



March, 1967

## HE SEES THE LIGHT-- WINS \$1,000 PRIZE!

Gary Ulibarri of the Benson Hotel's banquet department became a light bulb watcher and as a result is \$1,000 richer today!

Ulibarri is the Grand Prize winner in Western's recently conducted "Save and Check" contest.



GARY ULIBARRI

In his capacity with the Benson's banquet department, he became disturbed with the constant replacement of expen-

sive light bulbs in the decorative light fixtures. In analyzing the situation, he concluded that building and chandelier vibrations caused the bulbs to work loose putting excessive strain on the filaments due to insecure contact. Further, these vibrations of the bulbs rattling freely in their sockets caused some filaments to break.

He hit upon the idea of inserting a rubber or felt pad "washer" between bulb and socket and tried this on a few test lights. Observing the results of over a two month period, he discovered the tested lights were still burning strongly while the other lights had required replacement, sometimes more than once.

### RESULTS PROVEN

In selecting Ulibarri's entry, the contest judges concluded that the results had proved most gratifying and could easily be adapted to any other hotel with similar problems. In addition, the possibility of expanding the use of these inserts on other types of light bulbs throughout the Benson is now being investigated.

Gary has worked for the Benson for 5 years, is married and has a small son and daughter. The Ulibarri family has just recently purchased a new home and find, the prize money especially welcome. For several years Gary had been a boxer and has won many trophies as a Bantam Weight contender in the Golden Gloves contests on the Pacific Coast.

## Mueller Wins Thurston-Dupar Award



Bill Mueller [left] holds Thurston-Dupar Award plaque while President Carlson [right] displays permanent plaque listing previous yearly award winners.

The long distance phone call for Bill Mueller, Director of Sales at the Anchorage-Westward Hotel in Alaska, was from Vice President Gordon Bass in Seattle.

Would he take a flight to Los Angeles and help participate in a prank to be played on his boss, A/W Manager, Bill Ellis, at the traditional closing festivities of the Annual Managers' Meeting being held at the Century Plaza?

Bill agreed, arriving with an Alaskan parka that was supposedly to be part of a gag skit, and walked right into one of the greatest, and probably most rewarding, surprises of his life!

During the concluding Managers' Meeting luncheon, to which Bill had been invited shortly after his arrival, he was called to the speaker's table by President Edward Carlson and presented with the Thurston-Dupar Inspirational Award for 1966. His prize, as well as an engraved plaque, was a two-week, all-expense paid vacation trip to the Ilikai Hotel in Hawaii, for himself and his wife.

The award, named after two of the founders of Western Hotels, is presented annually to the employee who, in the award committee's judgment, has made the greatest contribution of service to the community, hotel guests and fellow employees. In the eight years of its existence, this top WIH employee award has been presented to staffers in a wide range of job categories, from bellman to maid to chef.

The award is traditionally given during the concluding ceremonies of the Annual Managers' Meetings and without pre-knowledge to the candidate until the actual moment of presentation.

(Continued on Page 3)

WHAT is Western's Employee Complimentary Room Policy Plan? What are the food and beverage privileges? Does the plan entitle special job longevity benefits?

For the answers to these and other WIH Employee Complimentary Room Policy questions, turn to page 8 for an up-to-date review of this employee benefit program.

# 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



On the front page of this issue is a story announcing the Grand Prize Winner in the recently conducted SAVE and CHECK contest.

Our congratulations go to Mr. Gary Ulibarri of the Benson Hotel for his very worthy prize-winning suggestion. Our congratulations also go to the local and regional winners and to each of you who submitted entries.

Mr. Ulibarri's idea, carefully thought out and thoroughly tested, may appear as simplicity itself. Yet its continued use could represent a very substantial savings in both materials and labor not only to the Benson but where applicable throughout our Western International Hotels.

This only points up the fact that some of the best ideas need not necessarily be of "earth shaking" importance. Quite often, just by taking a fresh, new look at the operations of our daily routines, many simple yet practical improvements can be visualized. Further, if the use of this idea is multiplied throughout the company, it could represent a very substantial benefit in time and savings costs. Possibly, it could also help make our jobs easier or more pleasant.

We plan to continue this contest on a regular basis. Our thanks for your participation and we wish all of you the best of luck for the Grand Prize award on the next "go around".

Edward E. Carlson  
President

Western International Hotels

## Meet Your Correspondent . . .

### DAPHNE DICINO—Caravan Inn

Daphne Dicino, a beautiful, bright-eyed brunette, reports the news to Front! from Arizona's Caravan Inn.



She joined the staff at the Caravan last year as director of sales, public relations and advertising. Her previous business history was highly qualifying since she had worked in an advertising agency, as an advertising and publicity manager of an Arizona bank, and as executive director of the local arthritis foundation.

Daphne was born in Pueblo, Colorado and moved to Phoenix in 1960.

Busily active with her three children ranging from 7 to 10 years of age, she still finds time to pursue her favorite hobbies of swimming, music and travel. She is affiliated with the Phoenix Advertising Club, the Association Executives Society of Arizona and active in Phoenix Junior Achievement.

### ELENA CALDERON—Tampico

Petite and pixie-ish Elena Calderon is Front! correspondent for the Camino Real in Tampico.



Elena was born in Tampico, Mexico and joined Western as secretary to the General Manager of the Camino Real in 1963. She was educated both in Tampico and in San Francisco, California. The favorable year-round climate of Tampico enables her to enjoy her favorite sports activities — swimming and boating.

Truly proud of her hotel, Elena describes the Camino Real as, "a beautiful garden-type hotel and definitely the best in Tampico."

