover!

WIHSKI — the recently organized WIH Ski Club for Seattle employees — is attracting first time skiers as well as old pros, drawn by such group benefits as reduced lift rates for night skiing, some free instruction by club members, and ski-lodge dancing afterwards for those so inclined . . . or who are able!

Founded by Walt Jackovich and John MacLean of the Space Needle, Don Drysdale of the Washington Plaza, Brian Beaulac, WIH Accounting Center and Richard Wittmann of the Olympic Hotel, the club also includes members of the WIH Executive Offices and has some pretty impressive future plans. Being considered is possible expansion into a year-round group activities organization for water skiing, boating, tours and even (hopefully) a charter trip to Europe next year.

Walt Jackovich, WIHSKI President, has already arranged a charter ski trip to Mt. Garibaldi in British Columbia which took place during the latter part of March.

Rules of the club allow members to bring guests to any WIHSKI outings. In fact non-WIH employees may join the club, but cannot vote or hold office.

Current Club officers in addition to

## EDITOR'S INN BASKET

So what's funny? In last month's FRONT! we ran a cartoon in the FRONT! FUNNIES column but the printer left off the caption. After repeating it verbally to several people who asked and finding it less funny with each telling we now think the printer may have been justified in leaving it out. The caption was: "Shay, cutie—do ya have any Corona-Coronas?"

If you can dream up a better line, send it in and if it still sounds good after 10 repeated readings, we'll print it!

\* \* \*

Word comes to us from Toronto that the WIH Sales Office has moved to new and larger headquarters (159 Bay Street, Suite 921 to be exact — if you were maybe thinking of sending a note with good wishes).

The reason for the move — a familiar one throughout WIH — space was too small to handle the increased volume of business drummed up by the hard-working crew.

\* \* \*

An item from the Carnation Mixer brings up an interesting observation in that Service can be separated into two parts. They are "Techniques of Service" and "Attitudes toward Service." The article states this is not a 50-50 breakdown, however, but is more like 80-20 with "attitudes" accounting for the larger portion.

Service techniques can usually be easily taught, but service attitude, the item goes on to suggest takes a little more doing . . . it must be developed by the individual. Yet it is this all important "attitude" that brings a customer back again and again. It's that little bit extra that, as we often say in Western, makes the "difference difference makes."

The article gives this final thought on service attitude. "Even forced friendliness and interest has a way of becoming contagious. After practicing it for a while it is no longer forced and becomes a natural habit." (For another viewpoint along this same line read Mr. Carlson's message in the "President's Corner" of this issue.)

Jackovich are: Vice-president, John MacLean, Secretary, Peggy Trygstad, Brian Beaulac. Board members are Nancy Haistings (WIH Acctg.), Don Drysdale and Richard Wittmann.

# Front! News Pictorial



**PRESENTED WITH HER Grand Prize** check for obtaining the most credit cards during a recent credit cards contest at the Anchorage-Westward is Top of the World Waitress, Patie Naugle. Making the presentation is Executive Assistant Manager, Lou Martinelli while runner-up winners, Front Office Cashier, Sue Townley [left] and Chart Room Waitress, Ann Ternovsky [right] look on.



**AWARD-WINNING ARCHITECT**, Minoru Yamasaki, pays a visit to the Caravan Inn and meets with Inn General Manager, Peter Flood [left]. Yamasaki was the architect for the Century Plaza Hotel as well as for many other prominent structures throughout the country.



**SHOWN EXAMINING** the interior of the Apollo 8 capsule, which went around the moon in December, are Jim Balogh, Building Engineer and Marvin Glenn, Property Maintenance Supervisor of the Century Plaza. The famed capsule was on display at the Century Plaza during the North American Rockwell Board of Director's Meeting at the hotel.



**MAKING A TOUR** of WIH properties is Hiro Furuyama, Chief Reception Clerk at the Palace Hotel in Tokyo [right]. Furuyama is shown with Bill Walcum at the St. Francis where he observed reservations and front office procedures. Hotels visited included San Francisco's Sir Francis Drake and Miyako hotels, the Century Plaza, Continental Plaza and the Olympic and Washington Plaza in Seattle.



**GENERAL MANAGER OF THE CAMINO REAL** in Mexico City, Federico O'Farrill [right] hosted a cocktail reception and slide presentation of his property for local press and travel agents at the Bonaventure in February. From left are: Andre Favre, Banquet Manager and Diane Béaudet, Reservations of the Bonaventure; Bob McGregor and Lucien Bergeron of local tourist and travel offices; Denis Beaulieu, Bonaventure Director of Sales/Marketing and O'Farrill.



