

front!

WESTERN INTERNATIONAL HOTELS

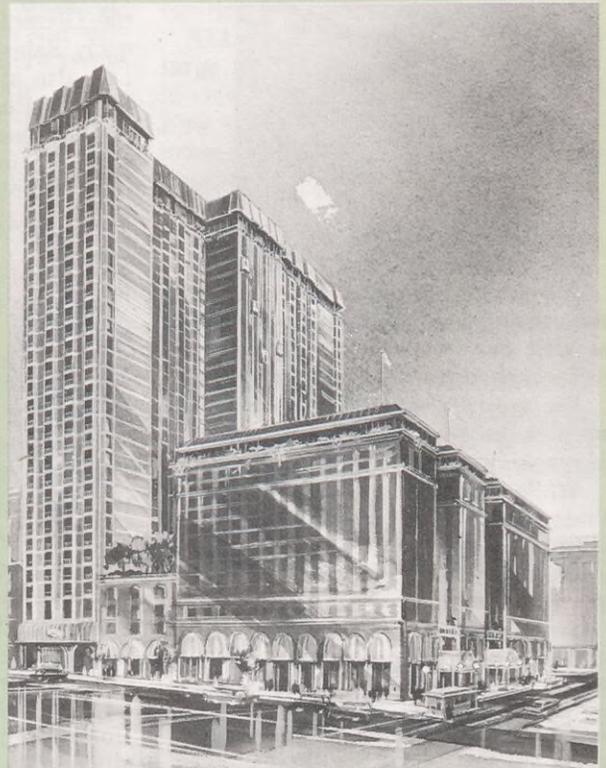


March, 1969

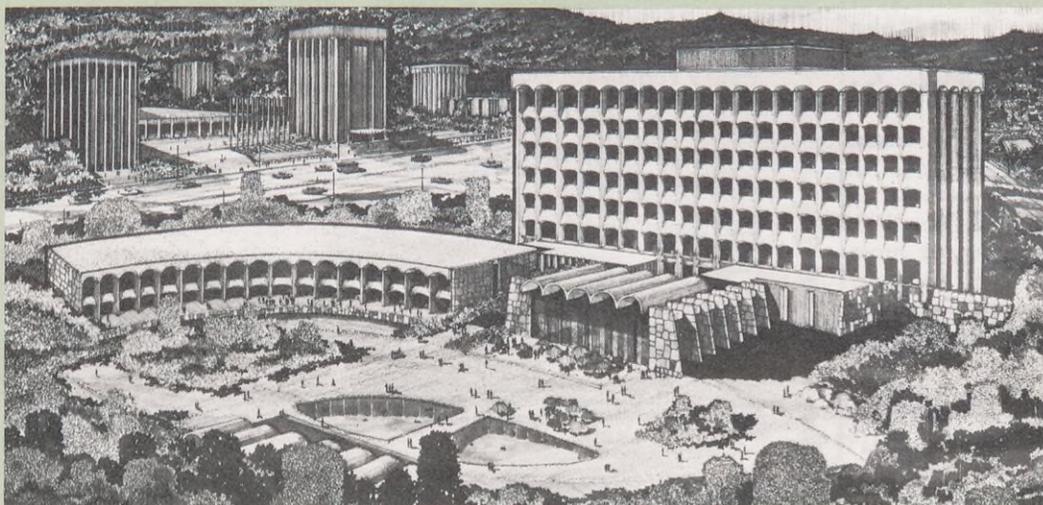
ONE OPEN . . .
ONE NEW . . .
ONE ADDITION . . .



OPEN . . . Makaha Inn & Country Club



ADDITION . . . St. Francis Tower



NEW . . . Camino Real, San Salvador

" . . . operating
quality hotels in
major cities on a
global basis."
(See page 3 for
details)

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



For several months our corporate advertising has been inviting readers to visit our hotels and discover "the difference difference makes".

We might also add, this invitation applies to our family of WIH employees.

While we may be well aware of these "differences" as observed in our own property many of us have yet to experience its meaning in another Western Hotel.

Since many of you are now formulating vacation plans, it occurs to us that it may be timely to remind you again of your Complimentary Room Privileges. Perhaps you will want to take advantage of this vacation opportunity to include a Western Hotel visit in your plans. If you are unsure as to your particular qualifications for these privileges, check with your department head. You should also check for room availability and reserve sufficiently in advance for space.

We also ask that if for some reason you have decided to cancel your reservation, you notify the host hotel of your cancellation as soon as possible. Certainly, we all lose when we have to turn away an ad-reading prospect only to find later that an unused, but still reserved room could have been available.

But we hope you can make it! We know you and your family will enjoy "the difference difference makes" wherever you go throughout Western.

Edward E. Carlson

President

Western International Hotels

COMINGS AND GOINGS

William Myles, former Sales Manager at the Olympic, is new Sales Manager for the Bayshore Inn . . . Previously Night Manager of the Century Plaza, **Hal Carey**, is now appointed to the Ilikai as Rooms Manager . . . joining the staff of the Makaha Inn & Country Club as Sous Chef is **Heinrich Steffen**, formerly Saucier at the Antlers Plaza . . . **James Gray** has joined the Western Service and Supply staff as a Senior Designer . . . **Richard Browning** joins the WIH Development Division as Construction Coordinator . . . new Assistant Director of Sales at the Olympic is **William Nuhn**, previously Sales Manager at the Northern . . . also at the Olympic is former St. Francis Purchasing Agent, **Jack Harrison**, as new Assistant Banquet Manager . . . former Banquet Manager at the Olympic, **Henri Paul-Hoerth** goes to the Ilikai as new Assistant Catering Manager . . . former Assistant Manager of the Continental Plaza, **Tom Heder** has been appointed to the position of the Hotel's Front Office Manager . . . new Rooms Manager at the Continental Plaza is **Mary Ellen Healey** . . . at the Bonaventure, former Food and Beverage Controller, **Ted Lennon** has been promoted to Assistant Food and Beverage Manager.

