

## THE PRESIDENT'S CORNER



Much has been said and written about the American traveler in foreign lands. He enjoys his sightseeing and the glamour of being outside of his own country, but at the same time there's something assuring about having some ties with home while he's away.

The Alameda in Mexico City, our featured hotel in this issue, provides the visitor with what he's looking for. It has exotic flavor in glorious abundance. But the very fact that the Alameda is a Western International Hotel with all the niceties we take pride in providing gives the traveler a welcome anchor. Your co-workers at the Alameda work hard to make their hotel a proud member of our team.

We'd like to call your attention to the Bruce Pierce Memorial Scholarship, established to aid worthy hotel administration students who are relatives of Western International Hotel employees. Your manager has all the details.

All of us are happy to welcome the beautiful Ilikai in Honolulu to the family. This facility does much to round out our list of outstanding hotel properties.

EDWARD E. CARLSON  
President  
Western-International Hotels

# front!

a bi-monthly publication written and edited for employees of Western International Hotels

### COVER

Featured this issue is the luxurious, 18-story Alameda Hotel on Juarez Avenue, overlooking Alameda Park in Mexico.

### BEHIND THE SCENES AT THE ALAMEDA Page 3

Alameda general manager, Federico Jimenez O'Farrill, Jr., tells us about the fascinating features and friendly folks that make this hotel a popular, exciting place to stay for Mexico City visitors.



### GOING WESTERN . . . . . Page 6

Our people are constantly going, seeing, doing, meeting . . . and having fun. See who, what, where and when in this interesting section.



### BRUCE PIERCE MEMORIAL SCHOLARSHIP Page 13

An explanation of the wonderful new college scholarship program now available for sons and daughters of Western International employees.



## front! CORRESPONDENTS

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

Alameda, *Alfredo LaMont, Jr.*—Anchorage-Westward, *Bill Mueller*—Bannock Hotel, *Pat Brown*—Baranof Hotel, *Kathleen Ryan*—Bayshore Hotel, *Ralph Biggar*—Benjamin Franklin Hotel, *Betty Bowen*, *Jack Gaines*—Benson Hotel, *Jean Rhine*—Boise Hotel, *David Spradling*—Calgary Inn, *Michael Lambert*—Caravan Inn, *Norman Conkle*—Cascadian, *Betty Kill*, *Juanita Richardson*—Century Plaza, *Louise Nemzer*—Continental Plaza, *Marian Belstra*—Cosmopolitan, *George Whitehead*—Davenport Hotel, *Gayle Jewell*—Del Coronado, *Glenn Hughes*—Finlen Hotel, *Arlene Holland*—Georgia Hotel, *Robert McCauley*—Guatemala-Biltmore, *Dianne Benford*—Imperial Inn, *Audrey Crawford*—Leopold Hotel & Motor Inn, *Charlotte Whitney*—Maurice Hotel, *John N. Grant*—Multnomah Hotel, *Hal Carey*—Northern Hotel, *John Wallin, Jr.*—Oasis Hotel, *Ruth Avery*—Owyhee Motor Inn, *Colleen Walter*—Rainbow Hotel, *Esther De Vault*—St. Francis Hotel, *Sherry Baker*—Savoy Plaza, *Patricia Horan*—Sir Francis Drake Hotel, *Shirley Platt*—Space Needle Restaurant, *Steve Stock*—Western International Hotels Executive Office, *Anne Swensson* ■ Western Hotels Industry Services—*Walt Matysik*.



## HOTEL ALAMEDA

By FEDERICO JIMENEZ O'FARRILL

People who take a good, close look at the Hotel Alameda are in for a big surprise.

Or rather, a series of small surprises.

Indeed, people usually say "How's that again?" when they learn that:

- All shirts, blouses, skirts and dresses are ironed by hand.
- All fruit juices are obtained by squeezing fresh fruit, not from a can.

This montage depicts much of which makes the Hotel Alameda one of the most popular hotels in the W.I.H. family: music (the Dorman Quartet), excellent food (Alfonso Becerra), smiling service (Robert Pierce), exhilarating refreshments (Antonio Lopez) and beautiful young ladies (Elsa Campos).

