



Carlton Celebrates Its' 'Topping Off'

"WE are dedicated to the prospect of giving our guests the finest service offered in this part of the world."

With these words, Carlton Hotel General Manager Joe Guilbault, gave a firm commitment to the people of Johannesburg and of all of South Africa that only awaited the hotel's opening to become a reality.

For now, the attending guests were enjoying a special function that marked an important milestone in the hotel's development progress towards opening.

The occasion was the official "topping off" ceremonies for the 30-story structure held on February 11th to which distinguished guests, civic officials and members of the press had been invited.

PRECEDING a catered reception, guests were provided with a preview of the Carlton's proposed facilities and operation. The 803-guest-room hotel will upon completion, be the largest and one of the finest hotels on the African continent.

It's public facilities will include a choice of four restaurants, five cocktail lounges and bars, a 775 square metre ballroom which can also be used as a convention center, an entire floor of function rooms, "Top of the Carlton" entertainment and cocktail lounge and a roof-top swimming pool with deck and garden area. Parking facilities for 2,000 cars will be provided within the Carlton Centre complex.

WIH HOTELS HONORED

The Century Plaza was again awarded a 5-star rating by this year's edition of the MOBIL TRAVEL GUIDE. It was one of only 10 hotels in the country to be recognized by this guide's highest honor.

Receiving 4-star, "outstanding" ratings were the Houston Oaks, the Antlers Plaza and the Hotel Benson. This puts these properties in a select group also, since only 87 hotels and inns in all America have received this special accolade.

"More Magnificent Mileage"

Continental Plaza Breaks Ground



HOTEL General Manager Jack Vaughn (left) and WIH President Gordon Bass forecast a "winner" for the Continental Plaza's 27-story addition shown at right in the artist's rendering.

SLIGHTLY off cue, because it had broken down along the way, the antique Rolls Royce touring car was towed into the empty lot adjacent to the Continental Plaza. Covering one side of the classic automobile was a huge banner proclaiming the "More Magnificent Mileage" message.

As the towed vehicle came to a stop in front of the cheering group of hotel executives and civic personalities, out stepped six highly attractive and briefly costumed girls with picks and shovels. These lovely "Ground Breakers" were the Coquettes, an entertainment group then appearing in the Cantina Show Lounge.

The festive occasion on Wednesday, February 16, officially inaugurated ground-breaking ceremonies for the Continental Plaza's 27-story, 400-room addition.

After some brief remarks by WIH President Gordon Bass and others, the group went on to a "Give them an inch and they'll make a magnificent mile" luncheon in the hotel's Governor Suite. As a souvenir of this historic occasion, each guest received a container of "An Inch of the Magnificent Mile" Gold Dust! The theme was in reference to the hotel's location . . . on world-famed Michigan

Avenue which is also recognized as Chicago's "Magnificent Mile."

INITIALLY, the WIH expansion plans for the Continental Plaza had called for a 24-story addition. This was later revised to add three more floors to give a total guest room count—with the present building—of 747 rooms. The reason, according to General Manager Jack Vaughn, was that ". . . the North Michigan Avenue areas' rapid growth determined our decision to expand on our original plans." Vaughn went on to say, "It is an opportunity to show our confident belief in a location emerging not only as Chicago's pride, but also as a world attraction."

Plans call for the addition to be adjoined to all sixteen floors of the present building and rising above it another eleven stories. Completion date is scheduled for December 1973.

The Continental Plaza's existing meeting and catering space will be doubled in square footage to include a second ballroom with a capacity for 1,000 people.

While the hotel entrance will remain at its present location on Delaware Place, a new garage entrance is planned for the east end of the new structure.

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 GOINGS

In-Hotel

At the Continental Plaza, **Robin Norris**, formerly assistant manager of the Chicago '93 Restaurant and Bar, has been named Manager of the Cantina Show Lounge . . . these promotions at the Houston Oaks: **Art Beaulier** from director of restaurants to F&B Director; **Peter Diller** from Savoy Room sous chef to Executive Sous Chef; **Rudy Fagele** from saucier to Savoy Room Sous Chef . . . at the Cosmopolitan: **Phyllis Shaffer** is named Accounts Receivable Manager from assistant accounts receivable manager; **Doug Torrey** from catering manager to Assistant Manager; **Ken Jensen** from assistant controller to Controller; and **Marvin Todd** is named Assistant Controller . . .

Transfers

Former executive chef of the Antlers Plaza, **Serge Lauzon**, is named Executive Chef of the Benson . . . **Mike Runyon** is appointed Manager of the Dutch Kitchen at the Hotel St. Francis from room service manager at the Washington Plaza . . . **Leo Stackhouse** to the Hotel St. Francis as Beverage Director from beverage manager at the Olympic . . . former executive sous chef at the Antlers Plaza, **Henry Steffen**, is named Executive Sous Chef at the Olympic . . . named Executive Chef at the Antlers Plaza is **Gene Tourville**, formerly executive sous chef of the Houston Oaks . . . **Ken Williams**, formerly controller of the Cosmopolitan, joins the WIH Accounting Center staff in Seattle as Internal Auditor . . . **Ibo Olmeztoprak**, formerly wine steward with the Northern, is named Room Service Captain at the Hotel St. Francis . . . **Bill Myles**, formerly sales manager with the Bayshore Inn is named Director of Sales for the Hotel Benson . . . former director of sales for the Hotel Benson, **Ron Spellecy**, joins the Washington D.C. Regional Offices as Regional Sales Manager . . . **Carolyn Scranton** moves from assistant housekeeper of the Century Plaza to the same position with the Hotel St. Francis . . . **Susan Picht**, former housekeeping trainee at the Washington Plaza, is named Assistant Housekeeper at the Mayflower . . . former general manager of the Northern, **Dave Paulon**, is named Executive Administrative Assistant at the Hotel St. Francis . . .