### LENNIE ERICKSON—Space Needle

Leonard "Lennie" Erickson is highly qualified as Front! correspondent for the Space Needle since besides



being one of this restaurant's original employees, he also edits the Needle's weekly newsletter, "Top Level News."

Lennie was born in Minneapolis but spent most of his life in Seattle. He attended the University of Washington majoring in marketing and business administration. He became interested in Western through an employee friend and joined the Space Needle staff in 1962. Currently working as a purchasing agent, Lennie has had experience in all other departments of this world-famed dining room from the service bar to restaurant host. All outdoor sports, particularly fishing, are the favorite activities of this young bachelor.

### ROSE SHAFFER—Western Service

In 1960, when Western Service's Design Department was about half its present size, attractive, soft-spoken



Rose Shaffer was hired as department secretary. Today, in addition to being Front! correspondent for that department and the neighboring Weservco Purchasing Department, Rose is responsible for a multitude of other duties.

It was perhaps her previous librarian experience that fitted her organizational talents in the demanding performance of her main responsibility — that of expediting and maintaining the status of a varied and vast quantity of WIH hotel furnishing orders processed daily through the design department.

She lists her favorite pastimes as dancing, traveling and "a little golf."

## Correspondents

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

Alameda, Michel Sauve; Anchorage-Westward, Bill Mueller; Antlers Plaza, Ollie Dodson; Inn, Mike Boves; Benjamin Franklin, Mark Zanner; Benson, Ruth Turner; Bonaventure, Corinne Saint-Denis; Avila, Mrs. S. Guzman Blanco; Bannock, Sandra C. Brown; Baranof, Don Ketchen; Calgary Inn, Betty Poops; Camino Real (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Elena Calderon; Caravan Inn, Daphne Dicino; Carefree Inn, Jane Miller; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Jack Gaines; Davenport, Gayle Jewell; Fairbanks Inn, Ann Payne, Finlen, Terry Neils; Georgia, Frank Starnes; Guatemala-Biltmore, William Jauregui, Jr.; The Iikai, Roberta Watson; Imperial Inn, Audrey Crawford; Leopold, Analee Brethour; The Miramar, Robert Yee; Northern, Con Carter; Oasis, Willow Martin; Olympic, Jo Braarud; Owyhee, Clyde White; Palace, Y. Koya; Rainbow, Esther De Vault; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Frances Vitulli; Western Service, Rose Shaffer; WIH Credit and Accounting, Sharon Coyne; HCA Executive Office, Martha Raho.

## Western News Notes

### Managers Take a "New Look" at WIH

"A New Look at Western International Hotels" was the searching theme that sparked the Annual Managers' Meeting held at the Century Plaza Hotel in early January.

Hotel managers from all of Western's wide world of properties plus specially invited guest consultants were in attendance.

#### SETS SCOPE

WIH President, Edward E. Carlson's opening address clearly established the tone and scope of the three-day meet. He envisioned for the group the rapidly approaching dynamic challenges facing the hotel industry — challenges activated in great part by the "revolutionary" advances being made in the air transportation and travel industry.

Carlson pointed out, for instance, that in less than two years huge jumbo jets will begin flooding the air terminals of the world with individual passenger loads of up to 375 people . . . many of whom will be seeking hotel accommodations within the area. Individual hotels must be equipped with improved methods and new concepts for the accommodation of this prospective guest influx, Carlson warned.

With these prospects in mind, he invited the members to take a "new look" at Western's current and future operation procedures from every aspect. This would include manpower recruitment and training, marketing methods, hotel facilities and standards, reservation communications, creative leadership, company expansion and the aforementioned coordination in planning with the advances being made in the travel industry.

#### DISCUSSIONS AND REPORTS

And an exhaustive "new look" it was, as a succession of informative lectures, each moderated by subject specialists, and panel discussions followed. At the conclusion of the presentations the assembly broke up into individual discussion groups to consider a series of identical operational questions. The individual group findings were then presented to the gathering as a whole at the final session by a panel of the group leaders. From this a general consensus was established.

This summation report of the group indicated that the preceeding "new look" sessions had indeed been an eye-opener. Most of all they revealed an awareness and welcome acceptance of the exciting challenges ahead

### Mueller Wins Award

(Continued from Page 1)

One-half of Mueller's life—he is now 36—has been spent in the employ of Western International Hotels. He started as a bellman, was promoted to desk clerk, and became Director of Sales for the Anchorage-Westward in February, 1966.

Among the qualifications which brought him the Thurston-Dupar Award were the following: he played a role in the development of the Frontierland Playground sponsored by the Lions' Club; on his own time, he initiated a survey of the local available convention and tourist lodging space for use by the Chamber of Commerce; he served on the board of Anchorage's Centennial Commission, and in 1964 he was director for the hotel of the Community Chest Drive.

#### SPECIAL CONTRIBUTIONS

As to special contributions on the job, Bill initiated a unique program to coordinate the special needs of traveling salesmen, and on his own initiative, developed a guest list which was the basis for his hotel's pre-registration. Mueller has also been the hotel's staff correspondent for Front!

Front! salutes Bill Mueller in his outstanding achievements as an employee and citizen, and congratulates him on winning this coveted award.

### COMINGS AND GOINGS

Clovis Soubrand, formerly Executive Chef at the St. Francis has been promoted to Catering Manager . . . replacing Soubrand is Klaus Scheftner, former St. Francis Sous Chef . . . Peter Martin leaves the staff of the Bayshore Inn as Senior Assistant Manager and joins the Calgary Inn as Executive Assistant Manager . . . Alice Cowperthwaite has been appointed Accountant

in the industry and with Western International Hotels in particular.