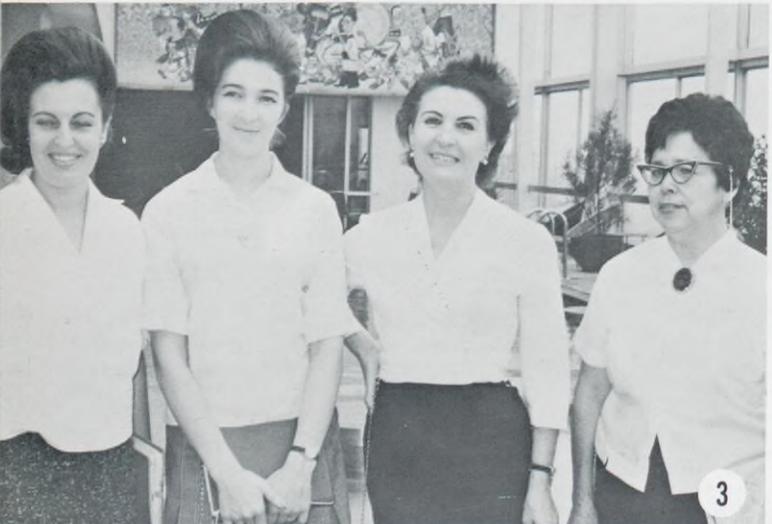
- Sixty-five different entertainers are on the daily payroll.
  - Music from the five continents (and at times from outer space) is uninterruptedly played in the hotel's many bars and restaurants from 7 p.m. to 1 a.m.
  - Its swimming pool is the highest in North America, (Mexico City is 7,347 feet above sea level).
- Ever since the hotel opened three years ago with an unprecedented inauguration attended by 6,000 guests,



1



2



3



4

(1) La Diligencia bar features popular Mexican music and entertainers. (2) Pastry chefs Amado Barragan Flores, Ventura Barragan and Antonio Marin S. display their creations. (3) Floor supervisors, left to right are: Pepita Canalejo, Tamara Figueroa, Lolita Munoz and Catalina Vazquez. (4) A snack bar is prepared in the El Camichin by Maitre d' Hector Perez and waiters Alberto Silva and Carlos Mendez.

The Alameda has held the highest occupancy rate in the country and is rated by Mexico Citians, tourists and the AAA as truly "an outstanding hotel."

This is, of course, no idle braggadocio. It is merely a true, satisfying, heart-warming fact. And the reason for this successful operation is overwhelmingly "human." The employees of the Hotel Alameda like to work in it. As one of them recently said: "When I walk past the hotel with friends or relatives, I feel proud to point at it and say, 'That's where I work!'"

All hotel employees are taken on a periodical tour of the entire establishment by the director of public relations. He covers every major section from maintenance to the roof-top solarium, including the administrative floors, the Royal Banquet Hall, kitchens, suites and rooms. Each is described briefly and concisely. These conducted tours help the employees to know more about the place they work. It creates a feeling of personal concern for the establishment.

We have been termed "smooth, sharp and sophisticated." It is a matter of immense pride to me to see that smoothness, sharpness and sophistication include a personal desire to please—an eagerness to render some added service on the part of every employee of the hotel. I have frequently noted that lobby personnel, when asked the location of the cafeteria, a bar, the tobacco shop, etc., take the guest directly to the spot instead of just pointing out its general direction. Such courtesies, in my opinion, help create a *great* hotel.

Credit for the splendid service rendered in the Latin, Roman, Japanese, French and English Rooms must be given to the food and beverage manager, whose international experience has served us greatly. His guests frequently include the President of the Mexican Republic, members of the Cabinet, the Diplomatic Corps, visiting dignitaries and officials of leading U. S. and Mexican corporations.