**NAPUA STEVENS**, Ilikai Social Director, serves as mistress of ceremonies during the dedication of the Makaha Inn & Country Club. Taking part in the ceremonies [L to R] Chinn Ho, President of Makaha Valley, Inc. owners and developers of the Inn; John Pascoe and John Driscoll of Weyerhaeuser Family Associates [Partners in the development], WIH President Edward E. Carlson; Rev. Abraham Akaka, Pastor of Dawaiahao Church; James Howard, Makaha General Manager and Donald Smith, Director of Guest Activities.

## FRONT! SPECIAL FEATURE

# HOW YOUR HOTEL OPERATES

## HOUSEKEEPING

**EVERY DAY** is "the maids day (and night) on" throughout Western's hotel world.

It is also a 'round-the-clock' activity for housemen and the dozens of other housekeeping staffers who operate mostly behind the scenes maintaining the smooth functioning, spic and span order of our hotel properties.

In this article **FRONT!** traces the daily schedule of a typical housekeeping department (the largest department of any hotel) of a typical **WIH** hotel — the Olympic.

### ROUTINE BEGINS EARLY

**THE** Olympic housekeeping department under the direction of Housekeeper, Renate Seybold and Executive Housekeeper, Hanne Dittler, begins its normal routine at 7 a.m. each morning. Maids, who have previously changed into their uniforms, assemble in the linen room an hour later, at 8 a.m., where they receive their room pass keys and station assignments from the Linen Room Attendant. (Generally, maids have regularly assigned stations subject to occasional rotation.)

Each maid is assigned a number or rooms to maintain which are made up according to this priority: Those rooms which guests verbally request to be made up are handled first. Rooms with the "early make-up" card on the door are handled next. Then comes the checkout rooms and last are the rooms for which no special make up request has been made. Each maid is provided with a fully equipped cart containing such items as her cleaning supplies, a vacuum, bags for soiled linen and trash, clean linen, and other miscellaneous items.

### QUALITY STANDARDS

**THE** general procedure requires rooms be aired, cleaned and dusted, beds torn apart and re-made with fresh linen, baths cleaned and replaced with fresh supplies, and ending with a general room condition check.

"But what each maid leaves behind her when she's through and locks the door" Housekeeper Dittler is quick to add, "is not merely another 'made-up' room. We are also guided in housekeeping by Western's high standards of quality in our handling of the hotel's 'basic prod-

uct' . . . that is nothing less than an immaculate, fully supplied and completely inviting guest room."

**TO HELP** insure these "product quality" demands a crew of Floor supervisors follow through with room inspection checks. Each supervisor (using the Olympic as an example) is assigned three floors or about 150 rooms to supervise each days and, in fact, operates much as an independent "housekeeper" responsible for her particular section. Each check-out room gets a complete inspection and as many make-up rooms as her schedule allows is spot checked.

At 4 p.m. maids check out for the day and return their keys to the Linen Room. At this time they are also requested to turn in a "Daily Maids Report" listing the condition of each of their assigned rooms — i.e., "occupied", "vacant", or "out of order". Any items left by a check-out guest is turned into the lost and found desk. (However, the housekeeping office is notified immediately from the floor if a maid discovers such valuables as jewelry, money, airline tickets, etc.)

At 4 p.m. the night maid crew reports for duty. The main activity is to turn down the beds in guest rooms, work on rooms left by late check-outs and do other special assignments.

### OTHER STAFF DUTIES

**IN ADDITION** to the room maids there are other very active housekeeping groups contributing their efforts. Among these are the hotel's housemen. **The activities of this group are considerable and may include — depending on the size and facilities of the hotel — trash pick-up men, wall spotters, linen sorters, linen delivery, window washers, bathroom scourers, guest corridor cleaners, etc.**

Many properties include under housekeeping department supervision such skilled specialists as painters, upholsterers, seamstresses and even furniture refinishers.

With most Western properties, the housekeeping department is responsible for the maintenance of all areas, including public areas, except the kitchen. Accordingly, (again using the Olympic as an illustration) a

[Continued on Page 7]

## Housekeeping is a



Linen Room Attendant, Doris Chester [center] hands out room keys to maid, Alice Orvalla.