From our International Division the following appointments: **Dr. Isidoro de Orta** takes over the position of Manager of the Hotel Ritz in Mexico City . . . replacing de Orta as Manager of the Majestic Hotel is **Sebastian Rincon Gallardo** who came from the Hotel Alameda where he held the position of Assistant Manager . . . **Mario Carcamo**, formerly of Peat, Marwick & Mitchell, has been appointed as new Comptroller of WIH de Mexico . . . **Antonio Alvarez**, previously in charge of WIH de Mexico Accounting Division has been appointed to Area Director . . . **Maury Galloway**, formerly Director of Sales at the Benson has been appointed Director of Sales and Marketing at Dusit Thani Bangkok.

Meet Your Correspondent

MARIE KRISS — *Cosmopolitan*

Lovely, lively Sales Manager, Marie Kriss is FRONT's! co-correspondent for the *Cosmopolitan* (with Carol Perry—"she takes the pix and I write the stories".)



Writing is a natural for Marie, or "Kriss" as she is called. It has been a hobby of hers for some time and to date she has had a short-short story and an article published.

She was born and educated in Kansas and during her varied career has worked as a grade school teacher, traffic manager and local news editor for Kansas radio stations.

In February, 1968 she joined the *Cosmopolitan* staff as Sales Manager. She is married with two adopted children, aged 6 and 8, yet still finds time to actively participate in local, civic and business organizations.

Wikan Named President Western Service & Supply

Named as President of Western Service and Supply is the former Vice-president of this WIH subsidiary company, **Lief Wikan**.



Announcement of this appointment was made in late January by WIH President, **Edward E. Carlson**.

Wikan succeeds **Bill Keithan**, who will continue to serve as a director and will represent WIH as the liaison officer on policy matters with Western Service. Wikan began his career with Western in 1957 in the accounting department and in 1959 was transferred to the Western Service accounting department. In 1965 he was named Vice-president and General Manager of the Company.

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 Abercrombe; 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 Pinkske; Guatemala Biltmore, Jorge Senn; Metropolitan Airport Hotel, Inge O'Hearon; 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

ONE OPENING . . . ONE NEW . . . ONE ADDITION . . .

Western International Hotels jets into the new year with a series of major property story announcements that are keeping the Company's publicity departments hopping!

FRONT! readers will do well to refer to their world maps to follow this latest "Western World" expansion activity.

OUR FIRST STOP is the Pacific Islands of Hawaii and the long awaited opening of the Makaha Inn & Country Club on the island of Oahu.

Tracing your finger back to the America's and the Central American Republic of El Salvador where a recent announcement reveals WIH plans for the construction of the 250-room Camino Real, to be located in the capitol city of San Salvador.

AND FINALLY, follow up along the California coast to San Francisco where the venerable St. Francis makes news with plans for a 32-story tower addition to this world-famed hostelery.

All of this, plus the "topping off" ceremonies for the Washington Plaza Hotel in mid-January (story on page 4) adds further evidence to Western's corporate objectives "operating quality hotels in major cities on a global basis", as was expressed by WIH President Edward E. Carlson in his WIH Management Conference address in January.

HERE ARE some of the more pertinent details on these latest developments as released to FRONT! editorial offices.

Makaha Inn & Country Club

ON MARCH SECOND, the Makaha Inn & Country Club opened its doors to welcome its first guests to this luxury Hawaiian resort property.

Significantly, the day before had seen the thrilling climax of the Jack Ross-Makaha Invitational played on the magnificent fairways that surrounded the property. The two 18-hole championship Makaha courses offers the largest and most challenging golfing complex in the Hawaiian Islands — and is expected to be one of the properties prime attractions.

BUT Makaha isn't all golf . . . it's also tennis played on two astroturf surfaced courts, shuffleboard, croquet and swimming in the hotel pool. And

nearby is the golden sands of the world famed Makaha surfing beach.

The Makaha Inn & Country Club is comprised of a series of pavilions and bungalows. Each of the 200 guest rooms of the one and two story unit structures, has its own private terrace or balcony. The overall architectural inspiration is Polynesian, with umbrella roofs, wide verandas and extensive use of wood creating the illusion of a tranquil native village of old Hawaii.

THE Main Pavilion houses the hotel facilities such as the front desk, offices, golf pro-shop boutique and sundries shop. Also contained here is the 37th Hole cocktail lounge and snack shop. Overlooking the swimming pool is the Spoon & Brassie Dining room and Sunset Lanai cocktail lounge.

The Makaha Terrace banquet pavilion provides banquet facilities for groups up to 800, an outdoor terrace with bar, orchestra stand and dance floor, and is available for a variety of group activities.

THE HOTEL is located in the beautiful Makaha Valley, on the leeward or drier side of Oahu, and about 47-minutes driving time from Waikiki Beach and its sister hotel, the Ilikai. Jim Howard is the Makaha Manager.

Camino Real, El Salvador

PLANNED as part of a 44-acre business complex in the capitol city of San Salvador, is Western's first hotel venture in the Central American Republic of El Salvador.

The 250-room property, to be known as the Camino Real, will begin construction early this summer for a completion date in 1971.

THE Hotel Camino Real will be completely air-conditioned, have the largest ballroom in Central America — handling up to 600 persons for meetings — and will include a swimming pool and tennis courts on its 5-acre site. There will be a specialty restaurant, bar and coffee shop as well as parking for 200 cars.

The new hotel location is only 20 minutes by air from Guatemala where Western has two hotels, the Guatemala-Baltimore and the newly opened Camino Real.

St. Francis Tower

WITH THE demolition of two existing buildings adjacent to the Hotel, in February, the celebrated St. Francis

Hotel in San Francisco took the initial steps in its tower project addition. The actual construction of the tower is scheduled for this June.