In his concluding remarks during this final session, President Carlson gave particular credit for the smooth operation of the conference to hosts, Vice President, Harry Mullikin and Resident Manager, Dan McClaskey of the Century Plaza and to conference chairman, Ralph Van Noy, General Manager of the Benjamin Franklin Hotel.

at the Rainbow Hotel . . . Transferring from the Benson Hotel where he was Staff Assistant is Jon Schultz who has been appointed Assistant Manager of the Antlers Plaza in Colorado Springs . . . William Jauregui, formerly Executive Assistant Manager of the Guatemala-Biltmore in Guatemala City has been appointed to Assistant General Manager of the Conahotu-Western Hotels in Venezuela . . . a series of new appointments have recently occurred at the Bonaventure in Montreal including Chef Rodolphe Doseger, Controller Dan Kolesar, Personnel Manager Adly Bayouk, Executive Housekeeper Mrs. Margaret Anderson, Building Superintendent Roger Lazure, Public Relations Miss Corinne Saint-Denis, and transferring from the Georgia Hotel in the same capacity as Assistant Controller is Arnold Baratelli.

### Ruth McCloy Appointed Public Relations Manager

Take a good look . . .



. . . chances are it will be quite some time before Ruth McCloy will again be in the receiving end of the publicity spotlight during her career with Western.

Not that she minds . . . after all, in her recently appointed position as Public Relations Manager for WIH, her prime concern will be in directing this publicity spotlight on others as well as on company activities.

Ruth's career in the public relations and writing field is a widely experienced and varied one. After her graduation from the University of Chicago she worked as a writer on NBC and CBS network radio shows and later joined the writing staff of Ruthrauff and Ryan advertising agency in Chicago. Going on to New York, she went back to the radio-TV network as a comedy writer. A desire to visit the Northwest brought her to Seattle where she worked in various responsible positions for a TV network station. A series of publicity director positions for various non-profit corporations which included a hospital (pre-building campaign), the YMCA and two theater groups preceded her recent association with the WIH family.

Says Willis Camp, Director of Advertising and Public Relations: "We're delighted to have Mrs. McCloy on our staff. Her excellent background of experience in public relations will enable us to offer a wider range of services to individual hotels in addition to enhancing the company image."

# Front! Pictorial



**WOUNDED VIETNAM G.I.'s** are treated to a "dinner on the house" courtesy of WIH at the Olympic's Golden Lion Restaurant. This is part of a program among various Seattle restaurants honoring different groups of these wounded G.I.'s, patients from a local military hospital, one night each week. Watching Frank Ferguson, sommelier of the Golden Lion, as he prepares to ignite a flaming shishkabob, are a recent group of these guests hosted by Bill Hulett, Olympic Executive Asst. Mgr. [center].



**NEW PERSONAL SECRETARY** to WIH President Edward E. Carlson, is Destyn Borden, above. "Dusty", as she prefers to be called, has been with WIH since 1964. Before replacing Mary Hope [see story page 6] as Carlson's secretary, she had been secretary to Frank Reid, WIH Treasurer and Assistant Secretary.



**A FEW ANTLERS PLAZA staffers** pause in their pre-opening preparations to pose for Front! readers: **FRONT [L to R]** Bill Daniel, Controller; Keith Axelson, Maintenance Engineer; Lou Martinelli, Sr. Asst. Manager; Ben Popelka, Purchasing Agent; Beryl Jensen, Catering Manager; Mike Doherty, Director of Sales; Dieter Schramm, Manager, Little London. **BACK [L to R]** Jon Schultz, Assistant Manager; Andy Lachowsky, Asst. Purchasing Agent; Klaus Zander, Executive Chef; Dorothy Crowe, Executive Secretary; Ruth Haines, Manager, Cafe Plaza; Ollie Dodson, Sales Secretary; Dolores Popelka, Asst. Housekeeper; Billie Kraft, Executive Housekeeper; Gene Tourville, Sous Chef; Chuck Weaver, Superintendent of Services; Marvin Hughes, Steward.



**A RETIREMENT PARTY** for Mabel Nelson [center] was given by her fellow Davenport laundry department employees including Nedra Edmonds [left] and Marietta Conners [right]. Mabel Nelson had been with the Davenport laundry for 32 years.



**PROUDLY DISPLAYING THEIR certificates** are staffers of the Davenport Hotel who have completed the courses of study in Front Office Procedure given by the Educational Institute of the American Hotel and Motel Association. [From left] Gary Schmerer, Purchasing; Burr Miller, Asst. Mgr., Front Desk; Julia Warfield and Mary Rhoads, Accounting; Betty Newcome, Front Office Cashier; Gary Long, Sales Manager; Lloyd Myers, Engineer; and Larry May, Senior Assistant Manager.



**BOB SCHLENSIG**, Caravan Inn maintenance man appears slightly overwhelmed by a recent assignment requiring him to play "nursemaid" to a prize pampered black angus steer. The steer, raised by a 13 year old boy, was used to promote the Arizona National Livestock Show held annually in Phoenix.

**CELEBRITY CANDIDS**



**CONTINENTAL PLAZA** patissier, Heinz Zascbe created this remarkable replica of the hotel's neighbor, the Chicago Water Tower Building, on the occasion of its 100th anniversary in March. The pastry sculpture will be on display in the hotel lobby.



**ILIKAI HOTEL's** Employee of the Year and winner of the hotel's annual Thurston-Dupar Award, Alice Cho, Assistant Housekeeper [left] receives a koa wood calabash and congratulations from Lee Jenks, Ilikai Resident Manager and Melissa Fontes, Executive Housekeeper.