A request for a fresh uniform is handled by Housekeeper, Renate Seybold.



Mrs. McDermott, Room Inspectress, checks a room after maid make-up.

## 'round-the-clock' department activity



Day maids gather at the Linen Room Counter for room keys and assignments.



Linen Man, Roy Akridge, delivers cart of fresh linens from hotel laundry to guest room floor linen supply rooms.



Houseman, Frank Kobuki replaces freshly cleaned draperies in a guest room.



Clarence Kallner, Houseman, attends to guest corridors.



Houseman, Frank Woods, puts a renovated guest room in order.



night janitorial crew under the direction of the head janitor, (working from 11 p.m. at night to 7 a.m. the next morning), is assigned the clean up and maintenance responsibility for all public areas. The crew is provided each evening with a list of the next day's public room functions so that they may have these areas in readiness as for banquet department set up.

### COORDINATION VITAL

**VITAL** to the smooth functioning of the housekeeping department is its coordination with the Front Desk. In a two-way communication, the Front Desk keeps Housekeeping informed as to occupancy and group business forecasts and Housekeeping in turn, informs the Front Desk as to room condition status and availability. A general occupancy forecasts for the week is also supplied to the Housekeeping Department during the hotel's weekly staff sessions.

**HEART** of the Housekeeping Department at the Olympic and with many other hotels, is the Linen Room. Here room assignments, maid check in and out are made, lost and found is handled, and phone communication with department employees and the Front Desk is trafficked. Here, too, is where daily logs are kept that in a very real sense record the success or failure of room occupancy goals. As was so aptly stated by WIH Vice-President Joe Mogush in his address to the Housekeepers attending the Workshop last September, "You share one of the most important responsibilities in our organization, the maintenance of our basic product — the guest room".

That these responsibilities are fully realized and upheld by Western's housekeeping departments were evidenced by Mogush's concluding address statement: "... our company enjoys a reputation second to none for cleanliness and appeal".



Painter, R. Goodwin, prepares a wall in a guest room prior to repainting.

[Left] Maid, Florence Atkins, has everything she needs in her cart for making up guest rooms.

**FRONT! INTERNATIONAL**



**LOOKING FIT AND FORMIDABLE** are members of the Camno Real-Tampico Futbol [soccer] team above. No information was received as to the team's standing but with the lovely lady [top row] as inspiration they cannot help but leave a trail of record wins.



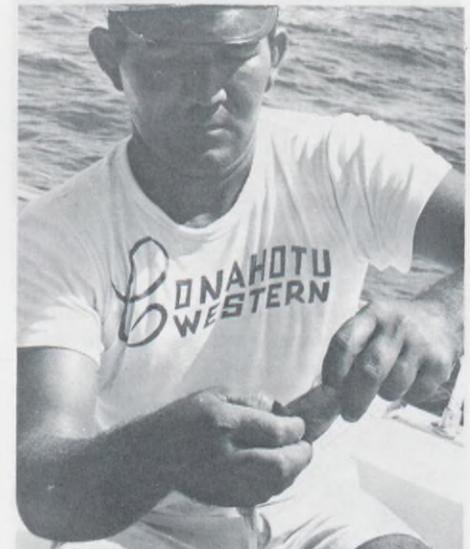
**LOVELY YOUNG LADIES** were also a source of inspiration at the Miyako Hotel for visiting Kansas City artist, Frederick James, responsible for these sketches. Each of the kimona-clad "models," employees of the hotel, "Kasuien" or Japanese Annex, were presented with the drawings autographed by the artist.



**20-YEAR VETERANS** of the Palace Hotel were among the 124 persons cited for their long hotel service recently by the Japan Hotel Association. Seated [center] is Miss Chiyoko Terada, Assistant Restaurant Manager, and one of the few female hotel employees in the Japanese hotel industry to attain the position of Restaurant Supervisor. Others are from left: S. Kawamura, Executive Housekeeper; N. Kumagai, Manager of General Affairs Section; T. Ozeki, Manager of Keidanren-Kaikan Restaurant; H. Tokunaga, Director of Purchasing; S. Tokuoka, Director of Maintenance, and S. Mizushima, Director of Sales.



**FIRST LOCAL EMPLOYEE** for the Dusit Thani Hotel, now under construction in Bangkok, Thailand, is lovely Oranee Thongyai, above. Mrs. Thongyai is employed as Secretary to Dusit Thani General Manager, Warren Anderson.