When completed in mid-1971, the 32-story tower rising above the city's Union Square, will be an integral part of one of the largest and finest hotels in the West. The 590 rooms combined with those of the present structure will offer a total of over 1,100 rooms. The \$40,000,000 addition will represent the largest single investment the Company has ever made.

EVERY EFFORT has been made in the architects design to blend the new facilities with the present, including an exterior surface of pre-cast concrete panels color matched to the existing St. Francis.

ALL OF THE 590 rooms will have large bay windows offering panoramic views of this spectacular Bay City. Five outside glass elevators and two interior elevators will accommodate the guests. Guest rooms will be contained in the first 27 floors. Planned is a floor of executive suites and a rooftop restaurant and cocktail lounge. A coffee shop, ballroom and extensive banquet facilities will occupy the lower floors.

INTERIOR decor of the new building will retain the St. Francis' "victorian" atmosphere while providing guests with every modern convenience.

THE SAFETY-FRONT

Practicing good safety habits is as important to your well being and, indirectly, to that of your hotel guests as almost anything else about your job. With this issue FRONT! begins a series of safety reminders to help keep us all safety conscious.

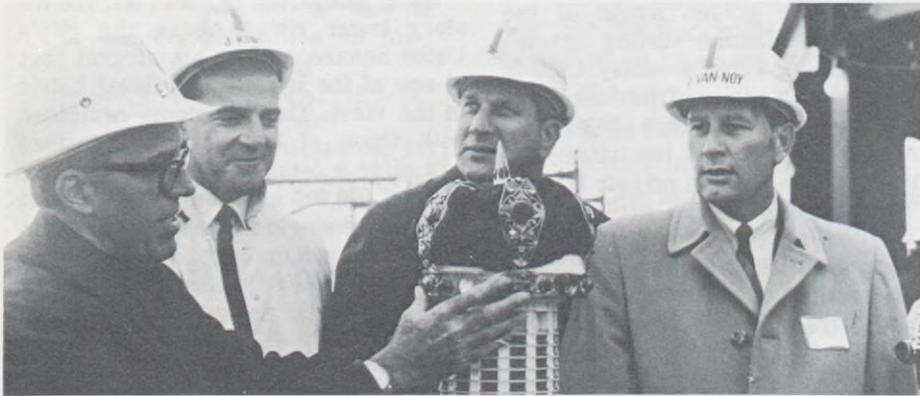


How to avoid coming down with "Backside Bruise-ites"

Keep on the alert for slippery, wet or greasy floors. Clean up wet or greasy spots and remove obstacles from stairs and passageways (— and if you HAVE to fall look for a soft spot!).

(Cartoon courtesy of the National Safety Council)

Western News Notes



Above, WIH President Carlson places crown on Washington Plaza model during "Top-off" ceremonies. With Carlson is John King and Al Lindeman, ALCOA representatives, and Ralph Van Noy, Washington Plaza General Manager.

Washington Plaza Crowned "Queen" At Top-Off Ceremonies

Seattle has long been known as the Pacific Coast's "Queen City". Now it may also record a "coronation"!

This regal status was bestowed upon the Washington Plaza Hotel during formal "topping-off" ceremonies on January 15th on the roof of the 40-story building. It marked the completion of the highest level of the hotel, the two-story crown which caps the unique circular structure.

To symbolize the event, WIH President, Edward E. Carlson, placed a queen's crown on top of a model of the hotel in view of WIH officials and civic leaders who attended the event.

Carlson said that he expected the Washington Plaza would play a dominant role in the continuing rapid growth of Seattle as a business and cultural center. "The Washington Plaza", he added, "is consistent with Western International Hotels corporate goals of operating quality hotels in major cities on a global basis." Ralph Van Noy, General Manager of the Washington Plaza, said the hotel will be completed and ready for occupancy this June.

When completed, the hotel will offer 450 air-conditioned guest rooms. The new tower, together with the public and guest facilities which will connect with the existing Benjamin Franklin Hotel, will provide a combined total of 715 guest rooms.

The completed Washington Plaza Hotel complex will offer a seven-level parking garage, flexible convention and meeting facilities for practically any size event and a variety of dining

and entertainment rooms including the expanded facilities of the present Trader Vic's cocktail lounge and restaurant.

Design Division Hits "1000"

For the rest of us the St. Francis Tower addition project (see story page 3) will be referred to as just that. To Western Service's Design Division, however, it will be more commonly known as "Project No. 1000" — and a milestone of sorts.

This listing number marks the 1000th major project (actually, they cheated a little — they started with number 101!) handled by the Division since first job numbers were assigned in 1954. Job No. 101, by the way, was listed on the log by a somewhat general "Guest room schemes" notation.

The Design Division itself was established in 1958 and one of its first major decorating projects was, interestingly, also a St. Francis project . . . it was listed as "No. 218 — St. Francis renovation".

Flipping through the record log, now maintained by the Department's Secretary-Assistant, Rose Shaffer, is like flipping through a review of WIH history. Listing notations recall major design projects for such properties as the Alameda, Bayshore Inn, Century Plaza and Miyako hotels, to name a few, as they joined the Western family.

Also listed are the kitchen and beverage facility projects for which Russ Nickel and his Food and Beverage Facilities Department staffers are responsible.

Whether the intended project is for new construction or renovation of present facilities it is given a number

Schneider Heads Personnel-Education Division

Gordon Schneider, former Assistant Director of Personnel, has been appointed Director of the renamed Personnel and Education Division.



The appointment was announced during the Managers Meeting at the Ilikai in January by WIH President, Edward E. Carlson.

In his announcement, Carlson stated, "the Executive Committee has determined that the importance of this Division requires a full time Director (and) Gordon has clearly demonstrated his capacity to effectively discharge all responsibilities given to him".

With the Company's increasing emphasis on personnel training, Carlson added, "the Personnel and Education Committee (of which Schneider is a member) can establish as one of its main targets in 1969, improvements in (Personnel) training techniques".