**RAYMOND BURR**, star of TV's Perry Mason series pauses for a stay at the Ilikai en route to Hollywood from Fiji and is greeted with a red carnation lei presented by pretty Susan Chung, Front Desk Clerk.



**GOVERNOR and Mrs. Don Samuelson** of Idaho are shown to the Crown Suite of the Bannock Hotel in Pocatello by Bellman Ryan Walz during their stay in early January.



**AT THE** recent Montana Contractors Convention, The Rainbow was asked to set up a cocktail bar for breakfast at 8:30. Back on the job after the 2 a.m. closing earlier that day is the still wide-eyed bar crew dressed in slumber outfits to the amusement of the guests. From left: John Le Febvre, Marilyn Picos, Louise Gray, and Gene Erickson.



**SETTING 'EM UP** to salute 60 years of service represented by these four bartenders of the Anchorage-Westward. Pictured from left at the A/W Award Banquet are, Walt Boese, 14 years; Pete Balog, 14 years; Ken Makepeace, 18 years; and John Bridges, 14 years. Serving the "old timers" is 3 year employee, Leo Stackhouse.



**MISS TEENAGE AMERICA**, Miss Rebecca Alkire of Circleville, Ohio is welcomed to the Century Plaza by Vice President and Managing Director, Harry Mullikin. Miss Alkire, accompanied by her family, visited the Century Plaza during the Christmas holidays.

## WIH PERSONALITY PROFILES

It has been said of Western's hotels that, "people make the difference." From time to time in this section, *Front!* will introduce some of these people who, because of their unusual occupations, interesting outside activities, special achievements, colorful personalities or for other reasons, have helped make this "difference" in our wonderful Western world family. If you know of someone you would like to see featured here, please contact your property correspondent.

### JIM ROBERTS — Hotel Barber

#### Clips And Comments

Genial Jim Roberts, manager of the Benjamin Franklin Hotel barber shop, expertly clipped the greying locks of the distinguished looking gentleman in his chair, while he commented on his job.

"A hotel barber not only has to keep up with the latest trends," he remarked, "but he's got to be aware of international preferences, too. For instance, Europeans always wear their hair longer and fuller than most Americans, and Asians wear it shorter and more controlled. "Being with Western International



Hotels," he added, "we get people from all over the world at the Ben and we're ready for 'em."

Among his recent customers were a number of very prominent Japanese businessmen, a deputy governor of a province in Thailand and a builder of hotels in the Middle East and North Africa.

Jim paused in his commentary as his practiced hand smoothly guided the electric razor in a shaping process. Then, after a quick studied glance in the back mirror, he continued.

#### NEW CONCEPTS

"As a matter of fact, the past five years have seen a revolution in men's barbering. For instance, there's a whole new market of hair dressing lotions (no more greasy kids' stuff), the use of razor cutting and hot combs for shaping, and much more hair coloring."

Hair coloring is done by a German girl whose fluent knowledge of the language often comes in handy. For French and Russian, Jim relies on his assistant, Alex Fiederow.

Jim's previous tonsorial experiences included a stint at the old 20th Century Fox movie studios (now the site of the Century Plaza) where he counted among his regulars such famous heads as that of Alan Ladd, Rory Calhoun and Max Baer.

Jim's son, Tom, who turns out for gymnastics at school, is another familiar face at the Ben Franklin where he sometimes works for the Catering Department.

### HERMAN SCHUETZE — Takes

#### A Long Look Back

Long before there was a Western International Hotels Company, Herman Schuetze had well established his hotel career as a waiter. Now, at a still active 82, Herman has recently retired from his room service position at the Olympic Hotel.

Like many a hotelman of his era, Herman's career began in Europe—in his home town of Grossechoenaw (he insists on the three "s's") Germany, as a busboy when he was 15. The hotelman's wanderlust soon took him to Switzerland, then to England and famed Metropole Hotel, and to New York and Broadway's Astor Hotel, and finally to San Francisco in 1915. Here he worked at the Palace and St. Francis hotels as a dining room waiter. Here, too, is where he met and married his wife and lifelong companion whom he now affectionately calls, "Momma."

#### GOES TO OLYMPIC

In 1925, six months after the Olympic Hotel opened in Seattle, Herman applied



for a position as waiter and later room waiter in this newest and grandest Northwest hostelry.

Herman's quietly efficient manner is enhanced by a twinkling sense of humor, which may account for his sincere enjoyment of people. In the course of his over 65 years' of service, he has come in contact with a varied guest cross-section, including many notables of local and international reputation. He recalls, for instance, serving former U. S. President, Theodore Roosevelt, and commented on his great preference for corn muffins, then added with a smile, "He was a real hearty eater."

#### RETIREMENT PLANS

As for Herman's retirement plans, he likes to work with his hands and especially with concrete. He has not entirely severed contact with his lifelong career however, but has made himself available to slip back into uniform and fill in during special occasions when that special touch of the "old pro" is needed.

### CARLSON LOSES HOPE

When blonde, blue-eyed Mary Hope covered her typewriter and tidied her desk recently it not only marked the end of the working day but also the end of her career as personal secretary to WIH President, Edward E. Carlson.



For the 11½ years of her association with the company, she had observed Western's exciting development from this executive office vantage point. Now she was leaving to join her husband in Los Angeles where his job had transferred him in early January.

"They told me in 1955 when I first came to work here that it was a growing company," Mary remarked with a smile, "and they certainly weren't wrong!"