(Continued on Page 4)



Executive Offices Report:

Articles on the Career Development Program, as sponsored by the American Hotel & Motel Association Educational Institute, have appeared in both this and last month's issues of Front!

The Program's concept has received wide industry approval including that of the officers and management of Western International Hotels. It fulfills an important need for individual participation in hotel-related group-study programs at a local level.

In the most recent AH&MA Educational Institute catalog we are quoted as saying, ". . . there is a strong correlation between advancement progress and continuing self-improvement study. The Educational Institute has provided a source and means for furthering the individual's development . . ."

Now, as these Career Development Chapters are being established in the various lodging communities throughout the country that "source" has become even more readily available. As to the "means," your Company is supporting your participation in these Career Development courses with financial assistance. As reported in the earlier article, we have established a Company policy for reimbursing the annual dues fee for any member successfully completing at least one course a year. This is in addition to the reimbursement of course costs upon the successful completion of such course plus a bonus award of \$25 for anyone completing a course with a grade of "B" or better!

For those of you in communities where Career Development Chapters have been established, we invite your investigation of their course program activity. Your participation might well provide you with yet another opportunity for self-development and career advancement within Western International Hotels.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

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, Jack Gibbs; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Joe Guilbault; Century Plaza, Charlene Chabin and Jean Klappert; Crown Center, Marge Irminger; Continental Plaza, Audri Adams, Cosmopolitan, Donna Chadwick; Dusit Thani, Kanchana C. Morales; Georgia, Rick Russell; Houston Oaks, Nancy Wendler; The Miramar, Edward Y. Hsu; Miyako S.F., Kristina Templeman; Olympic, Fran Vitulli; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, Rita de Rubio; WIH de Mexico, Carolina Mijares; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.

Tregoning Joins WS&S As Traffic Coordinator

LISTED on David Tregoning's business card is the title, "Traffic & Expediting Coordinator."

In these briefest of terms, this title sums up job description responsibilities for a newly created position within the Western Service and Supply Company, a WIH subsidiary.

More specifically, the position fulfills a responsibility for the coordination and supervision of hotel supplies and equipment shipments from a point of origin (such as a manufacturer) to its destination (usually a hotel property), billing and other detail work involved in the process.

A case in point might be the shipment of furnishings destined for the Anchorage-Westward's tower addition from a supplier located somewhere in the Eastern United States. It would be Dave's responsibility to see that the shipment was expedited the best way possible, at the least cost, and that the shipment billing was satisfactorily handled.

Prior to Dave's appointment, such details were handled by the Project Administrator or others concerned on the project. This, however, was a time-consuming and not always satisfactory arrangement. Taking into consideration the several types of shippers, routes and rate structures possible within Western's literally international area of operations, this responsibility requires much more than a passing knowledge of the complexities of traffic handling.

NOW, according to Russ Nickel, WS&S Co. Vice President, substantial benefits should be realized with the establishment of this much needed and centrally administered Traffic Department addition.

He explains, "Our desire is to give Western's properties the best possible product and service at the least possible cost. The use of a professional traffic expeditor will greatly reduce freight costs, thus resulting in savings to the hotels."

Tregoning began his traffic career in 1965 with the Washington-Oregon Shippers Cooperative Association in Seattle in their Traffic Department. A year later he enrolled in night school classes at Seattle Community College on Traffic Management—the first courses of its type to be taught in the city. Upon completion, a 12-week seminar on all areas of traffic related activity followed.

FOR six months prior to joining Western, Dave worked for Pacific Alaska



Forwarders to further widen his job experience.

"This was a fortunate choice," says Dave, "as one of my first projects at Western Service was concerned with freight shipments to the Anchorage-Westward in Alaska."

Dave joined the Western Service Company as of February 16, and is located at the WS&S offices in the 2000-5th Avenue Building in Seattle.

MEET YOUR UAL EMPLOYEE CREDIT UNION REPRESENTATIVE

AT THE Century Plaza she is Gladys Koehn. Gladys presently maintains her offices in the Property Maintenance Department on the CD level. Office hours are from 8:30 a.m. to 5:00 p.m. every Tuesday and Thursday.



Gladys joined United Air Lines as a Reservations Agent in Portland, Oregon in 1957. She has worked in their reservations and ticket sales offices in Salem, Oregon and in San Francisco. In 1966 she was appointed Credit Union Representative in San Francisco and was transferred to the Los Angeles Credit Union Offices in 1969.

The Service was... Well... 'Enthusiastic!'



"Remember . . . serve from the left and remove from the right." Space Needle Executive Chef Herbert Enzinger gives a table service crash-course to his fill-in "staff."