Gordon Schneider joined Western as Assistant Director of Personnel in 1966. A graduate of the University of Oregon in Business Administration, which he supplemented with courses at Cornell University's School of Hotel Administration, he subsequently pursued a hotel oriented career. This included a variety of hotel positions in New York City and Eugene, Oregon. Most recently, before joining Western, he assisted in the administration of the Hotel Administration program at the Edison Technical School in Seattle.

and assigned as the responsibility of one of the Department's Senior Designers.

The St. Francis project No. 1000, for instance has been assigned to Herb Bentley. The two other properties mentioned in our front page story are the design responsibilities of Andrea Freccia for the San Salvador Camino Real, and Bentley for the now completed Makaha Golf & Country Club.

Headed by Division Vice-president, Charles Comstock, the Design Division includes four Senior Designers (Andrea Freccia, Herb Bentley, John Fikkan and Jim Gray) and four Associate Designers (Ray Weyerts, Jim Privette, Bob Cornwell and Mike Burrows.)

Front! News Pictorial



COMPOTE ON CANVAS: The fruit compote cart of the Continental Plaza's Consort Room was the inspiration for the striking still-life painted by Consort Busboy-Artist, Humberto Echavarria, above. The talented young artists' work has been presented in a one-man show in Chicago and some of his paintings are currently hung in one of the city's galleries.



ASTRONAUT AT ALAMEDA: One of the three American astronauts who circled the moon in December, Col. William C. Anders, enjoys another "out of this world" experience in Mexico City's plush Alameda Hotel. Welcoming Colonel and Mrs. Anders above is the Hotels Executive Assistant Manager, Ulrich Schwartz. Alameda's General Manager, Jean Berthelot, has extended similar invitations to the other two astronaut members and their wives and hopes to welcome them in the not too distant future.



FOURTH RUNNER-UP. Cosmopolitan Bellman, Dick Kent in competition with over 60,000 bellmen from all over the world, won the fourth-place title in the annual "Bellman of the Year" contest. The contest is co-sponsored by the American Hotel & Motel Association and Samsonite Luggage honoring the top bellmen for "excellence in providing service to guests." Announcement of the winner was made during the AH & MA convention in Denver last December. Cosmopolitan General Manager, Robert Wilhelm [right] presents Kent with his award prize, a set of Samsonite luggage.



FACT-FINDING GROUP. With a stop off at the Miramar in Hong Kong before proceeding on to investigate the hotel situation in Southeast Asia are these WIH executives with Miramar hosts. Shown from left are: Edward Hsu, Miramar Publicity Manager; WIH Vice-presidents Robert Lindquist and William Keithan; William Ellis, Antlers Plaza General Manager; Rony Dike, WIH Architectural Coordinator; and Albert Young, Executive Manager of the Miramar.



DUO "CAREY"-ON. Hal and Mary Carey add a new chapter to their service careers with their recent association with the Ilikai Hotel. Hal, a 31-year veteran with WIH [last with the Century Plaza in Los Angeles] is new Ilikai Front Office Manager, and Mary [from 15-years with the Food and Beverage business in Oregon] joins as Assistant Executive Housekeeper.

Western News Notes

"Employees Of Month" Honored at Ilikai



A NEW PROGRAM honoring "Employees of the Month" was recently inaugurated at the Ilikai Hotel.

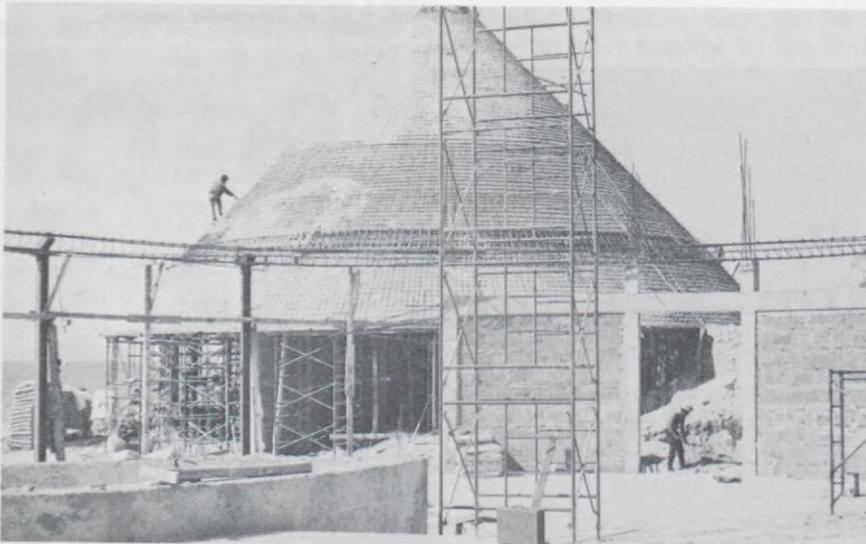
The program selects two employees for each of the two areas of hotel work — those who come into direct guest contact and those who do not — for special recognition each month. Winners are judged for their "excellence in performance and spirit of aloha" over a continuous period.

The two honored employees receive a recognition certificate at a hotel

staff meeting plus a dinner for two at either the Dynasty or Top of the Ilikai restaurants. At the end of the year, all twenty-four employee winners will be additionally honored by the hotel.

Chosen as the December winners were — in photo above — Clem Parker (center) of the Security Department and Aurelio Ader of the Banquet Department. Presenting them with their certificates is the hotel's Manager, Tom Gowman (left).

Puerto Vallarta Camino Real Shapes Up



THE UNIQUELY DESIGNED cone shaped building in the photo, one of three similar structures, will house the cocktail lounge at the Camino Real now under construction in Puerto Vallarta. The other two will house the hotel's dining room facilities.