"At first the Executive Offices were in the mezzanine of the New Washington hotel here in Seattle which was then under Western management," she recalled. "Mr. Carlson was Executive Vice President then and S.W. Thurston was President. About six months after I started, we moved to our present offices on the 12th floor of the Olympic. Mr. Carlson was appointed President in 1960."

Being a personal secretary to such a busily active person who is involved in both top executive responsibility and outside civic activities, has managed to keep Mary's daily schedule a pretty full one.

She candidly admits that, "things got a little hectic at times, but it has also been very exciting." She adds, "As busy as Mr. Carlson is, he takes time to be considerate and appreciative of your efforts. He is also very observing and notices whenever I'm wearing a new dress or new piece of jewelry."

Mary, with her husband Bill, enjoys boating as a favorite pastime and they own an inboard cruiser. For the past several years they have cruised the U.S. and Canadian San Juan Islands. Both regret the possibility that this pleasant activity may be curtailed upon their move to Southern California.

Mary's new replacement is Destyn "Dusty" Borden. See *Front!* pictorial (page 4) for picture caption story.

**Front! International**

**CAMINO REAL, TAPACHULA OPENS MARCH 18**



FROM LEFT to right, Roberto Gonzalez Cordoba, Director of Sales and Promotion, Hotel Alameda; Michael Sauve, Director of Sales WIHM; Dr. Isidoro de Orta, Manager, Majestic Hotel; Javier Ortega, Manager, de Cortes Hotel; Roman Zapata, Manager, Ritz Hotel; Jean Berthelot, Manager, Alameda Hotel; Leticia Arratia, Special Assistant of Sales; Raul Sanchez, Manager, Francis Hotel attending a monthly meeting to discuss sales and promotion plans for 1967.

Travelers driving the recently opened highway between Mexico and Guatemala will soon be delighted in discovering the attractive facilities of a brand new motor hotel in the city of Tapachula. On March 18th, WIH de Mexico's latest addition, the Camino Real, Tapachula, in the state of Chiapas will open its doors to the public.

Located on a hilltop to catch the cooling breezes, the Camino Real offers guests charming views of the city, the surrounding mountains and nearby coffee plantations. It is also within minutes of the business and shopping center and the airport. The hotel facilities include an excellent restaurant, El Camichin, which features Friday and Saturday night dancing, La Diligencia Bar, a coffee shop and an outdoor pool. Guest accommodations number 52 sleeping rooms equipped for the finest in comfort and convenience. Manager of the Camino Real, Tapachula is Enrique Meyer.



LESSONS on the ancient art of the Japanese Tea Ceremony are given to female employees of the Miyako Hotel under the expert guidance of the distinguished teacher, Mrs. Tamon.

**PALACE VISITOR**



Toshio Irie, banquet and restaurant salesman for the Palace Hotel in Tokyo is currently spending a "hotelman's holiday" visiting several of the WIH and HCA properties in the U. S. and Canada. Actually Toshio is on tour to observe the various sales program operations and to contact travel agents throughout the area.

Beginning in San Francisco, Toshio visited the St. Francis and Sir Francis Drake hotels in late December, then flew to Los Angeles to attend the Managers' Meeting at the Century Plaza in early January. Toshio's travels have currently taken him into Canada, and before he returns to the Palace and his wife and young son back in Tokyo, he will have visited hotels in the U. S. Midwest, East Coast, and Denver with a final stop-over at the Iikai in Honolulu in late March.



PREPARING a chafing dish delicacy order for a guest at the El Dorado dining room at the Camino Real in Guadalajara are from left: Felipe Duran, Waiter; Aurelio Monroy, Captain; and Salvador Mendez, Waiter.

## Front! Features

### Employee Complimentary Room Policy Reviewed

Following is a review of the current Western International Hotels Employee Complimentary Room Policy. We most sincerely invite your participation in the program as the occasion and your qualification privileges permit.

As working hotel people we all serve as "hosts" to those entering our hotel or restaurant properties. It can be fun on occasion, and often personally helpful, to reverse the roles and become the "guest." For instance, your on-the-spot experience can be an aid to you whenever you are asked for information regarding these visited properties from your friends or inquiring guests at your hotel.

Whether it's part of your vacation plans or an overnight stop, we hope you and your family enjoy your stay as guests of our WIH hotels.

Edward E. Carlson  
President

Western International Hotels

#### WHAT IS THE WIH EMPLOYEE COMPLIMENTARY ROOM POLICY?

This policy entitles all Western International Hotel employees to qualify for rooms without charge at other WIH hotels when traveling on non-company business, vacations, and weekends.

\* \* \*

#### WHAT ARE THE REGULATIONS?

1. **Length of Service:** After an employee has been with the company for a year he is entitled to three complimentary room days during the following year. Employees with more than two and less than five years of service are entitled to seven complimentary room days per year, but not more than **THREE DAYS in any one hotel at a time.** Employees of over five years of service are entitled to fourteen complimentary room days per year, but not more than **FIVE DAYS in any one hotel at a time.**

2. **Family:** All employees are entitled to be accompanied by their wife or husband and children who will also be complimented. Members of the family other than wife or husband are entitled to stay with the employee on a complimentary basis; however, if additional rooms are used for these added members, these rooms will be charged for.

\* \* \*

#### HOW DO YOU APPLY?

1. **Space Availability:** Naturally this policy applies to those particular ho-

tels where there is room space available. Therefore, it is essential that the employee check availability of space with the reservation office first before sending in his request for a complimentary room.