Miss Carolina Mijares, lobby public relations manager,

Federico Jiménez O'Farrill, Jr., manager of the Hotel Alameda, at 30 is recognized as "one of Mexico's ablest hotel managers." A graduate of the Swiss School of Hotelmen, Federico has worked and managed hotels in Switzerland, France, Italy, the United States and Mexico. He's treasurer of the Association of Mexican Hotelmen and was recently appointed head of the Appointments Committee for the Olympic Games to be held in Mexico City in 1968.





(1) The Alameda is ever helpful. Alfredo LaMont, director of public relations, dries the wig of a pretty guest. (2) Chef Enrico Arzuffi, center, supervises French pastry arrangements by Saltiago Alazana and Enrico Gonzalez. (3) Assistant Manager Jorge Couttolenc contemplates a hotel problem. (4) Salesman Jaime Rodriguez checks an order . . . Heads bowed, with noses to the grindstone for The Alameda are: (5) Salesman Roberto Gonzalez. (6) Credit Manager Gustavo Mancera. (7) Personnel Manager Raul Quintero. (8) Housekeeper Maria Rolon Ponce de Leon. (9) Pastry Chef Ventura Barragan. (10) General Comptroller Ismael Velazquez.

answers some 100 questions daily from guests interested in locating specialty shops, buying theater tickets, learning about bullfighting, sampling Mexico's night life, etc. The length she goes to follow through on all these requests is justifiably famous.

The sales department has constant and almost daily contacts with 900 varied international and domestic corporations and thousands of travel agencies throughout the world. It collaborates closely with all major airlines and other transportation companies.

Our public relations department has a unique distinction: its head is an active member of the Association of Mexican Newspapermen and the Association of Radio and Television Reporters. He writes four different spe-

cialized columns in as many different daily newspapers, takes VIPs on thorough tours of the city and receives an average of three laudatory letters a day. He is also correspondent for Guest, Front and Notialameda magazines and the editor of El Heraldo La Diligencia and Mexican Fiesta Newsletter.

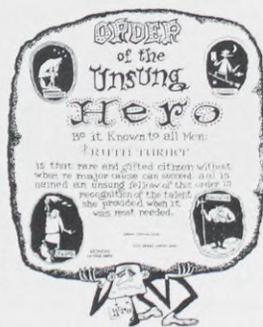
Mexico is a young, exciting, clean country. So is your Western International Hotel—The Alameda!

Pictured below: (1) Information clerk Salvador Gonzalez Martin is a happy key-sorter. (2) Luis Medina Barron smiles because he's just been appointed front office manager. (3) Leonor Moreno is in charge of the information department. (4) Reservations clerk Leopoldo Avendano is a part-time bull fighter.





# THE WINNERS!



(1) Rachel Robertson, The Anchorage-Westward's auditor, was named W.I.H.'s outstanding employee for 1964. Her devotion to duty during the disastrous Alaskan earthquake helped her win the Thurston-Dupar Inspirational Award. (2) Norman Conkle of the Caravan Inn was installed as president of the Valley Innkeepers Association for 1965. Outgoing president Paul McGinn received the appreciation plaque. (3) Dee Dee Dulaba, head hostess of the Bayshore Inn's Terrace Grill, crowns her successor as "Miss Hospitality for British Columbia." (4) Frieda Blaser, Cafe Lautrec waitress, carried off the door prize at the Continental Plaza Employees' Christmas party. (5) Arthur Serstad, storekeeper at the St. Francis, won \$500 in the San Francisco News-Call Bulletin "Win the Pot" contest. (6) Ruth Turner of The Benson is content with just her "Unsung Hero" award.

## GOING



## WESTERN

### Anchorage Westward



(1) Eunice Johnson and Rachel Robertson celebrate. (2) So do Lola Larson and Susan Furbush. (3) Why? Because Marge Wells is now Mrs. Shane O'Neill. (4) Laundry specialist Bob Hughes. (5) New face at A-W belongs to Fran Shimmeyer. (6) Another newcomer is Doris Smith. (7) Ditto for room clerk Ward Hale.