The roof is built of steel rods and sprayed with cement and the whole will be covered with a layer of palm

thatching. The circular wall area will be glass enclosed affording guests with an unobstructed view of the hotel's beach and the Pacific Ocean. The Camino Real is scheduled for a November opening.

The photo was taken in early February by Keith Bellman of the Food and Beverage Facilities Department of Western Service while on site visitation to review facility plans.

EDITOR'S INN BASKET

The many friends of Milo McDowell, Beverage Supervisor of the Olympic who passed away in early January, will continue to salute his creative genius each time a "McDowell original" is ordered.

His talents for originating popular beverage items, won him the top award in the 1967 Food and Beverage "Best Drink Recipe" contest.

It was just one of the many "McDowell originals" to appear in WIH beverage menus, since he joined the Olympic staff in 1935.

* * *

The January issue of INSTITUTIONS magazine carries an article developed by Century Plaza Executive Housekeeper, Gina Tucker entitled "How To Hire" (for institutional Housekeeping Departments). The article was especially directed to the Manager who has to "hire in a hurry".

Emphasized were tips on how to interpret an application form and the necessity for the interviewer to be completely candid about the position to be filled and to fully explain what is expected from the applicant.

* * *

A recent issue of "BACK", the Continental Plaza's in-hotel publication tips us off to another unique guest service now provided by this innovative property. Employees who service guests and are able to speak other languages have those languages listed on their name tags. Altogether, 20 different languages are spoken by the various employees.

* * *

Our thanks to Lloyd J. Curtis, Exec Assistant Manager of the Sir Francis Drake for this contribution.

Dear Lord, please help me — To accept human beings as they are — not yearn for perfect creatures;
To recognize ability — and encourage it;

To understand shortcomings — and make allowance for them;

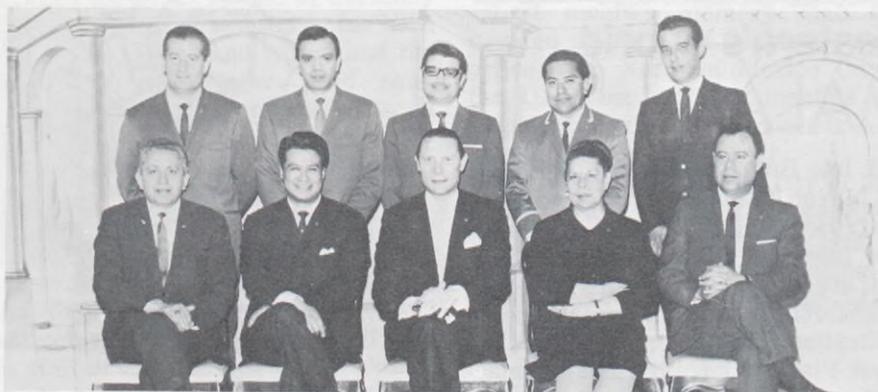
To work patiently for improvement — and not expect too much too quickly;
To appreciate what people do right — not just criticize what they do wrong;
To be slow to anger and hard to discourage;

To have the hide of an elephant and the patience of Job;

In short, Lord, please help me be a better boss!

John Luther

FRONT! INTERNATIONAL



A total of 180 employees of the Alameda Hotel received their five-year pins during the hotel's anniversary banquet ceremonies in mid-December. Among them was the group above [back row from left]: Enrico Arzuffi, Executive Chef; Roberto Gonzales C., Sales Manager; Gustavo Mancera, Credit Manager; Gabriel Garcia, Bell Captain; Francisco Bernal, Assistant Administrator. [Front from left]: Antonio Ordonez, Purchasing Manager; Ismael Velazquez, Controller; Jean Berthelot, General Manager; Maria R. Ponce de Leon, Housekeeper; Raul Quintero, Personnel Manager.



The gaily patterned chefs hats add to the festive air of the "Parrillada" party held for guests of the Caleta Hotel each Saturday. Above Chefs Victor Molina, Praxedis Catalan and Francisco Garcia prepare "El Hot Dogs" over a charcoal grill.



Members of the Swan Dining Room of Tokyo's Palace Hotel pose for their picture in front of the room's famed wall tapestry. The exquisitely woven tapestry, which depicts four dancing girls, is a priceless work of art and has been declared a National Treasure by the Japanese government.



Roberto Niederhauser, Food and Beverage Manager of the Camino Real [Juarez] demonstrates his finesse in the bull ring—though keeping his distance—as he calmly puffs a cigar. [Could this also be one of the reasons why the hotel's F & B costs has been so low recently?]



The Miramar's VIP treatment begins even before guests arrive at this luxury Hong Kong Hotel. Above is one of a fleet of 10 air-conditioned Mercedes-Benz 200D limousines recently acquired by the hotel [with 10 more on order] to transport guests to and from the Hong Kong International Airport. Photo shows Mr. Albert Young, Miramar Manager, receiving keys from the local Mercedes-Benz agent.



Reinaldo Herrera, President of the Avila and WIH de Venezuela, presents a gold service pin and certificate to Mrs. Pasquala de Rivero during the hotel's award banquet. Mrs. de Rivero, a waitress at the Avila for the past 24 years, was honored as the female employee with the longest continuous service record.

Front! Family Features

The countries of Western's World GUATEMALA

Guatemala, the northern-most and most populous of the five Central American Republics, probably offers more variety for its size than any other country in the world.

Within its border (a little larger than the State of New York) are lofty mountain ranges, rolling highlands and fertile valleys, dense tropical jungles, magnificent lakes, sunny ocean beaches and spectacular volcanoes. It is bordered on the north and west by Mexico and the south-west by Honduras and El Salvador.

LARGELY an agrarian nation, its wide range of soils and climates allows the raising of virtually every known plant product. High among its cultivated crops is the famed Guatemalan coffee, although corn, a chief staple, and cotton are also extensively grown.