2. **Procedure:** Employee must complete in full, four copies of the "Complimentary Room Policy Request Form" No. 127 and submit it to his department head **AT LEAST TWO WEEKS PRIOR TO RESERVATION DATE.** Failure to submit this request in this specified time will forfeit the privilege of complimentary space for that particular date.

If reservation request is confirmed, a confirming copy of the Request Form will be returned to the employee by that hotel's manager. If the reservation request cannot be confirmed the hotel manager will return all four copies to the employee possibly offering alternate dates.

3. **Emergencies:** In cases of emergency the employee shall verify the nature of the emergency with the manager of his hotel. Emergency cases will be handled completely separate and above normal complimentary room days at the discretion of the manager. Teletype communication may be used **ONLY IN CASES OF EMERGENCY.**

\* \* \*

#### IDENTIFICATION CARD ROOM POLICY

All employees and members of the immediate families accompanying the employee may obtain a 50% discount on room accommodation at WIH hotels when time does not permit advanced reservations or where an employee wishes to take a chance on last minute cancellations at a hotel where the employee complimentary room program was regretted because of heavy advanced bookings. To receive these benefits, employees **must** present their Western International Hotel Identification Card when registering and **accommodation arrangements are again subject to room availability.**

\* \* \*

#### FOOD AND BEVERAGE DISCOUNT

All employees and their families registered in a WIH hotel in the U. S. and Canada on a **complimentary room basis** will be allowed a 25% reduction on their food and beverage charges IF they (1) are dining in the same

hotel where registered (2) sign their check with their name, room number and (3) add the following notation, "25% WIH employee's discount." Any charges against the employee's room account **must** be paid when checking out of the hotel. The 25% food and beverage discount **will only be allowed** when an employee has reserved his room using the "Employees Complimentary Room Request Form" No. 127.

\* \* \*

#### WHAT ARE LONGEVITY PRIVILEGES?

Additional complimentary room, food and beverage privileges are granted to all "Quarter Century Club" members. These are employees who have been with Western for 25 years or longer.

For these member employees, company policy entitles them to thirty days of complimentary rooms for themselves and spouse per year. Length of stay per hotel at one time is 7 days. All other regulations for the standard employee complimentary policy apply. In addition, they are allowed a 50% discount on their food and beverages.

\* \* \*

#### WHAT ABOUT RETIRED EMPLOYEES?

Retired employees (since April 1, 1966) who are "Quarter Century Club" members will retain their club privileges after retirement.

\* \* \*

For any particular questions regarding the WIH Complimentary Room or Food and Beverage policies not covered here consult with your department head or hotel manager.

### HCA NEWS NOTES

#### Logan Addition . . .

Construction has begun on a 112-room addition to HCA's International Hotel at Logan Airport in East Boston. Completion is expected by fall of 1967. In addition, many existing areas of the hotel will be refurbished.

#### New Beef 'N Bird . . .

The Beef 'N Bird, HCA's newest specialty restaurant, is now welcoming diners at the International Inn in Washington, D. C. Designed to bring back the romanticism and aura of elegant dining of 18th Century England, the restaurant is reminiscent of the public houses and taverns of Dr. Samuel Johnson's time.

# Front! Features

## RECIPES I LIKE BEST

Chef Enrico Asruffi of the Alameda Hotel in Mexico City has certainly every right to claim his dishes have an international flavor.



**CHEF ARZUFFI**

He has demonstrated his culinary talents in both the Old and New Worlds and has prepared gourmet del-

ights for such celebrities as King Vittorio Emmanuele of Italy, Count Ciano and famed opera stars Beniamino Gigli and Tito Schipa.

Arzuffi's career started when he was 12 years old helping his father who was chef at the Villa D'Este Hotel in Como, Italy. After that, he left his mark in a succession of renowned hotels throughout Europe including the Excelsior in Milan, the Casino de San Remo, the Salonika Hotel in Athens, and the Hotel Croatia of Belgrade, Yugoslavia.

After traveling throughout the Continent, Arzuffi visited and worked in Great Britain. He then set out to conquer the New World with his culinary triumphs and landed in Mexico where he worked in various top flight hotels and dining establishments.

He joined Western International Hotels de Mexico at the Alameda Hotel in 1962 shortly after it opened.

### FILLET OF FISH SORRENTINA

#### INGREDIENTS:

- 6 Fillet of fish
- 3 ozs. butter
- 3 chopped slices of crisp bacon
- 3 small pickles
- 3 garlic cloves
- ½ medium size chopped onion
- 3 tablespoons chopped parsley
- 6 thin tomato slices
- 2 teaspoons of oregano
- 9 oz. of white wine
- 2 tablespoons lime juice
- 2 tablespoons of olive oil
- Salt & pepper to taste
- 1 tablespoon of cornstarch

#### PREPARATION:

Spread a baking tray with the butter, and arrange the fillets on it. On top of each fillet put a little of a mixture made with the pickles, garlic, onions, parsley and bacon. Put a slice of tomato on top of each fillet. Sprinkle with oregano, salt and pepper and pour 6 oz. of white wine, the lime juice and the olive oil, and cook in the oven. Once the fillets are cooked, transfer them to a serving platter, dilute the cornstarch with the remaining wine and add to the drippings in the baking tray. Cook for 5 minutes and pour sauce over the fish. Serves 6.

## LOBBY QUIZ

A guest at a WIH hotel is offered a variety of personal services available upon his request. A few of these are listed below. If such a guest were to ask you whom he should specifically contact for these services, could you provide these answers?

### QUESTIONS:

1. Would like to have a meal served in his room.
2. Would like his clothes cleaned and laundered.
3. Would like a traveler's check cashed.
4. Would like to make a reservation at another WIH or HCA hotel.
5. Would like a bellman to carry his bags to the lobby at checkout.