### Bayshore Inn



The annual Vancouver Visitors Bureau banquet at The Bayshore Inn featured an "East Moves West" theme. In honor of the occasion, the banquet staff went Oriental. (Below) L to R are Donna Charboneau, Marj Allen, Eva Sebastian, Lina Donauer, Yvette Gillis and Stephany Elsachuck.

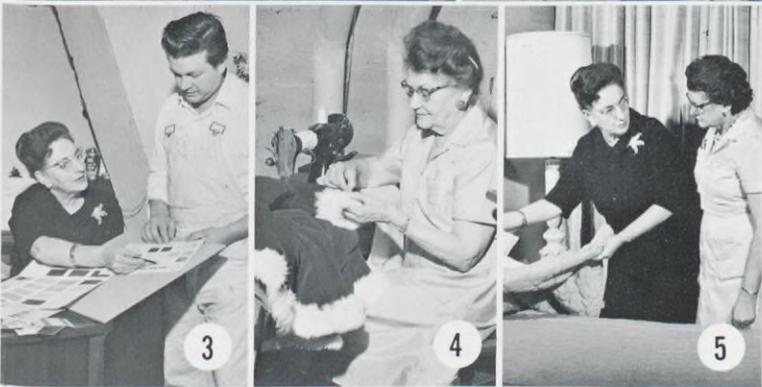




(Left) Room clerk Kerry Kilaire. (Center) The Benson department heads celebrated recently with hot buttered rums. (Right) And lucky Rene Schiess won a "barrel" of Trader Vic's buttered rum batter.

## Benson

The "Turner Touch" aptly describes the housekeeping techniques which make The Benson "one of the few remaining great hotels." (1) Each month Executive Housekeeper Ruth Turner holds special meetings with inspectresses and other aides. (2) Detailed attention is given to linen. Here Henry Tomita, a 43-year veteran at the hotel and superintendent of housemen, assists linen man Terry Vanderflute. (3) Mrs. Turner works out a color scheme with hotel painter Charles Bishop. (4) Seamstress Amelia Bassett trims a special outfit for Piccadilly Bar waitresses. (5) Inspectress Helen Fullerton and Mrs. Turner discuss the finer points of bedmaking. (6) The housekeeping staff discusses problems daily.



## Rainbow

A feature of the Montana Woolgrowers Association Convention at The Rainbow was an outdoor lamb barbecue. L to R are Gene Thill, food and beverage manager; Jim Rodgers, busboy; George Anderson, cook; Jack Hayes, cook; Emma Longan, Silk & Saddle waitress, and Louise Clark, cocktail waitress.

## Century Plaza



Staff members of the Century Plaza and Western Service and Supply met recently to hear the latest plans and goals of the hotel. A slide presentation brought them up to date on the interior design and the advertising plans for 1965-66. The structure is now more than half way to the top of its steel-work construction, and the grand opening is slated for the Spring of 1966.

## Northern

Northern staff members beam for the camera. (1) Porter Tony Hernandez. (2) Margaret Metza of the kitchen pantry. (3) Golden Belle hostess Beverly Simpson. (4) Bob LeDoux, dispenser of the Golden Belle's daily baron of beef.





## Benjamin Franklin



## Party Time at 'The Ben'

(1) Waiter Albert Lee brought his family to see Santa at the Trader Vic's party. (2) Bartender George Magat, his wife and their tiny son, Grover Cleveland, visit St. Nick—who is really Maitre d' Rick May. (3) Bob Darch brightened the party with ragtime. (4) Three Le Bows: Trevis, Sue and Margaret. (5) Ena-Marie Lemke, Marian Murray and Bartender Charlie Roach. (6) The camera caught Dorothea Wesscott at the goodies-table. (7) A happy trio: Bertha Florence, Chef Peter Moran and Peggy Wood. (8) Bodo Lemke samples his birthday cake, while Peter Moran lights up. (9) Helping Bodo celebrate are Leona McNerney, Jo Tennant and Lynn Larson. (10) Charlie Roach samples his own concoction via long straw. Other celebrants are Sharon Toney, Sharlene Taylor and Peggy Boltman. (11) Phil Murelaga backed by three pretties: Peggy Boltman, Lynn Larson and Jane Kear from the Century Plaza.