It is in the central highland region where the capitol city of Guatemala City is located and where the boast comes true as the "land of eternal spring". Here, bright sunlit days and cool evenings offers a moderate, balmy climate to delight the visitor at any time of the year.

THIS mile high city was founded in 1776 as the final seat of government (there were three previous locations) during the period of Spanish Colonial rule. Today, Guatemala City emerges as a modern, progressive metropolis of some 600,000 inhabitants. Modern office buildings neighbor older Spanish-influenced structures and the downtown streets are lined with smart shops, restaurants and fine hotels such as Western's Guatemala-Biltmore and the yet to be fully completed, Camino Real.

A half hours drive from the Capitol and 200-years back in time is the delightful city of Antigua, a former Spanish-colonial capital. Antigua was destroyed by an earthquake in 1776, but many of the buildings have since been authentically restored and many new buildings of similar architecture have been added. Recently it was declared a national monument. Today, cobbled streets, carved stone doorways topped with coats of arms, and massive ruins recall a general air of peace and repose of another more gracious age.

FOR AN even more fascinating

peek into Guatemala's past, a visit to the Mayan temple city of Tekal is a must. Here, in the almost impenetrable jungle of the northern rain forests, are preserved the ruins of a once magnificent city of a great Indian civilization. The center of focus is the Great Plaza of huge pyramids, palaces, temples and other massive structures that were, according to archeologists, abandoned for some mysterious reason during the 10th century by the Mayans. Daily return air trips to Tekal are offered from Guatemala City and adequate overnight accommodations are available.

ANOTHER POPULAR "out-of-this-world" tourist attraction is the town of Chichicastenango where thousands of colorfully costumed Indians converge twice a week to trade in the colorful native market. While the milling crowds busily trade wares and native handicrafts brought from all points of the country, many other's worship in the towns two churches much as their ancestors did at their Maya temples over a thousand years ago.

Guatemala is doted with numerous beautiful lakes, many located in the craters of extinct volcanoes. Among these are Lake Atitlan, 5,500 feet above sea level and Lake Izabal, the largest in the country. They provide for excellent game fishing for the sportsman. For the hunting enthusiast deer, jaguar and other wild game abound in the rain forests and savannahs.

WHILE GUATEMALA and especially Guatemala City develops its pace to match the progress of the 20th century, it is yet not overdeveloped as a mecca for tourists which makes it all the more alluring for those who are weary of the crowded beaches and sleek resorts in other, more frequented tourist spots.

GUATEMALA was the first country — after Canada — to join Western's international world when a management contract was signed with the Guatemala-Biltmore in 1958. In the intervening years the warm relationship has continued to grow and today the combined Guatemala-Biltmore-Camino Real complex is the largest of its kind in Central America.



Officer: "Your driver's license says you should be wearing glasses. Where are they?"

Woman: "I have contacts."

Officer: "I don't care who you know. I'm giving you a ticket."

* * *

Overheard in the Grill: "Yeah, I was getting a kick out of reading my wife's love letters up in the attic . . . until I discovered they were dated last week!"

* * *

Most people think that the worst thing about history is that every time it repeats itself, the price goes up. . .

* * *

Wife: "How do you like my new dress?"

Husband: "It's nice, but you can see right through it!"

Wife: "Well, not when I'm in it."

* * *

Back-of-the-bar philosophy: Everything cometh to he who waiteth so long as he who waiteth worketh like hell while he waiteth.



Recipes I Like Best

For Manfred Schmidt, Executive Chef of the Carefree Inn, the contrast between the Black Forest of Germany where he was born and raised and the Seguro and sand country of Arizona where he now works may seem world's apart.



CHEF SCHMIDT

Both areas, however, have one thing in common and that is the enjoyment of fine cuisine as prepared by Schmidt and his staff at the Inn. And while Schmidt boasts a speaking knowledge of several languages it is through his universally masterful culinary communication that he is best understood.

Chef Schmidt served his apprenticeship in Germany working under the famed European Chef, Karl Schotel. This was followed with a year's service with the Holland-American Line and two years with the Hotel Baur au Lac in Zurich, Switzerland.

He arrived in the United States about five and a half years ago and worked at the Hotel American in Houston and the new Washington, D. C. Hilton before joining the WIH family. His Western association began with the Century Plaza when it opened in the Spring of 1966. In the fall of that year he joined the staff of the Carefree Inn as Sous Chef. He was appointed Executive Chef of the Inn in 1968.

FILET OF SOLE FRUIT DE MER (serves four)

INGREDIENTS:

- 4 fillets of sole
- 4 large shrimp
- 4 oysters
- 4 clams
- 2 small lobster tails
- Cup sliced mushrooms
- Cup white wine
- ½ tsp. salt
- ¼ tsp. white pepper

METHOD

Place all in buttered skillet. Bring liquid to boil, cover and simmer for 8 to 10 minutes. Transfer ingredients to shallow casserole or serving dish, then cook liquid in which fish were poached over high heat until reduced to ½ cup (SAUCE). In saucepan melt: 2 tbs. butter, stir in 3 tbs. flour and simmer for 5 minutes. Strain and stir into the fish stock. Season to taste with salt, white pepper and lemon juice. Stir in ½ cup hollandaise sauce and fold in ½ cup whipped cream.

Spoon the sauce over the fish and place in broiler about one minute until sauce is browned. Serve with rice.

Memory Map

WIH de Mexico World

[Mexico City and South]

Last month's Memory Map tour covered all the WIH de Mexico properties from North of Mexico City to the U. S. border. This month's tour begins in Mexico city and heads South to the Guatemala border.

In the beautiful capitol city of Mexico itself are located six luxury WIH properties ranging in architectural appearance from Spanish Colonial to Mexican modern. They are the hotels:

1. ALAMEDA
2. CAMINO REAL
3. DE CORTES
4. FRANCIS
5. MAJESTIC
6. RITZ

An hours drive from Mexico City Southeast to the community of Cocoyoc is the historically romantic . . .