THE Space Needle's Executive Secretary Bobbe Anderson was enjoying a leisurely cup of coffee in the restaurant's kitchen before starting her busy day.

It was 7:30 on a February morning, which meant that, with the exception of special group breakfasts, the restaurant was on winter schedule and would not be open to the public until luncheon service.

She was somewhat startled, therefore, when she looked up from her cup at one point to see a delegation of some twelve hungry-looking men standing at the kitchen entry.

Upon explanation it turned out to be a conference group with a mixed-up breakfast reservation . . . it was actually scheduled for the following morning.

Not one to be accused of turning away business and in the spirit of the Needle's famed hospitality, Bobbe explained the situation to Executive Chef Herbert Enzinger for solution. His posi-

tive reply, "So, we'll feed them!"

HOWEVER, since the regular waiting staff had not yet come on duty, a fill-in serving crew had to be rounded up from available employees. Two candidates were found . . . Chief Engineer Al Harvey Sr. and Assistant Purchasing Agent Barbara Hunter. Bobbe, whose leg was in a cast from an earlier knee injury, volunteered for the role of "Captain."

Chef Enzinger, with the help of Cook Jerome Williams and Pantry Girl Maggie Ferkas quickly prepared a complete breakfast menu for the group. And even though the "waiters" displayed more enthusiasm than finesse the whole affair went off without a hitch much to the amusement of the guests. As a matter of fact they returned again the following morning for their correctly scheduled breakfast, although one member of the group was heard to comment, ". . . it was more fun the first time around!"

Kids Say The Nicest Things

"OUR compliments don't always come from corporation executives, but we appreciate them anyway . . . perhaps even a little more!"

This comment from Donna Chadwick, Reservationist—and Front! correspondent—for the Cosmopolitan referred to the delightful, hand lettered note received by the hotel from an obviously very young guest. It is reproduced below.

*you are the nicest
Hotel an have the
brethiest romes
an have the classiest
Waiters an bellboys*

The Joyces
the Cosmopolitan Hotel
WESTERN INTERNATIONAL HOTELS
Partners in travel with United Air Lines

ON the back of the note was a post script that read, "That means you have a good hotel."

In his letter to the parents of the youthful Cosmopolitan fan, General Manager of the "good hotel," Bob Wilhelm expressed his appreciation for the note which said in part: "The note is one of the most sincere compliments we have ever received, and for the pleasure of serving families such as yours, we are very grateful."

COMINGS AND GOINGS

(Continued from Page 2)

Ernest Griffiths, former chief engineer at the Northern is appointed Assistant Building Superintendent at the Antlers Plaza . . . George Helmstead, former sales representative with the New York Regional Office is named Sales Manager at the Century Plaza . . . Donald Anderson, former administrative assistant at the Dusit Thani is named Auditor-Trainee with WIH Accounting Services . . .

New

Herman Holland, former manager of the Matador Room at the Davenport has been named Manager of the Olympic's Golden Lion Restaurant . . . Bill McColgin joins the Continental Plaza Hotel staff as Director of Sales . . .



WIH SEATTLE — When the Seattle Execs—a group of business people representing all major industries in the city—held their first annual Trade Fair in February, WIH was there displaying its top quality "product," our "People Make The Difference" people. Uniformed employees, representing the Seattle area properties, handed out literature and other items from all WIH properties to booth visitors who also viewed a WIH slide presentation. Prizes included two tickets to the "Cirque at the Olympic" theater presentation, and a Trader Vic's dinner for two at the Washington Plaza. A weekend for two at the Bayshore Inn was auctioned off as a group fund raising activity. Gathered at the booth table from left are: Bette Israel, WIH Central Reservations; Patti Smith, Washington Plaza Reservations; Peter Blyth, Olympic Resident Manager; Charlene Chesbro, Washington Plaza Oak Room Waitress; Dick Parker, Olympic Bellman; Bruce Mumford, WIH Sales; Shirley Talich, Olympic Mail and Information Clerk; and Larry Magnan, Washington Plaza Executive Assistant Manager and Seattle Execs member.

NEWS-PICTORIAL



THE MAYFLOWER — The world famous Mayflower Hotel in Washington D.C. marks another milestone in its "history in the making" life with the observance of its 47th birthday. It was on March 4, 1925 when the Mayflower began its illustrious career which was highlighted by the Inaugural Ball for the 30th President of the United States, Calvin Coolidge. Above, General Manager Michael Lambert, assisted by his wife Sally, do the anniversary celebration cake cutting honors.



CROWN CENTER — Approximately 1,000 calls were made in the Greater Kansas City area during a recent five-day WIH/Crown Center sales blitz. The blitz familiarized businesses in the area with the many WIH properties; the Hoteletron system; and, particularly, with the Crown Center Hotel which is scheduled to open in the Spring of 1973. Photographed during one of the daily wrap-up sessions were (FRONT ROW): Ed Jordon, Sales Manager, Crown Center; George Helmstead, Sales Manager, Century Plaza; Bill Nuhn, Sales Manager, Crown Center; Terry Clark, Sales Manager, Crown Center. (BACK ROW): Bill Tutt, Executive Assistant Manager, Crown Center; Tom Judy, Sales Representative, Chicago Regional Office; Bruce Lucker, Director of Sales, Crown Center; Bruce Falls, Sales Manager, Crown Center; Don Erlandson, former Sales Manager, Chicago Regional Office; and Rene De Marco, Sales Representative, Washington D.C. Regional Office.