### WHAT'S IN A NAME?

A reminder to correspondents: Whether a man's name is Smith or Zzplunck, he likes to see it spelled correctly. Check and double-check each one and type all cutlines if you possibly can. Our printer doesn't know us all, so he can't detect any errors.



## Boise



(Above) The 1964 graduating class of The Boise's Merritt Davis School of Commerce for waiters and waitresses. (Below left) Lampost waitress Lorraine Land shows what she learned to another waitress, Pearle Morris. (Below center) Dick Johnson, 20-year veteran of the hotel's bell staff, has been elected commander of his American Legion post. (Below right) Dave Spradling has been promoted to assistant manager.



## Cosmopolitan



(Above) Young patients of the Children's Asthma Research Institute and Hospital were feted at a Christmas party at The Cosmopolitan. With two of the youngsters here are Sam Robinson, president of the hospital board, and Kenny Bolsinger, hotel bellman, who was honored recently with a distinguished service award for his work in behalf of the institution. (Below left) Leo Goto, manager of Trader Vic's in The Cosmopolitan, serves barbecued pheasant, with side dishes of wild rice and artichokes-with-mushrooms. (Below right) Some 1,400 patrons took advantage of the hotel's Holiday Hospital Plan this past season. L to R are Bernie Schorr, ad manager of Neusteters Department Store; Kim Brooks, sales representative, and Roy Dimond, director of sales.





## Carefree Inn

(1) The seminar for front office and reservations personnel held at the Carefree Inn ended up with a Wild West Night. (2) Auditor Don Holmes and his assistant, Ruth Elbert. (3) Marie Allen, Housekeeper Miss Florence and Doris Rauton. (4) Bellman Goeffrey Platts with Desk Clerk Dick Biehn. (5) Bill Newman, new sales director, gets oriented by Bellman Lee LeMaster. (6) Joe Connolly, maitre d', and Erik Pedersen, food and beverage manager. (7) Waitresses Julie Barnerd and Gladys Ansen check in with Sandra Mowery, kitchen cashier.



## Olympic

(1) Mike Doherty of The Olympic's sales staff surrounded by a bevy of Seattle secretaries who attended a kick-off party for a reservations contest. (2) Mabel Umhoeffer was the hotel's featured waitress in December. She's been on the job 21 years. (3) Western Airlines cooperated the giant reservations contest. Pam Evertz of The Olympic (seated) poses with visiting secretaries and Neil Stewart of the airlines. (4) Jim Smith started bartending at The Olympic in 1940. He played "musical bottles" at the opening of the Marine Room.



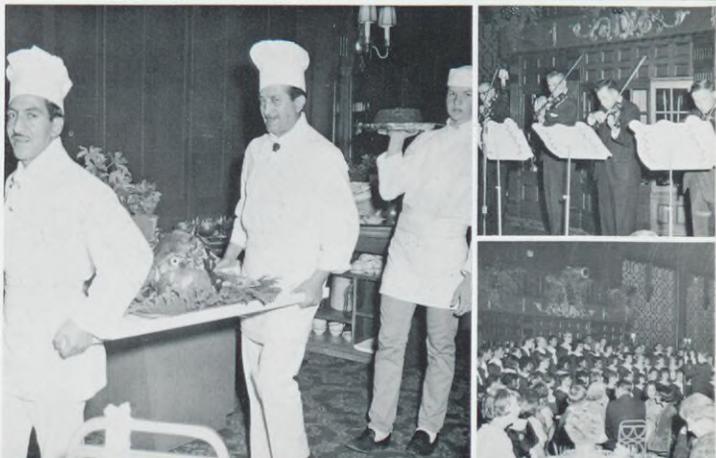
## St. Francis

(1) Head Plumber Frank Dugan and Engineer Dan Geary discuss remodelling plans. (2) Elsie "Gramma" Moore, secretary to the hotel's publicity director, was a finalist in the San Francisco Examiner's "Little Old Lady" contest. She's here with Columnist Charles Denton. (3) Veda Misserian, English Grill cashier, with some of the outstanding ornaments she makes from old Christmas cards. (4) Gov. John A. Love of Colorado chats with Dan London. (5) Martin Held, director of sales, visits with Mrs. Per Haekkerup, wife of the Danish Minister of Foreign Affairs. (6) As sparkling as her name is Patricia Diamond, new sales department secretary.