Heading Southwest from Mexico City it's a short plane trip to the coast and the world famed resort area of Acapulco and these two resort properties . . .

8. CALETA
9. EL MIRADOR

Further South and into the interior to the charming and historic city of Oaxaca is the hotel . . .

10. VICTORIA

Finally, almost to the Guatemala border is the Southernmost WIH de Mexico property located in Tapachula, is the . . .

11. Camino Real (Tapachula)



Back Of The House

with
Veva Heidenrich
Executive Housekeeper,
Sir Francis Drake

Each month FRONT! features a guest housekeeper columnist from throughout WIH. This month's guest is Veva "Heidi" Heidenrich, Executive Housekeeper at the Sir Francis Drake.

STAIN REMOVERS

For Catsup — Scrap off all you can with a knife, soak in cold water for 30 minutes, rub in some detergent, then wash with warm water.

For Grass Stains — Rub detergent directly on stain, then wash in normal manner using bleach that is safe for the fabric. On wool material, sponge the stain with rubbing alcohol.

For Milk or Ice Cream — Sponge or soak in cold water, then rub with detergent before normal laundering.

This advance action will generally take care of the most stubborn stains.

READY YOUR BRUSH

Planning a painting project? How's your brush? If you're using an oil base paint, condition your brushes by letting them stand in linseed oil for a day or two. Clean off the linseed with turpentine or mineral spirits before starting to paint. They'll work much better and painting will go easier!



Front! PERSONALITY PROFILES

HARRY WONG— "Top Tiki" at Trader Vic's



IN 1952, Harry Wong, recently arrived from California, went to work as a waiter at Trader Vic's famed Polynesian eatery at the Benjamin Franklin in Seattle.

As of the first of this year Harry has been appointed Manager of this newly expanded restaurant now part of the Washington Plaza complex.

During the intervening 16 years, Harry has become almost as familiar to Seattlites and other restaurant patrons as the carved wooden "Tiki" that guards the entrance to the restaurant. To countless customers, Trader Vic's has meant Harry's cheerful smile, his amazing attention to detail and his strong penchant for making guests feel welcome.

BUT IT IS perhaps his excellent memory that has made Harry "Top Tiki" with so many regular patrons. Putting to practice his highly developed "memory bank," Harry can recognize and greet innumerable patrons by name and, quite often, can even recall their particular beverage or menu preference.

His years of experience as a waiter, captain and as assistant manager have served him well in almost every facet of fine restaurant management. He is equally at home mixing such exotic Trader Vic specialties as a perfect Samoan Fog Cutter behind the bar as he is at whipping up a complicated flambe before a table of critical gourmandizers in the dining room.

HARRY HAS also been called upon to supervise in the preparation of many of Seattle's private parties and has become familiar with the kitchens of many prominent Seattle residences as he is with his own.

While he does dabble in his own kitchen, it is usually under the supervision of his wife, Rosie.

Canton-born Harry Wong is a devoted father and sports fan as are his two boys. He played baseball in high school and built a basketball court at his home in order to play with his children. The Wong children are: Christine, 19, a former winner of the WIH Bruce Pierce Scholarship award while in high school; Michael, 17, making news as a high school gymnast; and Philip, 15, who wrestled while in junior high.

AN ALL-AROUND man of many talents, Harry worked in the shipyards during the war as an accomplished electrician, has built cabinets for his own home, and is a general "Mr. Fix-it" both at home and at work.

HELEN CHARRON— Banquet "Quick Change"



IN THE same time it takes a magician to pull a bouquet out of a handkerchief it takes Helen Charron of the Cosmopolitan to pull a banquet out of a table cloth.

Well — we may have exaggerated somewhat, but Helen's ability as the Hotel's Banquet Manager has gained her a deserved reputation as a "quick-change" artist. She has been known to convert the Ballroom, for instance, from a school room style meeting to something as elaborate as a Hawaiian Luau faster than would seem humanly possible.

TO HELEN'S credit is her long experience — 16 years — and genuine devotion and interest in her work. She joined the hotel's staff in 1946 shortly after the Denver plant of the Remington Arms Company, where

she had worked as a forelady during the war, had closed down.

She started out as a part-time waitress and three years later she became Banquet Hostess. In 1953 she was appointed to her present position of Banquet Manager. During the intervening years there has been hardly a department situation or crisis she hasn't encountered . . . and surmounted. In one instance she recalls a long planned formal luncheon for 500 ladies, when just before the appointed hour, a fire broke out in the kitchen. While doing little actual damage, it caused a lot of confusion and blackened all the dishes. All hands cooperated in a frantic clean-up and smoke removal effort and the luncheon came off without interruption of the group's schedule (or conversation!)

HELEN ALSO remembers the time when her "quick-change" talents received one of its severest tests. An elaborately set breakfast . . . round tables, white cloths, flowers . . . the whole bit . . . had been arranged for a Miner's Breakfast. She was checking final details and enjoying the attractive set-up when the group's Breakfast Chairman popped in, looked around and declared it unsuitable — "couldn't they arrange something more authentic?". The next few minutes were much too frantic and involved to describe, but when the group walked in they were greeted by a completely transformed room set-up of long tables covered with newspaper "cloths" and decorated with old wine and beer bottles from which candles protruded. This inspired "authentic" table decor proved a great hit.

AS FOR HER attachment to the Cosmopolitan, Helen enthuses, "The Cosmopolitan is like home and family to me . . . I love these people. I've watched it grow and become more beautiful. The Managers have done a spectacular job and everyone strives continually for better service."

Helen's many friends and customers of the Cosmopolitan would no doubt also agree that she, too, is doing an equally "spectacular job."

JOE MIYAGISHIMA— "Green Thumb" Pays Off

FROM seedlings to side dishes, vegetables figure prominently in the life of Joe Miyagishima of the Northern Hotel's kitchen staff.