NEWS-PICTORIAL



CONTINENTAL PLAZA — Upon the occasion of his second visit to the hotel within five months, President Richard M. Nixon is welcomed on his arrival by a contingent of Continental Plaza staffers from left: Anastacio Velasquez, (Busboy), Jose Ramierez (Steward), Daniel Mogan (Bell Captain), Beverly Thompson (Front Office Cashier), Ralph Fuentes Reyes (Banquet Waiter), Kenneth Patnett (Head Banquet Houseman); Hanz Lenz (Executive Chef) and partially hidden, Luis Rodriguez (Room Service) and Mrs. Nixon.

INN BASKET

CARVERY—As of April 1st, the former Rib Room Restaurant of the Mayflower will take on a new name. It will be known as "The Carvery" after John Carver, the Englishman who charted the Mayflower voyage to the new world and later became the first Governor of the Pilgrim colony at Plymouth. While no radical decor changes are planned for the Room, the John Carver theme will be highlighted.

LAMPLIGHTER—On April 21, the Space Needle, symbol of the 1962 Seattle World's Fair, celebrates its 10th Anniversary. The Restaurant, in conjunction with the Pentagram Corporation the Needle's owners, have developed some unique commemorative promotional events including the lighting of ten huge, gas-fed birthday candles atop the structure. For the past seven weeks, notices have been placed in a number of foreign newspapers—mostly in Northern Europe—advertising for a practicing Lamplighter to do the lighting honors. The ads describe the job as "not a dangerous one" but it does require someone "with no fear of heights." The winning candidate selected for this one-time lighting task will be flown to Seattle via SAS and will be a guest at the Washington Plaza. For this individual—who well may be the last of his breed of this now almost extinguished profession—we visualize this opportunity as a fitting career climax. Imagine bowing out in a final blaze of glory as would be produced after lighting all ten of the 16-foot candles at Needle top!

ETHEL FRENZEL — The many friends and acquaintances of Ethel Frenzel throughout WIH were saddened to hear the news of her death on March 3, in San Jose, California. Mrs. Frenzel, the former Executive Housekeeper for the Houston Oaks, began her career with Western International as London Grill Assistant Manager at the Hotel Benson in 1954. She joined the staff of the Century Plaza as Assistant Housekeeper in 1966 and has served in the capacity of Executive Housekeeper for the Sir Francis Drake and Miyako hotels. Mrs. Frenzel is survived by her twin daughters, Sharon and Shirlee.

ADVERTISING

"Getting the Message Through" "Getting the Message Through"

PROMOTION

It will start happening with the appearance of the upcoming May issue of MAINLINER Magazine on all United Air Lines flights.

A typical situation . . . a late-morning United flight from Chicago to San Francisco. Comfortably relaxed in his aisle seat, the business-suited passenger sips a beverage as he casually flips through his seat copy of MAINLINER. Then he pauses, intrigued by the bold headline of a full-page ad that reads, "Fly now...Stay later." Reading on, the brief ad copy suggests that if he liked the airline he was flying with, he would "love these hotels." Listed were all of Western International Hotel properties and their locations.

Out of curiosity, he checks the list and, sure enough, his San Francisco destination is the location for two of these hotels . . . the Hotel St. Francis and the Miyako.

Later, after a pleasant interchange with the friendly stewardess who takes his luncheon order, he reaches into his briefcase and pulls out the morning's issue of the WALL STREET JOURNAL.

As he skims the publication, his eye is once again captured by an advertisement. This one is headlined "Reintroducing tradition." (He recognizes it as a larger version of an ad he had noted previously.) Pictured are line drawings of fifteen WIH hotels located within the United States and Canada including that of the Hotel St. Francis. Following a complete listing of all WIH properties and brief copy text was the WIH symbol and the Company name. It was all beginning to seem familiar . . . the message was getting through!

AND BACK AT THE OFFICE

Meanwhile, back at the Seattle Marketing Division offices, Willis Camp, WIH Director of Advertising, was experiencing the warm glow that comes with satisfactory accomplishment. Camp had just read

a report acknowledging the success of a TIME Canada advertising campaign promoting the five Canadian hotel properties.

Earlier he had given his enthusiastic approval to a freshly innovative approach for an ad series that was to appear in SALES MEETINGS Magazine, a publication directed toward corporate meeting planners and association executives. The point and "message" of these ads was not just to get attention and induce readership, but also to perform a very real service. Within the ads' three pages was a chart listing meeting and banquet facilities of all the WIH properties plus other vital information that would be of reader interest. The concept looked like another winner!

This projected situation, is, of course, only illustrative, but it is based on the reader response effectiveness of Western International's current advertising and promotion efforts for "getting the message through." They are, to borrow an advertising term, "hard sell" messages . . . directed towards a select consumer and trade audience to motivate their recognition, acceptance and use of our hotel properties.

Willis Camp would be the first to admit that the effectiveness of any advertising campaign is almost impossible to gauge with 100% accuracy. But, by accepted measures of the industry including independent readership surveys performed by reliable agencies, Western's advertising effectiveness ranks very highly.