### ANSWERS:

1. Phone for Room Service.
2. Phone for Valet Service.
3. Check at Cashier's Desk.
4. Phone or check at Reservations Desk.
5. Phone or check at Front Desk.



(Could the following contribution from a feminine reader possibly be reversed? . . . ED.)

Women's faults are many  
Men have only two  
Everything they say  
And everything they do.

☆☆☆

Boy (after church): "I'm going to be a minister when I grow up."

Mother: "That's fine, but what made you decide that?"

Boy: "Well, I'll have to go to church anyway, and I think it would be more fun to stand up and yell than to sit still and listen."

## BOOKS YOU MIGHT ENJOY

[The country, the community and the people who live in the surrounding areas where Western's world of fine hotels are located have all contributed to each hotel's individual personality. Popular literature has always been a great chronicler in revealing an insight into these areas. Front continues to review books of enjoyable reading that will help acquaint you with the fascinating locales surrounding our properties.]

### HONG KONG

By Gene Gleason  
THE JOHN DAY CO. Publishers

WIH's Hotel Miramar is located in one of the most exciting and exotic areas in the world . . . the Crown Colony of Hong Kong.

In Mr. Gleason's Book HONG KONG, he manages to capture the feeling of this excitement in this highly readable, historical narrative. The author is a newspaper man of keen observation who has gathered his facts well.

The book deals mainly with the history of Hong Kong particularly after 1949, when it became the center of espionage and counter-espionage. Born of the opium trade and gunboat diplomacy, it has survived the ravages of pirates, typhoons, plagues and numerous wars to become the show place of the Orient and the market place of East and West. Since the Second World War, Hong Kong has transformed itself from an international

trading port to one of the world's major manufacturing centers. Tourists swarm here from all over the world in search of exotic sights and artistic bargains.

While the author does not probe deeply enough for the serious student of Asian affairs, there are enough facts and data inserted throughout the book to interest the general reader with a taste for exotic places. He not only speaks of the principal cities of Victoria and Kowloon, but depicts the colony in its entirety in describing the well-established communities and flourishing new towns. Its teeming population, both Eastern and Western, its beautiful harbors, modern and traditional architecture, colorful alleys, bargain shops, fine restaurants, rickshaws, laddered streets and the Cantonese opera are all part of this fabled HONG KONG.

G. E. F.

## **Front!** Special Feature

### BEHIND THE SCENES AT WIH

#### **Instant Message System For U.S. and Canada Hotels**

Instant reservations placed between all U.S. and Canadian Hotels! Instant notification of missing or misused credit cards! Instant communication between two or any number of WIH hotels in the U. S. and Canada . . . 24 hours a day!

These are just a few of the super-service advantages offered by the new private line message system network installed in late January throughout WIH hotels in the U. S. and Canada. (Not yet installed at the Hotel Bonaventure or the Metropolitan Airport Hotel in Detroit.)

Promptly at 9:00 each morning, (Seattle time), a network conference is called by the Seattle Control Center office for an up-to-the-minute report on room availability of each hotel. A lighted control panel at the Control Center—one light for each hotel frequency—blinks on as a wheel scanner picks up each hotel's report in automatic sequence. This information is instantly transmitted to all hotels which have been equipped with sending and receiving units.

After the conference, and throughout the day and night, the scanner wheel continuously searches with in-

reservation at another WIH hotel, or an important company operations "all stations" bulletin. Whatever the need, the system allows any available operator to handle these messages automatically, rapidly and whenever needed.

The system "comes to the rescue" in another very important area where instant communication is vital. Imagine, as sometimes happens, where hotel rooms have been previously booked for a group that cancels at the last minute or has checked out earlier than scheduled. This sudden room availability is immediately released to all reservation offices in the network. Within a matter of hours, many of these rooms that might have gone unoccupied would instead be assured of welcoming a paying guest.

As stated by Sylvia Berg, Central Control Office Reservations Manager, "Besides the distinct advantages for immediate and simplified hotel business communication, it performs a more important benefit in insuring our guests quicker and more reliable reservation information than we were ever able to give before."

The system equipment has been



Gordon Clayburn, WIH communications consultant [left] observes the new private line message system in operation at the Seattle Control Center. Teletype operators from left are Barbara Dietz and Vicky Davenport. Standing [right] is Sylvia Berg, Reservations Manager.

stant rapidity each hotel frequency for incoming messages pausing only long enough to pick up and transmit the message before going on to the next hotel station. Message traffic from Control Center or any hotel can be received by one or any number of hotels simultaneously.

Typical daily message traffic may include a report on a stolen credit card, a guest at one hotel who wants to make and confirm a last minute

leased from Pacific Northwest Bell. To insure maximum benefit from the system, a full-time and highly experienced Bell Telephone company representative has been permanently assigned to work with Western since the inception of the program a year ago. He also serves in the capacity of WIH communications consultant advising in such matters as the installation of phone equipment in new properties.

#### **Credit Card Meets "Machine"**

The protruding arm of "The Machine" performed a rapid little ritual dance over the face of the blank card, then quickly shoved it aside and grabbed for another.

"The Machine" was part of the new IBM equipment recently installed in the WIH credit office in Seattle to speed up credit card processing. From keypunched card data, this mechanical marvel imprints all the vital information that goes on a credit card in a matter of seconds.

Credit card processing has become an important operational item in the hotel business and WIH's own credit card is keeping up with the trend. Since Western first developed its own credit card in 1946 it has grown to current distribution of over 300,000 cards now in use.