As a cook, Joe regularly displays his culinary expertise including the imaginative preparation of vegetable menu items.

(Continued Next Page)

Front! Photo Album

(Personality Profiles cont.)

As a hobby farmer, Joe displays an equal talent in raising prize-winning vegetable crops, and this in spite of the vigors of Montana's climate extremes.

JOE'S PATIENCE and persistence, aided by a highly developed "green-thumb" has made his hobby pay off in both pleasure and profit. Not only is he able to keep his family well supplied with fresh vegetables (and flowers) but much of his produce also finds its way to the commercial market. He starts his plants, mostly from seedlings, in his own greenhouse, then transplants outdoors when the weather permits. Recently, Joe has experimented with tobacco plants, a rarity in Montana, and was quite successful. In fact a local newspaper carried quite a feature story on the results of his newest "crop".

GARDENING, however, doesn't take up all of Joe's time. Being a good Montanian, he is also a good outdoor sportsman and is an avid and expert fisherman. His catches are legendary . . . better yet, so are his fish stories!

Joe was born in Shimezu, Japan and immigrated to the United States in 1920. He received a degree in electrical engineering in 1924 but circumstances directed his career toward cooking. During the 30's and 40's he ran the very successful Southern Cafe in Billings, Montana. In 1951 he joined the Northern's kitchen staff where he continues to contribute to the hotel's reputation for its culinary excellence.

THROUGH the years his patience, competence and friendliness has endeared him as the Northern's "good Joe" to those staff members who have had the pleasure of knowing him.



Toni Nemetin, Room Service Waiter at the Calgary Inn, proudly displays a 4½ pound potato — grown in his home garden not much larger than the potato!



With skewers at the ready, the Northern's Golden Belle Busboys, Ron Nikula and Neil McCoy, do their thing for a Woolgrowers Convention banquet function.



Night Bartender at the Baranof, George Quinto, is known throughout Juneau for his flair in preparing specialty drinks.



Pretty Akiko Obana, St. Francis Terrace Room Waitress has been with the Hotel for 10 years.



Part-time Information Clerk, Willie Neelon, of the Sir Francis Drake graduated from San Francisco City College's Hotel and Restaurant School in June then plans to become a full time Drake staff member.



Paul Mezgailis, Pressor for the Bonaventure's Valet Department, sets in a razor sharp crease on a pair of trousers.



Breakfast Cook of the Ben Franklin, Laon Griffin, prepares to satisfy all the "hungry bears" waiting in the dining room.

Hotel Profile

CAMINO REAL—Juarez The Camino Real in Juarez modestly describes itself as the "most luxurious hotel on the entire U.S.-Mexican border."

To this, and with equal modesty, it might also add, the "friendliest", "best operated" and "most enjoyable" if these superlatives taken from the hotel's bulging files of guest fan-mail are any indication.

THIS DELIGHTFUL hostelry is located just across the border from El Paso, Texas, in the heart of Juarez's modern PRONAF commercial and cultural Center. The Center abounds in smart stores, museums, arts and crafts centers, and specialized shops featuring the finest merchandise from throughout Mexico. The Camino Real itself was planned as an integral part of the complex when it opened as a WIH property in 1965. Graceful arches predominate throughout the hotel's imaginative modern design construction . . . yet reflections of Mexico's historic past are integrated into its decor.

Built as a luxury resort hotel its many attractions and facilities have also gained wide appeal from groups and associations throughout the Southwestern United States as a favored convention and meeting choice.

HIGH AMONG these individual guest and group attractions are the hotel's dining and entertainment facilities. The sophisticated El Camichin supper club, a large but warmly intimate room offers an excellent international menu. The entertainment is continuous with two orchestras, top show performers and dancing.

The heavy oak decor and glittering chandeliers lend a medieval elegance to the gracious service and the superb Mexican and American cuisine served in the Balmoral dining room.

IN DIRECT CONTRAST, the La Fonda del Sol Coffee Shop features a gay, fiesta atmosphere sunlit by huge arched windows. Colorful Mexican pottery pieces are used for wall adornments.

The La Diligencia bar is at once luxurious and informal. Continuous piano entertainment and expertly mixed beverages, including an exotic tropical cocktail menu, are among the room's "linger one more drink longer" persuasions.

OUTDOORS, a gracefully arched aqueduct cascades pure filtered water into the spacious swimming pool. Here

too, the pampered guest is often reluctant to break away since the convenience of a poolside bar and buffet handily fulfill these particular requirements.

The Camino Real has 150 rooms and suites, each cheerfully and handsomely appointed with such niceties as air conditioning, king-sized beds, music, TV on request, and sliding glass doors opening onto the gardens or pool area.

FOR GROUP gatherings the Cominchin can seat 500 for banquets and up to 600 persons for cocktails. The Balmoral, 75 for banquets and 150 for cocktails. The hotel's charming outdoor patio has also been used successfully for buffets and cocktails for up to 700 persons.

For the convenience of its guests, the Camino Real offers the additional facilities of a barber shop, beauty salon, a travel service and gift shops. The city of Juarez itself offers many exciting attractions including the famed, ultra-modern Juarez Race Track, greyhound racing, bullfighting, golfing, shopping and exploring this fascinating border community with a history that goes back over 400 years.

FOR THE thousands of guests who have visited the Camino Real since its opening, even the non fan-mail writing types have rated it is "terrifico!" "magnifico!" and even "fantastico!" This high approval has applied equally to the hotels excellent staff. A few of them are pictured here.

JUAREZ, MEXICO CAMINO REAL



Behind the elaborate buffet table are kitchen staffers: Armando Godinez, Al Espinoza, Jesus Godinez, and Chef, Cruz Vega.



In the Balmoral Dining Room, Capt. Abelardo Gonzales [upper right] prepares to serve Room guests.



The high flying Camino Real basketball team is composed of hotel staffers.