For this Camp credits the imaginative creativity and professionalism exhibited by the corporate advertising agency, Cole & Weber, and the "just plain hard work" as contributed by both the Agency and the staff of the WIH Advertising Department.

The Department, in addition to Camp, consists of Advertising Administrative Assistant Barbara Sand and Secretaries Pat Dow and Doris Odum.

MOST FOR DOLLAR SPENT

The primary responsibility of the WIH Advertising Department, according to Camp, is to administer the Corporate Advertising program, including its annual budgeting, and to see that WIH gets the most for its advertising dollar in all areas of this administration. The Department is also involved, in varying degrees, with the advertising and promotional programs of the individual hotel properties throughout the company. In his capacity, Camp also acts as liaison coordinator with the corporate offices, hotel management and the advertising agencies.

Along with such Department "book work" routine as billing, scheduling and budgetary control there is considerable involvement in creative planning and development. The Department has a direct responsibility for all material produced, be it consumer or trade ads, hotel rack folders, convention brochures, Promotion-of-the-Month materials, counter and elevator cards, statement stuffers, yellow page listings, trade and directory advertising—anything from a 30-second radio spot to a complete hotel pre-opening campaign. It is a responsibility that extends from initial concept to finished product and placement.

MARKETING ADJUNCT

The WIH Advertising Department was created as such in 1963 as an adjunct to the then emerging Business Development Division and now known as the Marketing Division. Willis Camp, who had joined WIH the year previous in the position of Assistant to the President, was named Director of Advertising for WIH.

One of Camp's first projects upon his appointment was to work with the Cole & Weber agency to establish a more effective and easily identified "family image" for our company. Among other things this resulted in the now familiar

ough" . . . "Getting the Message Through" ➔

Western International Hotels signature and our circular symbol, and the standardization of design elements for such materials as rack folders and other printed pieces.

An equally important objective was the promotion of our WIH image of quality professionalism, friendliness and service. It is this image concept that continued to be the basis of all our advertising and promotional efforts to this day.

The Cole & Weber Account Supervisor for WIH is **Peter Hemp**. Peter, who is a Vice President of his agency, has been associated with Western International for some 15 years, and is as intimately familiar with our operating philosophy as he is with our corporate and hotel management people. While corporate advertising is his main area of concern, Peter is also responsible for the supervision of the advertising programs for a number of hotels.

Other agency people assigned to specific responsibilities as Advertising Account Executives include **Don Loth** for the Canadian joint program, Space Needle and trade advertising; **Dick Hadley** for Latin America including WIH de Mexico and the Washington Plaza; and **Dennis Rossman** for the Olympic.

JOINT EFFORT WITH UNITED

More recently, our association with United Air Lines has opened up a new area of advertising consideration to the mutual benefit of both companies. Public awareness of the tie-in between the two companies was promoted almost from the outset with the widely used "Partners in travel with . . ." message. This line is now included along with each company's signature in almost all advertising and printed materials distributed throughout the United States and Canada. (Inspirational credit for this succinctly stated joint slogan, by the way, goes to Willis Camp.)

United's Air Atlas marks those cities covered by their routes in which WIH properties are located. Further, plans are presently in the works for including a WIH promotional stuffer in two of the monthly statement mailings going

to United's credit card accounts in 1972.

Benefiting from United's experience in the display area, the WIH advertising Department, through Cole & Weber, is in the process of designing back-lighted, free-standing promotional displays for hotel use. These units are patterned after those now used by United with advertising panel inserts that could be used interchangeably between the two companies. Still other areas are being explored where in both United and Western International can benefit each other in their joint efforts.

HOTEL ASSISTANCE

While the bulk of the Advertising Department's activities are of a Corporate nature, its services are available and extensively used by individual hotels throughout the company. For instance, the Department's activities for any given day might include a consultation with the advertising agency handling the local advertising needs of a Canadian property; a phone call from Mexico City regarding some new development on the current WIH de Mexico campaign; a cable sent to the Shangri-La in Singapore urgently requesting some data for a promotional piece; plus numerous letters and phone calls to WIH properties within the United States and elsewhere of individual department related concern.

Summing up the Department's busy and widely varied activities, Willis comments, "This is an extremely exciting action-oriented job. . . there's so much going on all the time. You are constantly changing gears when you are working with lots of different people of various countries and cultures. There are many headaches . . . sure . . . that's part of the job. But there is much satisfaction, too. Particularly when you know that you ARE getting the message through!"

(NEXT MONTH: "Advertising Media Selection . . . the how, why and where Western International Hotels is best spending its advertising dollar.")



WILLIS CAMP, WIH Director of Advertising, gets his day off to a busy start with the helpful assistance of his Secretary **PAT DOW**.



BARBARA SAND, Advertising Administrative Assistant, points to one of several WIH ad listings appearing in the widely circulated **HOTEL & TRAVEL INDEX**.



DORIS ODUM, Department Secretary, maintains a scrapbook reference record of all WIH print advertising clippings.