The responsibility for the credit card processing belongs, of course, to the WIH Credit Department headed by Credit Manager, Cy Braden.

"With the aid of this new equipment and the cooperation of our credit checking sources, we can normally process a card in just two weeks," Braden commented.

Initially, the applicant is granted a 5-year card imprinted with an expiration date. At the end of this 5-year period, and if the card privileges have not been abused, he is automatically sent a gold-star lifetime card. In no case is he charged for these cards.

#### **CARD PRIVILEGES**

The card privileges permit its owner to charge his room, food, beverages and entertainment room expenses in any WIH or HCA hotel throughout the world. It is also a convenience for cashing checks and making instant and confirmed reservations throughout Western and HCA.

While the basic credit card process is a fairly simple one, there are certain complicating side effects that, according to Braden, "are common in the business and offer their share of headaches." Among them is the collection and reporting of lost, stolen or misused credit cards to all hotel properties.

But, while such minor problems do exist, Braden shares the general opinion that they are far outweighed by the service convenience, goodwill and return business generated by the use of the WIH credit card. Further, whenever applicable, WIH staffers are encouraged to ask guests for their WIH credit card or supply them with a card application when submitting their dining or room bills.

# Front! Photo Album



Two attractive newcomers to Western Service and Supply Company are secretaries [left] Shelby Davies, Purchasing Department and Barbara Hays, Design Department.



Busy Pat Varner is secretary to Vice President and Managing Director of the Caravan Inn, Norman Conkle.



Loaded with linens is Gilbert Gentry, Steward Department expeditor of the Space Needle Restaurant.



Benson Hotel painter Charles Bishop [left] and his assistant Ray Atterbury mix a batch for a current project.



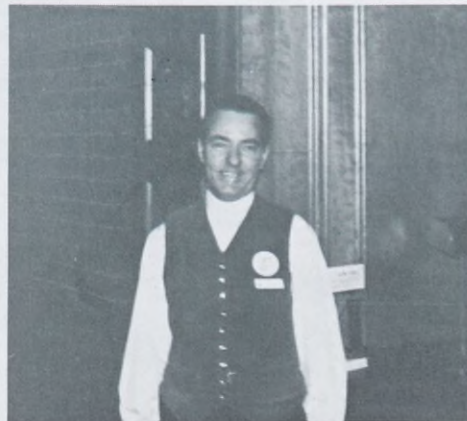
A tribute to Hazel Perez, Davenport Coffee Shop waitress for over 40 years, is expressed by her regular clientele who won't be served anywhere but at "Hazel's counter."



Steve Bywater, Cosmopolitan Hotel Gun Room Restaurant manager enhances his greeting with a friendly smile.



Described by her fellow staffers as a quiet and dignified Tennessee Belle with a good sense of humor is Emalee Wyman, Northern Hotel accounting clerk.



Bellman Scotty Robertson of the Benjamin Franklin has been with the hotel for 12 years. He is also a champ bowler with the Space Needle team.



What do you want to know? Bill Burger, St. Francis Information Clerk, has all the answers. [Particularly good on his favorite baseball team — S.F. Giants!]

## Hotel Profile

IMPERIAL INN . . . An inn designed in a definite Oriental motif may seem a little out of place located in the center of the "bit of olde England" atmosphere that identifies the city of Victoria, but that may be one of the secrets of its success. So successful is the Imperial Inn, in fact, that it now enjoys the highest occupancy in town and gets most of the prestige business!

Its real secret, however, is in a word well known throughout Western—"QUALITY." The quality of the Inn's accommodations and services is comparable to any of WIH's larger major properties, and in some ways it actually excels.

The Imperial Inn, now just over five years old, joined the Western family in 1962. Designed in keeping with Victoria's reputation as a city of gardens, its delightful landscaped grounds are an integral part of the structure. Private gardens, pools, patios and plantings were all planned with stone lanterns, bamboo, and floating fishnet ball details for a Japanese accent. The use of elaborate night lighting adds to the visual outdoor enjoyment from guest rooms or public areas.

Inside is a haven of luxurious com-

fort and spacious serenity. Authentic Oriental objects d'art, many of them genuine antiques, are used as decorative accessories throughout.

The quality of guest services is indicated by such extra "niceties" as twice-daily maid service, disposable slippers for wearing to the pool, instant shoe shine kits in every room and printed business cards for the guest to use indicating he is staying at the Imperial. The spacious guest rooms offer modern luxury appointments and some open into little garden patios. A unique attraction of The Imperial Suite is the sunken Japanese-style bath. A cocktail bar adjoins the elegant Imperial dining room where guests can relax before enjoying one of the finest menus offered in the city.

For the visitor, the attractions of Victoria are many. Not the least of these is the world-famed Buchart Gardens noted for its spectacular floral displays throughout most of the year.

### IMPERIAL INN PEOPLE

The quality for which the Imperial Inn is noted is maintained with pride by the "quality" Imperial Inn staffers. Some, of whom are shown here:



**BARTENDER, Jean Pierre La Dallic,** mixes a drink as he continues a friendly conversation.



**HOUSEKEEPER, Flo Bianshard,** checks out a guest phone before giving final room approval.



**EXECUTIVE CHEF, Karl Hutter,** heads the talented cooking staff of the Imperial.



**MAID, Dot Ducette,** trundles her supplies during her daily rounds.

**Imperial Inn**



A night view of the Imperial Inn exterior and pool.



**BELLMAN, Larry Crossley,** makes a package delivery to a guest room.



**FRONT DESK CLERKS, Audrey Crawford and Gerry Merrill** greet guests with a smile.