## Del Coronado

It was an exciting holiday season at The Del. The 61st annual tree-lighting featured Rhonda Fleming, Mayor Walter Vestal, Santa Claus, the Navy, employees Winter Salsig and Leonard Martinez. An additional ceremony, the Parade of the Boar's Head, was highlighted by much music. Participating in the parade (see below) were employees Luis Silva, Alfonso Preciado and Noel Morgan.





## Calgary Inn

(1) Herman Wedemeyer, director of sales for The Ilikai in Honolulu, finds the 35 below zero weather hard to take. (2) a double-decker visits from Britain. With the driver are Doorman Larry Dackench and Bellman Dick Chew. (3) Controller Al Freudenthaler, chief "trouble-shooter" for the annual managers' meeting. (4) Assistant Manager Jim Wilson. (5) Playing peek-a-boo is Lynn Maddison, banquet waitress. (6) Beverage Manager Walter Chell. (7) Shirley Engwer, head banquet waitress. (8) John Zimmerman, chef de cuisine.



## Davenport



(Left) Ingenuity at The Davenport! The hotel was packed to the rooftop for the UW-WSU football game. Came a frantic call to General Manager Warren Anderson from his old friend Arnie Ferrin. Solution: A tent in the lobby! With Ferrin (holding briefcase) are Sales Manager Gary Long, Bellman Al Rossman and Gordon Edwardson, executive assistant manager. (Right above) New faces: Desk clerk Bill Wells and Cashier Judy Clark. (Right bottom) Beulah Brown, banquet waitress, receives an award for 25 years of service to the Lions Club.



## Oasis

(Above) The employees had a Christmas party at The Oasis. We understand there was No Snow! (Below) Comptroller Larry Burns receives his 10-year service pin from General Manager Dewey W. Metzdorf.



## Multnomah

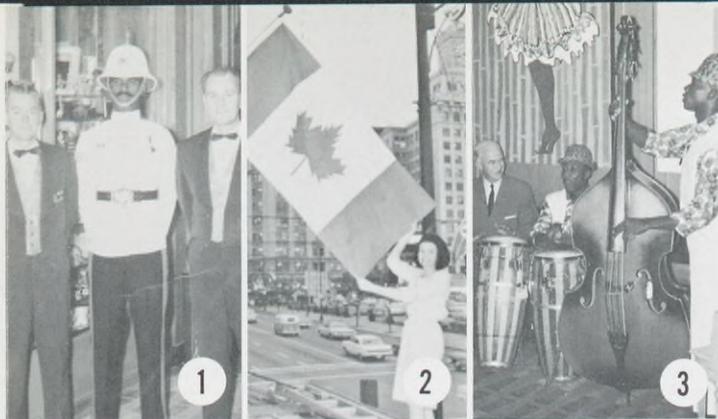


(Left) Jane Russell, as vivacious as ever, visits with Roy Noble, manager of the Golden Knight, Lyle Wagner of the sales department and Waitress Velma Atherton. (Right) Joy Rockey and Jim Johnson re-create the New Year's Eve party in the Rose Bowl.

## The Ilikai



Hawaii's newest luxury hotel, The Ilikai, has joined the W.I.H. family, the 49th on the roster. Howard Donnelly is general manager of this \$27-million establishment which contains 505 guest rooms in its 25 stories. It also has a five-story penthouse addition. A feature is the Top of The Ilikai cocktail lounge and restaurant. It opened last February.