FRONT! INTERNATIONAL



SINGAPORE — The Shangri-La was host hotel for the annual WIH Far East Sales and Marketing meeting last February 5th. Attending were hotel representatives from WIH and affiliated properties of Japan, Hongkong, Australia and Singapore. The group as pictured above, included (BACK ROW): Yoshio Nakano (Miyako); Albert Hee and Bob Sim (Shangri-La); Peter Tang (Miramar); Manual Woo, Hermann Gammeter and Bob Chamberlin (Shangri-La); Atsuo Matsui (Miramar); Takeshi Monguchi (Shangri-La). (FRONT ROW): Akio Hirao (WIH Tokyo); T. Motoi (Prince Hotels); Alan Duncan (Wentworth Hotel); Neill Ellis (Shangri-La); Yuji Tsutsumi (Prince Hotels); Bruce McKibbin (Vice President WIH); Rudy Choy (Miramar); T. Yamamura (Tokyo Prince).



ACAPULCO — Anna Mitchell (center) winner of this year's WIH Thurston-Dupar Inspirational Award opted to spend her expense-paid vacation prize at the Hotel Caleta. With Mrs. Mitchell above is her husband, Willi, and Caleta staff members; Pedro Cano, Public Relations Department Assistant; Carmen Ibarra, Public Relations Manager; and Reyna Rodriguez, Secretary to the hotel's General Manager, Francisco Morales.



SINGAPORE — Her Majesty Queen Elizabeth of Great Britain with her husband Prince Philip and daughter Princess Ann were Shangri-La Hotel guests in mid-February. The occasion was a cocktail party given in Her Majesty's honor by the seven heads of missions, of Commonwealth Countries represented in Singapore. The Royal trio are shown in the hotel's Ballroom foyer flanked by (left) the Indian High Commissioner in Singapore, and (right) the High Commissioner for Australia in Singapore.

COMINGS AND GOINGS INTERNATIONAL

At the Shangri-La, former front office assistant manager Inche Mustafa A Rahman, is named Front Office Manager

... in Mexico City, Salvador Ramos, formerly with the Camino Real is named Director of Sales at the Alameda; Javier Gorozpe, formerly with the Alameda, is named Sales Manager of the Camino Real.

Miramar Plans Extensive Long Range Development

THE Miramar Hotel & Investment Co., Ltd. is envisioning a long range expansion program that will result in that hotel being one of the largest in the Far East.

At the completion of its various development phases, the Miramar will increase its room accommodations from the present 550 rooms to a total of more than 2,250 rooms.

Nearing completion is Phase One of the hotel's program which has centered around the reconstruction of the former West Wing of the hotel.

INCLUDED, is the addition of 180 more new rooms; an enlarged area for the rooftop Ondine Restaurant and the installation of an outside, glass-enclosed elevator running from street level to the roof-top restaurant; more function rooms on the Theatre Restaurant level; and the addition of more shop space in the hotel's arcade level.

Further work phase schedules will follow and it is expected that the entire development will take roughly 10 years to complete according to Miramar General Manager, Rudy Choy.



CABO SAN LUCAS — It's a world's record! Camino Real Cabo San Lucas guest, Gerry Miller, admires her prize catch, an 81 lb. broadbill swordfish caught off the Cabo San Lucas shores. For the record book . . . the catch was made with a 12 lb. test line and within a span of only eight minutes! A movie company on location, filmed the event which is scheduled for later viewing in the United States on Nationwide television.



FRONT FAMILY FEATURES

REMINISCENCES OF AMERICAN HOTELS

Part three of an article reprint as it originally appeared in the January 1891 issue of the *North American Review*. It depicts the impressions of the article's author, Max O'Rell, as a hotel guest of some typical American hotels of this era. Here, O'Rell comments on the waiting staffs as encountered in various hotel dining rooms:

THE chief waiter at large hotels in the North and the West is a white man; in the South he is a mulatto or a black; but white or black, he is always a magnificent specimen of his race. There is not a ghost of a savor of the serving-man about him: no whiskers and shaven upper lip reminding you of the waiters of the Old World; but always a fine mustache, the twirling of which helps to give an air of nonchalant superiority to its wearer. The Mulatto head waiters in the South really look like dusky princes. Many of them are so handsome and carry themselves so superbly that you find them very impressive, and would fain apologize to them. You feel as if you wanted to thank them for kindly condescending to concern themselves about anything so commonplace as your seat at table.

IN THE smaller towns the waiters are all—waitresses. The waiting is done by damsels entirely—and also by the guests of the hotel.

IF THE Southern head waiter looks like a prince, what must we say of the head waitress in the East, the North, and the West? No term short of queenly will describe her stately bearing as she moves about among her bevy of reduced duchesses. She is evidently chosen for her appearance. She is "divinely tall" as well as "most divinely fair," and, as if to add to her importance, she is crowned with a gigantic mass of frizzled hair. All the waitresses have this elaborate coiffure of curls, rolls, and bangs. It is a livery, as caps are in the old world, but instead of being a badge of servitude, it looks, and is, alarmingly emancipated; so much so that, before making close acquaintance with my dishes, I always examined them with great care. A beautiful mass of dishevelled hair looks very well on the head of a woman, but one in your soup, even though it had strayed from the tresses of your beloved one, would make the corners of your mouth go down and the tip of your nose go up.

A REGALLY handsome woman always "goes well in the landscape," as the French say, and I have seen specimens of these waitresses so handsome and so commanding-looking that, if they cared to come to Europe and play the queens in London and Paris pantomimes, I feel sure they would command quite exceptional prices, and draw big salaries and crowded houses.