**KNOWING WHERE THE BIG ONES ARE** is the particular genius of Humberto Gonzales, who operates the boating and fishing facilities of the Hotel Bella Vista on Margarita Island. Gonzales is preparing bait for some big-game fishing off Margarita which abounds in Marlin, Sailfish, Tarpon and Barracuda.



**FINE DINING** gets off to a pleasant start at the Miramar's Mandarin Theatre Restaurant as lovely Helen Wong ushers guests to their table.

# Front! PERSONALITY PROFILES

## KATSUMI ASADA — A Wine Steward's Wine Steward



On the subject of "wine" there is probably very little that Chief Sommelier (Wine Steward) Katsumi Asada of the Palace Hotel is not at least somewhat familiar.

He is especially knowledgeable in the art of wine service and, in fact, his book, "The Art Of Wine Service" as released by a leading Tokyo publisher, has become a popular and leading authority on the subject throughout Japan. This reader interest is all to the good since Asada feels that "good wine is indispensable to good dining" and he hopes that the custom of taking wine with meals will soon be as popular in Japan as it is in Europe and in the U.S.

Asada's interest in wines began in 1955 when he went to work for a leading Japanese catering firm as Food and Beverage Chief in his home city of Osaka. Prior to joining the Palace Hotel in 1960, he had further broadened his wine experience as Manager of one of Osaka's fine food establishments, the Rainbow Grill Restaurant.

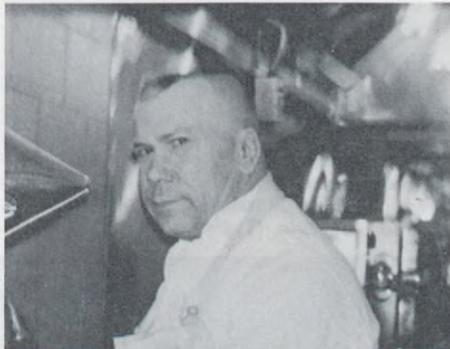
He began employment at the Palace as Chief of the bar section, but because it was soon apparent that his knowledge of wines was extraordinary, he was appointed Wine Steward. His ability to recommend the proper wine for the proper occasion at the various dining facilities within the hotel has long been recognized by Palace guests. Undoubtedly this has required more than a simple passing judgment since Asada has at his disposal some 350 different types of wine as stocked in the Palace wine cellar to select from! His reputation among others in the field have won him the recognition as a "wine steward's wine steward."

Not long ago Asada returned from a month-long field trip to the heart of the California wine country in the Napa valley. Here he was able to view at first hand every aspect of wine production. The direct result of

his visit was to give him added confidence and valuable additional knowledge on his chosen career. Further, it has enabled him to take part in lengthy and searching discussions with many veterans in the wine production field.

Asada is currently engaged in training many younger staff members at the Palace Hotel in the arts and science of food and wine catering. His "Wine Seminars" are popular among hotel staff personnel.

## JOE RAGOT — Pot Polish and Precision



With an almost military precision in their neatly hung arrangement the pots of the Calgary Inn kitchens reflect an especially uniform gleam.

Taking a particular pride and responsible for their consistently "parade inspection" condition is Calgary Inn Potwasher, Joe Ragot.

Joe's passion for pot polish and precision may have been influenced by his earlier military background. During World War II he served extensively with both the American and British armies in Europe.

Joe was born and raised somewhat south of Butte, Montana. His parents were French though he claims to have some Indian blood as well. After the War, Joe migrated to Canada where he worked at various jobs including mining and working as a butcher for a packing plant in Calgary.

In 1965, six months after the Calgary Inn opened, Joe joined the Inn's kitchen staff in his present position as Potwasher. With a history of parental longevity (he had a grandfather who lived to 104) it may well be that the Calgary Inn's pots and pans may continue to gleam for some time to come under Joe's continued care.

## MEMORY MAP WIH Guatemala — El Salvador World

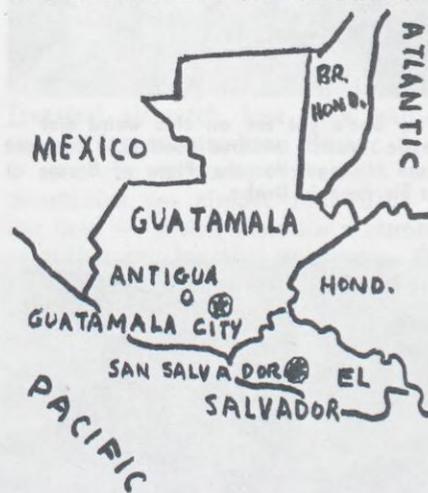
This month's Memory Map tour visits two countries of "Western's World," the Central American Republics of Guatemala and El Salvador.