## Georgia

(1) Bellman Trevor Newton and Len Berberick with a Jamaican police officer during Calypso Carnival held at the hotel. (2) The Georgia reputedly was the first building to fly the new Canadian flag. Faye Heitman displays the banner. (3) General Manager E. W. Hudson sits in on a Calypso number. (4) Lawrence Andeweg, night manager of the motor entrance. (5) Len Ryan presents awards from the National Association of Hotel-Motel Accountants to Jack Scott, center, and Arnie Baratelli, right. (6) Shake and come out fighting! Peter Hudson meets the Dave Clark Five. (7) Irene Pudge, Coffee Garden waitress, poses with Miss Canada and escort. (8) The Georgia proves it's the hotel of the stars. L to R are Peter Hudson, Ruth Garbett, Pamela Best of Air Canada and Bob McCauley.



## Continental Plaza

(1) Real swingers are, l to r, Sarah Lawson, Vernon Goodlow, Tleass Ellis and James L. Williams. (2) Hedley Hepworth, once a professional impersonator and now a room clerk, played "Scrooge" at the Christmas party. (3) Angie Goss, Anna Gunzy and Mary Ziemba from the Cafe Lautrec. (4) The Strohmeier brothers, Sieger (center) and Dieter (right), have a snack with Manfred Gerling of the Consort. (5) Senior Assistant Manager Lloyd Curtis. (6) Some newer faces at The Continental Plaza: l to r, Warren DeBell, garage manager; Joe Castell, manager of the Cantina, and his assistant, Andy Ibanez.



## There's No Such Thing as Too Many Cooks...

(1) Sous Chef Jacques Arpi of The St. Francis samples a Cherry Heering dessert poured by William Heering of Denmark. (2) Talented trio from the Carefree Inn: Chef Egon Petersen (center) and assistants J. D. Callaway (left) and Louis Iscaro. (3) Executive sous chef at The Olympic, Rico Jordi. (4) This sextet is from the Continental Plaza: l to r, Sous Cook Wolf Dieter Welsch, Cook Klaus Huebner, Butcher Vassos Haji Haris, Executive Chef Kurt Wuest, Sous Cook Dieter Meier and Marcel Jame, cold meat man. (5) William Dwernichuk, butcher at The Georgia. (6) Executive Chef Xavier Hetzman of The Georgia shows his hunting results to Fred Zimmerman, who doesn't appear to be overly impressed. (7) The pastry crew at The Georgia: l to r, Nick Kollias, assistant baker; Gottfried Schatzer, baker, and Helmut Hoebig, head pastry chef.





## Savoy Plaza



(1) The Savoy Plaza General Manager Joe Mogush welcomes registrants Lynda Jones, daughter of Roy Jones of The Baranof, and Robert Dorn, whose uncle is chief mail clerk. They were members of the Arizona State University College Bowl team which won five times on the national TV show. (2) Matilda Padilla and Pillar Santiago. (3) Bartenders Sal Bertocci and Andy Molin are bemused by Al Klein's attentions to waitress Lorie Behnke. (4) Joe Liguori, director of banquets, with Serette Harding. (5) Cafe Lounge waiter, Walter Kominsky. (6) Checking fresh fruit baskets are Walter Suering, Aurelio Ronda and John Rodriguez. (7) Mailda Barbieri and Tess Stettembrino of accounts receivable.

## Worth Special Mention . . .



Some time you should get Jack Vaughn, assistant manager of The Benson, to tell you the full story on how he got into the predicament pictured above left. It's a hilarious tale of a fire-escape excursion to help a young couple locked in a room. Only thing is, he tumbled into the wrong suite, directly at the feet of a man in his skivies. Both were equally nonplussed.

At The Sir Francis Drake, Assistant Manager Harry Payne and Bell Captain Ray Siciliano recently discovered a large amount of currency left in unclaimed luggage. The second shock came when they learned it was counterfeit!