HOW GRAND this lady is, as she approaches you, darts a look of supreme contempt at you, flings a spoon and fork and knife down on the table in front of you, and, turning her back upon you, gabbles off the menu in one breath!

THE THING which, perhaps, strikes me most disagreeably in the American hotel dining-room is the sight of the tremendous waste of food that goes on at every meal. No European, I suppose, can fail to be struck with this; but to a Frenchman it would naturally be most remarkable. In France, where, I venture to say, people live as well as anywhere else, if not better, there is a perfect horror of anything like waste of good food. It is to me, therefore, a repulsive thing to see the wanton manner in which some Americans will waste at one meal enough to feed several hungry fellow-creatures.

IN THE large hotels, conducted on the American plan, there are rarely fewer than fifty different dishes on the menu at dinner-time. Every day and at every meal you may see people order three or four times as much of this food as they could under any circumstances eat, and, picking at and spoiling one dish after another, send the bulk away uneaten. I am bound to say that this practice is not only observed in hotels where the charge is so much a day, but in those conducted on the European plan—that is to say, where you pay for everything you order. There I notice that people proceed in much the same wasteful fashion. It is evidently not a desire to have more than is paid for,

but simply a bad and ugly habit. I hold that about five hundred hungry people could be fed out of the waste that is going on at such large hotels as the Palmer House and the Grand Pacific Hotel of Chicago,—and I have no doubt such five hundred hungry people could easily be found in Chicago every day.

(Continued next month)

FRONT! FUNNIES

The pastor wanted to make some much needed improvements in his church. His first suggestion was to purchase a chandelier, but there was much opposition from the congregation. Finally, he asked one of the most vocal opponents of the idea why he opposed purchasing a chandelier.

"Well," said the man, "first no one can spell it, so how can we order it. Second, no one can play it if we did get one. And, third, what we really need is more light!"

Did you hear about the butcher who backed into the meat-grinder and got a little behind in his work?

A deaf old gentleman decided that a hearing aid was too expensive, so he got an ordinary piece of wire and wrapped it around his ear.

"Do you really hear better with that wire around your ear?" a friend asked. "No," he replied, "but everybody sure talks louder!"

Back-of-the-bar philosophy: If you really want to make a long story short — interrupt!

An exhausted business executive gratefully climbed into his hotel bed at midnight, looking forward to a solid nine hour sleep. At 2 a.m., however, a loud banging on his door awakened him. It was a semi-coherent drunk, angrily declaring, "Thish my room . . . whash ya' doing here!" It took the executive twenty minutes to straighten things out and get back to sleep. Once more he was awakened by the same drunk an hour later, who still claimed the room was his.

When the drunk woke him up a third time, the executive literally blew his top—but this time the drunk got in the first words. "So ish you again!" he screamed. "Damn it, are you occupying EVERY room in thish hotel?"

AH&MA Career Development Program Offers Self-Development Opportunity (Part II)

Try it . . . you'll like it!

THAT line from a familiar advertising commercial might also be applied to those hotel people who are currently . . . and enthusiastically . . . involved in an American Hotel & Motel Association Career Development Program.

This recently developed program of the AH&MA's Educational Institute (and as outlined in last month's issue of *Front!*) allows any hotel employee to further his career training through local formalized group courses.

The courses, covering a full range of hotel operational and related activities, are administered through local Career Development Chapters in the various lodging communities.

Three of these local Chapters in which WIH employees are participating also include WIH members as Chapter officers. They include **Kim Chappell**, Executive Assistant Manager of the Benson, as President of the Portland Chapter, with Houseman **Marco Polo Suarez**, formerly of the Camino Real in Mexico City, as Vice President; **Peter Smith**, Management Trainee at the Olympic, as Vice President of the Seattle Chapter; and in Montreal, the Bonaventure's Executive Housekeeper **Margaret Anderson** serves as Secretary while the hotel's Sales Manager **Lorne Evans** is Treasurer.

PORTLAND FIRST

The Portland Chapter was the first of the three to be organized and has been in operation since March of last year. Presently there are nine enrollees from the Benson with a total membership of 40 people representing the city's major hotels. Four courses have already been taught—Introduction to Hotel/Motel Management; Organization and Administration; Human Relations; and Communications. The course class locations have been held at various hotels and each course had taken approximately 7 weeks to complete, meeting one night a week for three-hour sessions.

Says Chappell in evaluating the Portland program, "There is really no question that these classes are of direct benefit, not only to the individual but to the hotels. How many opportunities do we have to sit amongst a group of hotel people of varied departments, job levels and other hotel properties to discuss communication principals, for instance, and the difficulties encountered due to the lack of them?"

The Seattle Chapter was organized in late August and in its membership are eleven employees of WIH Seattle properties including some members from WIH offices. Their first course, now completed, was on Human Relations taught one night a week for ten weeks in two hour sessions.

Other classes are scheduled to begin in late March.

ENROLLMENT 'SNOWBALLS'

Seattle Chapter Vice President Peter Smith admits that the Chapter had gotten off to a slow start, but now has received a great acceptance in the area and enrollment has begun to "snowball." He is particularly delighted to note that enrollment is drawn from all areas of hotel employment including stewards, waitresses, housekeeping people and department heads.