Our first stop is at the capitol city of Guatemala in Guatemala City site of Western's first hotel property outside of the United States and Canada, the beautiful . . .

1. **GUATEMALA-BILTMORE.** Adjacent to the Guatemala-Biltmore is Western's newest hotel property in that city, the . . .

2. **CAMINO REAL** (Guatemala City). A short air trip to neighboring El Salvador and the capitol city of San Salvador is our last stop where WIH announced in February the construction of the luxury . . .

3. **CAMINO REAL** (San Salvador)



## FRONT! FUNNIES

Back of the bar philosophy: Think how smart we'd be if we retained as much of what we read as of what we ate.

\* \* \*

Overheard in the Grill: "At least his report card proves he isn't taking any mind-expanding drugs."



"Only the luggage, Frisbee — only the luggage!"

# Front! Photo Album

(FRONT'S Photo Editor, always ready to celebrate a holiday at the drop of a calendar, sent us these April Fool picture captions enclosed with his Groundhog's Day card)



"The Doc's got me on this weird diet — plastic fruit!" Mildred Sellers, Assistant Room Manager for the Plate of Brasse at the Sir Francis Drake.



"We'll be right back he's taking us to a Chinese pizza parlor for lunch". Barbara Stone, Cashier; Marshall Chang, Desk Clerk; Carmen Gatluda, Typist all of St. Francis.



"Oh, I picked 'em up at a January White Sale". Norma Giddings, Assistant House-keeper of the Century Plaza.



"He ALWAYS calls me just before five to take his dictation!" Secretary, Joan Macklin and Catering Manager, Victor Cameron of the Bonaventure.



"Sure, sit down—we've finished talking about you, anyway". Pamela Gibbs and Diana Billingsley of the Calgary Inn Accounting Staff.



"Chee, every time Mr. Himmelman visits we gotta' make it a production!" Chuck Marcus, Banquet Manager of the Northern.



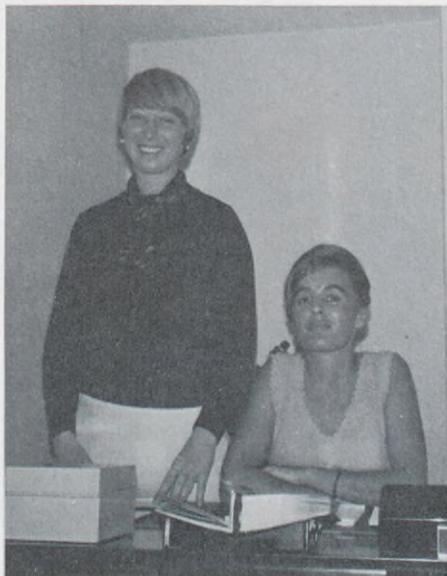
"Absolutely nothing to it — just add water and one egg —" Sous Chef, Xavier Bauser of the Hotel Georgia.



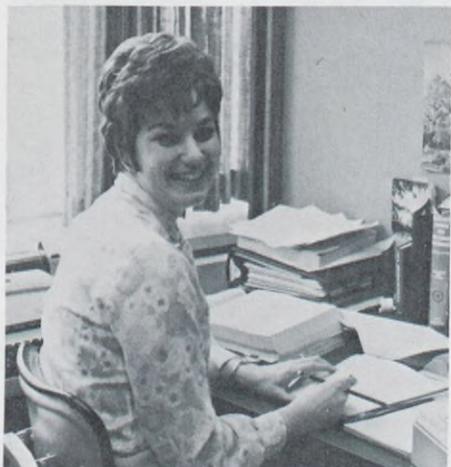
"Well, with my recipe you don't even have to add the egg!" Chef Hubert Wilhelm of the Imperial Inn.