## REALLY Going Western!



(1) The gang really whooped it up at The Calgary Inn saloon. (2) Famous Arizona trailmaster, Hube Yates, sang cowboy ballads at the Carefree Inn recently, accompanied by Waiter Carlos Jimenez and Bartender Jack Schaefer. (3) These desperadoes of the Carefree Inn are: (back row) Egon Petersen, Frank Tregoning and Joe Connolly; (front) Jack Schaefer, Erik Petersen and John Bartlet. (4) Edward E. Carlson was made Chief Wise Owl of the Sarcee Indian Tribe in Calgary recently. . . Four real cowpokes on the same burro at the Carefree: (5) Sherman Elliott. (6) Ray Siciliano. (7) Bob Dupar. (8) Charlie Greenland.

## . . . and Far Eastern, Too!

The International Hotel Kyoto now features nightly "Maiko" dances. A maiko is an apprentice geisha girl. In this generation, however, instead of beginning this training as early as six, the young ladies are high school age and concentrate on dancing.

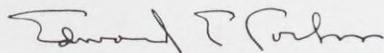


# Bruce Pierce Memorial Scholarship

The Officers and Directors of Western International have approved a scholarship in memory of Bruce Pierce, a long-time friend and close business associate of a great many employees scattered over a wide geographical area.

The scholarship will be awarded to young men and women who are sons and daughters of Western International employees who desire a college education.

We look forward with great interest to the young persons who will eventually be selected as the first recipient of this program.



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## WESTERN INTERNATIONAL HOTELS



### SCHOLARSHIP FOR ENTERING FRESHMEN OR UNDERGRADUATES

- NAME:** Bruce Pierce Memorial Scholarship in Hotel Administration.
- ORIGIN:** Established in 1964 by Western International Hotels in memory of Vice President of Western International Hotels, Bruce Pierce, to stimulate higher academic achievement in the art of Inn-keeping (or Hotel Management).
- ELIGIBILITY:** Employees or children of employees of Western International Hotels and its affiliated companies who are eligible to attend an accredited college or university offering a recognized course in Hotel Administration and who will study Hotel Administration. They must have had a 2.50 grade point average or higher on a scale of 4.00 and be recommended by a high school or a Western International hotel or affiliate company.
- AMOUNT:** \$1,000.00 awarded each year, divided into amounts of \$500.00, \$300.00 and 200.00. Total of three awards. Out of all applicants from both entering freshmen and graduate students, only three will be selected.
- INFORMATION:** Contact Western International Hotels Executive Offices at the Olympic Hotel, Seattle 98111, Washington, or any hotel or affiliate company of Western International Hotels. No limitations on number of applicants.
- SELECTED BY:** Selection to be made by Personnel Committee of Western International Hotels.

*In Mexico City...*

## *At THE ALAMEDA*

*Here is everything for a wonderful holiday in this beautiful Mexican capital—18 stories of air-conditioned, luxury living on Juarez Avenue, overlooking Alameda Park. Guests may dine in the charming La Brasserie French sidewalk cafe 24 hours a day... enjoy cocktails and mariachi music in the intimate La Diligencia bar... dancing, entertainment and superb international cuisine in the elegant El Camichin supper club, on the 18th floor... swimming in the adjoining roof-top pool... or just relaxing in their quiet, spacious guest rooms. Extend a warm "bien venido" (welcome!) and invitation to The Alameda, to all Mexico City-bound guests. We guarantee they'll be delighted!*



*In Seattle...*

## *At THE OLYMPIC*

*The Olympic is a perfect place for people on the go, or on the town, in Seattle! There's top-name entertainment nightly (with no cover or minimum charge) in the famous Marine Room supper club. Strolling violinists, colorfully costumed waiters, soft candlelight and gourmet specialties set the mood for memorable dining in the Golden Lion. The Olympic Grill serves excellent food, promptly at modest prices. And The Terrace Room offers an intimate, oriental atmosphere for lunch or cocktails. Here, too, are 1000 luxury accommodations, outstanding convention facilities for 10-1500 persons, a shopping arcade, convenient garage and airline terminal... and impeccable service—everything your guests expect of a great hotel, right in the heart of Seattle!*