The Chapter has some ambitious plans for conducting future courses. Smith elaborated, "We hope to invite prominent members of the hotel industry as guest speakers from time to time, and we're even thinking of scheduling a panel composed of hotel managers for question and answer sessions from the floor on selected topics."

The Montreal Chapter, which was inaugurated in late January this year, already has three Career Development courses started. Chapter Secretary Margaret Anderson is currently conducting a course on Supervisory Housekeeping at the Bonaventure. (Mrs. Anderson is President of the Montreal National Executive Housekeepers Association.) Al-

so a Front Office Procedures course is being taught at the Sonesta and another on Hotel/Motel Management is going strong at the Queen Elizabeth. Of the 22 members with the Montreal Chapter, seven of these are Bonaventure employees.

"While the program is receiving good acceptance here," says Mrs. Anderson, "we've had a couple of problems to overcome. First, this is a bilingual community (French and English) and all text material is printed in just the one language . . . English. However, we have received approval from our local hotel association to give the final examinations in French for those preferring and eventually we hope to have course material translated into French. Secondly, so many of the employees feel that these courses are only for upper management people, while it is actually directed to any employee in any job category who is interested in pursuing a hotel career. With the help of our Personnel Director, Leona Dureau, we are working with department heads to stress course availability to their staff members." She is very enthusiastic about the way the courses are conducted particularly in that it allows each participating member to learn at their own speed.

OUTSIDE INSTRUCTORS

While the courses now being taught are conducted by hotel people, Mrs. Anderson states Chapter officers have great hopes for expanding the program to include the services of outside professional instructors. She adds, "We've gotten good cooperation for the program from the Bonaventure management and that's been a lot of help to us."

Other established Career Development Chapters inaugurated in WIH cities include Washington, D.C., San Francisco, Denver and Los Angeles. Any WIH employee wishing further information in Chapter participation in their city should contact the hotel's Personnel Manager.

Like those already participating employees might suggest, "Try it . . . you'll like it!"

FRONT! ANNUAL APRIL FOOL



ACADEMY AWARD NOMINATIONS



Best Picture Nominations



MONDAY, BLOODY MONDAY — Stark realism in this Blood-Type "O" meets Blood-Type "B" blood-bank skin flick. Scene after scene of arms exposed above the elbow . . . daring camera angles that focus on open toed wedgies as seen from an adjoining couch! Filmed entirely in the Yorktown Room of the Washington Plaza Hotel. (Needles courtesy of Western Service and Supply.) Cookies and orange juice served in the outer lobby after each performance.



PLAZA THREE — Returns to the screen that dynamic trio (that won our hearts in Plaza's One and Two) from the Antlers Plaza, Shirley Lee, Reservationist; Tom Stanfield, Assistant Manager; and Chuck Weaver, Superintendent of Services. Exotic shots of the Cafe Plaza. "More excitement and coffee stains than I've ever seen in a picture of this nature," says the COLORADO SPRUNG.



SOMETIMES A GREAT MOTION — Stars veteran performer, Bill Bryant, formerly General Manager of the Dusit Thani and introducing the lovely Chansuda Boonpradub, Pavilion Cafe Hostess, in the role of Great Motion. Also featured is former Dusit Thani F&B Director George Scudder and his trick knee.



Best Actress Nominations



SHARON ABRAMS, Relief Assistant Front Desk Manager at the Benson, who captured Front Desk audiences everywhere for her performance in "The Last Pictured No-show." The music score for the film, "Theme from the Body-Snatchers." has also been nominated for some sort of award.



JANICE LOCKIE, Sales Secretary at the Bayshore Inn, for her unforgettable role as the lady vet in "Lassie And Her Pups—A Different Kind of Love Story." A heart warming, tail wagging performance by other cast members.



WILBER WILLIAMS, Garde-Manger for the Mayflower Hotel, for his rough, tough James Bond-type role in "Diamonds are for Supper." An action-packed film loaded with suspense and kitchen odors. The entire kitchen staff sings the picture's award nominated song hit, "Bless the Beets and the Chili-peppers." (Diamonds by Western Service and Supply through their Sears catalog.)



CHARLES REES, Storeroom Clerk at the Calgary Inn, for his spine tingling performance as the snoopy cop who tracks down and confiscates a shipment of French "post cards" (smuggled into the country in tomato juice cartons) in the "French Collection." (NOTE: Charles has retired from the screen and is now operating a garage sale business specializing in French "post cards.")



IT IS OUR POLICY . . .

to honor the following pledge in all our properties.

PLEDGE

When you have our certified reservation and arrive by the time stated on your confirmation, we will have a room for you. If, for any reason, that's not possible, we will secure a room for you in another hotel at our expense, provide your transportation there, and the next day bring you back to our hotel where we both wanted you to be in the first place.

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Air Lines



OUR PLEDGE . . . A Point of Difference

Our Company Pledge, reproduced above, is a point of difference that is unique in the industry. It is yet another way of expressing our basic Western International Hotel's operating philosophy of truly caring about our guests.

The Pledge, as produced by the corporate advertising agency Cole & Weber at the request of WIH management, first appeared in printed form in 1959. It has since become accepted policy honored by all our properties.

Reprinted Pledge posters have recently been distributed to WIH properties to again remind Front Desk and guest contact Personnel that in every aspect of our guest relationships . . . we do care!