## The Countries of Western's World

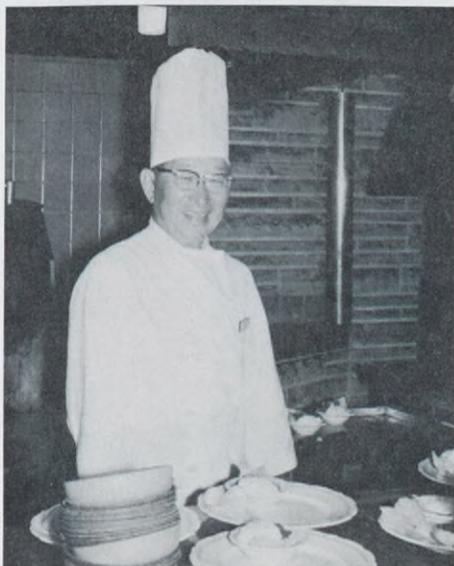
# Japan



"Well, yes, its the Benjamin Franklin, but it's really the Washington Plaza, . . . on the other hand —" Helen Mitchell and Ingrid Kaminski of the Ben Franklin [. . . uh, Washington Plaza] Sales Department.



"I THOUGHT those ad rates for the Saturday Evening Post seemed awfully low!" Joyce Andrews, Secretary to WIH Advertising Director, Willis Camp.



"I'm smiling — but I'm mad because the FRONT! editor didn't include my picture with the Profile story he printed last month." Joe Miyagishima, Cook at the Northern. [Ed. note — Sorry, Joe — we goofed].

The Bullet, Japan's fantastic high-speed train (125 MPH) makes a run from Tokyo to Osaka with a stop enroute in the city of Kyoto.

Train passengers taking this route to visit Expo '70, which opens next March in Osaka, will have touched upon the Japan of Today, Yesterday and Tomorrow.

**CHARACTERIZING** the Japan of today is Tokyo, the world's largest city and the Capitol of Japan. It is a bustling, busy, exciting and continually growing metropolis as contemporary, in its atmosphere as any of the major world's cities.

Kyoto on the other hand has its roots deep in the history of Japan. The ancient city was the capitol of Japan for a thousand years — established in 749 A.D. It continues today as the Nation's cultural center and offers a wide variety of historic attractions.

Osaka, Japan's second largest city, is a modern, industrial community now busily preparing to greet visitors from all over the world to "Expo '70". This Exposition, will, among other things, provide viewers with a glimpse into the Japan of tomorrow.

**BUT THESE PAST**, present and future glimpses are just a few of the countless attractions offered by this fascinating and complex island country. To the visitor, Japan is a unique experience of endless variety and contrast that blends the now with the past and the East with the West with a result that is uniquely Japanese.

It is quaint fishing villages, miniature farms and huge industrial centers applying the latest in technological and scientific advances.

It is centuries old religious temples and shrines and ultra modern architectural construction.

It is the cultural tradition of the tea ceremony, Noh drama and the Kubuki theatre, ink brush painting, woodblock art and flower arrangement, Shinto and Buddhist ceremonies and festivals and where landscape gardening is a lifelong art. It is also modern theatre, avant garde art, movie production and symphony orchestras.

**EVEN ON THE** streets the modern-traditional and East-West blend walks hand in hand as women in elaborate kimono costumes mingle with her mini-skirted sisters.

The country of Japan is composed of a chain of rugged, mountainous islands lying in a 2,000-mile long arc off the east coast of Asia separated by the Sea of Japan. It comprises four main islands — Hokkaido, Honshu, Shikoku and Kyushu — and over 3,300 smaller islands. The total area, 147,000 square miles, is somewhat less than that of California. It's population however is about four times greater than California's or over 100-million people.

Temperature variations range from the subtropical climate of the south island of Kyushu, similar to Florida's, to the cool climate of the northern Hokkaido island, which is like that of the State of Maine.

**MORE THAN HALF** of Japan is forested although less than half is usable for construction timber. It is a country covered by hills and mountains — almost four-fifths of the land — which includes a number of active and inactive volcanoes. The most famous of these and greatly loved by the Japanese, is Mt. Fujiyama, an almost perfectly conical shaped volcanic mountain and the highest in the country.

Mt. Fujiyama (or Fuji) is located on the largest island of Honshu. This is also the most populated island and where the capitol city of Tokyo — site of the Palace Hotel — and most of the other major Japanese cities, are located. Kyoto, home of the Miyako Hotel is also on Honshu.

**JAPAN'S** natural resources, except for an abundance of sea life, are very limited. Many of its mineral, timber and raw material needs have to be imported, yet it ranks third in the world in iron and steel output, second in the world in oil refining and tops all other nations in shipbuilding. Today this tiny country ranks among the three major industrial complexes in the world.

This industrial ingenuity and intellectual achievement in one hand is balanced by a widely recognized reputation for friendliness, courtesy, hospitality and what seems an almost innate love of art, beauty and order.

**IT IS LITTLE** wonder then that Japan is fast becoming a top attraction for tourists and business visitors the world over — a land to delight the eye and all the senses in its surprising variety and charm.

## Hotel Profile

**PALACE** The Palace Hotel's guest publication, "Palace Views", carries a regular feature called "Palace By The Palace".

The reference is to the hotel's proximity to the Imperial Palace, residence of the Emperor and Empress of Japan, which is located just across the moat from the hotel. In fact, the land upon which the hotel was built was purchased from the Imperial household in 1953 (then the site of the government operated predecessor, Hotel Teito) by the Palace Hotel Co. Ltd. and opened as the Palace in 1961. It became affiliated with the WIH family in 1966.

**NOT ONLY** is its location a prestigious one but it is one of the most convenient—in the very heart of Tokyo, one of the world's busiest and certainly most populated cities. At the same time, its beautifully landscaped grounds, its luxurious elegance and modern convenience and its air of calm serenity has established its preference by tourists and foreign businessmen alike.

A recent survey by a leading Japanese commercial newspaper revealed that (during the two month period of the survey) 63% of the businessmen visiting Tokyo selected the Palace while the remaining 37% selected other major city hotels! In addition to its easy access to the city's business, financial and the famed Ginza shopping districts, the Palace is less than 20-minutes from the Tokyo International Airport and a three-minute taxi-ride to the Tokyo Central Railway Station.

**THE HOTEL** contains 13-stories—10 stories above ground and 3 below—and offers 450 rooms and suites. All rooms are fully air-conditioned, soundproofed and equipped with radio and TV. Each room has its own view either of the Imperial Palace

and the grounds or the glittering city of Tokyo itself.

The most spectacular view is from the sophisticated Crown Restaurant on the top floor. Here, the guest can enjoy with his view the finest in Japanese and Continental dining with French cuisine a house specialty. Entertainment by international artists is offered nightly during dinner hours. The adjoining Crown Room cocktail lounge is a popular afternoon and evening rendezvous.

**OTHER EXCELLENT** dining facilities include the beautiful Swan Room overlooking the Imperial moat; the Viking Room; the Grill Simpson, and the Coffee Shop. For guests who wish to savor typical Japanese dishes in an authentic Japanese atmosphere there are also Sukiyaki, Tempura and Sushi dining in the hotel. The roast beef served at the Grill Simpson, by the way, is famed among Tokyo gourmets and hotel visitors.

One of the largest banquet rooms in Tokyo, the Rose Room with a capacity of 3,500 for cocktails and over 1,000 for dinner is located at the Palace. Altogether the hotel offers a total of 20 different banquet rooms, including the Cherry Room which is fully equipped with international conference facilities, to meet almost any request. Other public rooms include a specially designed Shinto wedding room and an art gallery on the 9th floor annex.

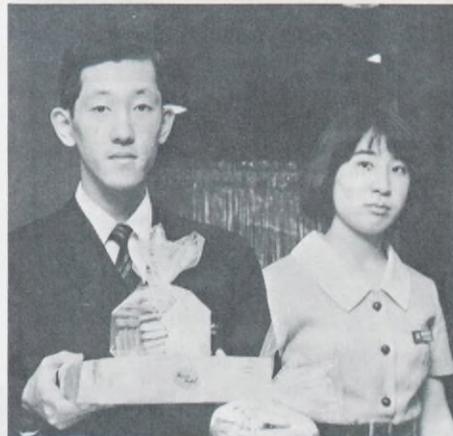
In the hotel's shopping arcade are located 20 of Tokyo's smartest shops offering a variety of merchandise plus such services as a barber shop, beauty parlor and a Turkish bath.

**ANOTHER major reason why the Palace is preferred by Tokyo visitors is the hotel's reputation for its impeccable service by its staff members. Some are shown here.**

## Palace Hotel



At the Front Desk are Shogoro Hatori and Katsuhiko Hatori.



Banquet Department members Kenichi Takeda and Miss Makiko Iizuka.



With Bell Captain, T. Okiyama [left] are Bellman, M. Hata and M. Wada.



Heading the Palace Accounting Department is Koji Yoshizawa.



The Coffee Shop crew lines up for a FRONT! photo.