



Accommodations Added To Maracay, Bella Vista

Tourism has taken a big jump in Venezuela recently and its effect is being felt by many of our WIH de Venezuela properties.

To help meet the "space race" for needed accommodations, a total of 96 new guest rooms are being added to the Maracay and Bella Vista (now known as the Bella Vista Hotel and Beach Club) hotels.

Completed are 20 rooms at the Maracay accommodating guests in an existing building adjacent to the hotel which has been completely remodeled and refurbished. The building formerly housed hotel employees who have now taken other accommodations in the community. In addition, the mezzanine floor of the main hotel building has been partially enclosed and made into additional banquet and meeting rooms to help meet convention space needs.

Future remodeling plans call for a wing to connect the former employee building with the main hotel for guest convenience and to be used as the new site for front desk and front office operations.

The adjoining golf course has been redesigned also so that the first tee is now located near the hotel's garden entrance and will be operated by Western. The Clubhouse has been relocated to combine with the present Health Club facilities in the hotel while the former Clubhouse, which is a little distance from the hotel, is being remodeled into apartments.

AT BELLA VISTA

At the Bella Vista Hotel and Beach Club, the addition of a new 76-room, air-conditioned wing is underway. Completion is expected sometime in May. Also recently completed on the hotel grounds is a Government "Native Arts and Crafts Center" which is operated by Western.

WIH, Britain's Trust House Hotels Affiliate

Western International Hotels and Trust Houses Ltd., of London, England have announced an exchange of stock for the purpose of initiating a sales representation and marketing program for both hotel operating companies.

Announcement of this affiliation was made jointly in Seattle by WIH President, Edward E. Carlson and in London by Sir Geoffrey Crowther, Chairman of Trust Houses Ltd. on March 19.

Trust Houses Ltd., a long established and highly respected hotel company, operates more than 200 hotels throughout England, Scotland, Wales and Ireland. The properties range from modern city hotels and motor hotels, to country inns and resort hotels. The company also operates hotels in Spain and Portugal and is identified with other hotel properties in Australia and the Bahamas.

Mr. Carlson said that a new reservation office for WIH in Trust Houses' famed Grosvenor House hotel in London and the identification of WIH in major Trust Houses properties will attract more visitors to Western's hotels from the British Isles, and will allow WIH to expand



The identifying symbol of Trust Houses Ltd. is the white hart [male deer] over the Trust House initials above left. The original company sprang from the Hertfordshire County Public House Trust, whose business began in 1903 with a small inn near St. Albans and whose county symbol was the white hart.

its sales and representation in the European market. It will also give both companies opportunities to substantially increase the number of hotels throughout which mutual reservations can be made. The new reservation service will be in effect within both companies by mid-year.

"We are agreed that this arrangement is the first step in an association which will bring long-range benefits as both companies participate in international travel developments," Mr. Carlson said.

Division Appointments

Announcement of new staff appointments to the Development and Guest Services Divisions were made by WIH Executive Offices in March.

Joining the Development division is **Thomas W. Ohrbeck**. Ohrbeck will work directly with Company executives Lynn Himmelman and Bill Keithan primarily in the areas of analysis, negotiation and financing.

Appointed to the staff of the Guest Services Division in the capacity of Maintenance Superintendent is **Jesse Thompson**. Thompson will be available to travel to all hotels in the United States and Canada assisting in the establishment of maintenance programs in the respective WIH properties.

Venezuela Promotions

William Jauregui has been promoted from Assistant General Manager to General Manager of the Conahotu-



Western Venezuelan properties and will also serve as a Vice-president of WIH de Venezuela.

The appointment was made by the WIH Executive Committee and was announced by President Edward E. Carlson in February.

To assist Jauregui in his new responsibilities as Assistant General Manager is **Jean Pierre Faouen**, formerly manager of the Maracay Hotel. Appointed as new Manager of the Maracay is **Luis Fernandez**.

front!

A monthly publication for the
employees of

Western International Hotels
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe FonescaEditor

IJTHO IN U.S.A.

President's Corner



In February, Mr. Lynn Himmelman and I had the pleasure of participating in the dedication ceremonies of the Miyako Hotel in San Francisco.

Undoubtedly, it was one of the most imaginative and delightfully colorful openings for a Western property that we've ever attended. Part of this was due to the concept of the Miyako as an integral part of the city's exciting Japanese Cultural and Trade Center. We were also impressed with the elaborate Shinto rites and other Japanese inspired festivities that celebrated the event.

Most of all, however, we were pleased with the hotel itself in its harmonious blending of the finest in Eastern and Western cultures so successfully achieved. As with each of our other Western properties, the Miyako definitely expresses its very own, very special personality and atmosphere.

To the guest, the Miyako offers a unique accommodation's adventure. In addition, he is also assured the familiarity of Western's own unique qualities of friendly hospitality and employee competence.

Our congratulations go to Manager, Chuck McCaffree and his fine staff who are again proving that WIH people do "make the difference."

Edward E. Carlson

President

Western International Hotels

Meet Your Correspondent

DONALD BERGER—Antlers Plaza

Young, enthusiastic Don Berger, Assistant Manager of the Antlers Plaza is the newly appointed FRONT! correspondent for the hotel.



Don was born in Crookston, Minnesota and was raised in Eastern Washington. He attended the Hotel and Restaurant School at Washington

State University.

In December of 1964, he began his hotel career with WIH at the Benjamin Franklin storeroom figuring food and beverage costs. Shortly thereafter, Don was transferred to the front office as an evening room clerk and continued to do the food and beverage cost work in the afternoon.

His career was interrupted for a brief period while he fulfilled his duties with the Air National Guard and upon his return he was appointed to the Front Desk and held various positions throughout the hotel.

In May last year, he was transferred to the Antlers Plaza as Assistant Manager.

BENT WITH—Calgary Inn

Newly appointed FRONT! correspondent for the Calgary Inn is hotel Sales Manager Bent With.



Bent was born and raised in Denmark and has had an extensive business background in both Denmark and Great Britain.

His hotel career began in Alberta, Canada and he joined WIH at the Calgary Inn on June 1967 as Information-Desk Clerk and Cashier. He was appointed Sales Manager in February of this year.

COMINGS AND GOINGS

Two promotions at the Bayshore Inn — **John Hale**, formerly Front Office Manager is now Assistant Manager and the new Front Office Manager is **Konrad Steger** . . . Ilikai Food and Beverage Director, **Gordon Boeder**, is named Administrative Assistant for development of new food services in Hawaii . . . **Michael Kranz**, formerly F & B Director of the Continental Plaza replaced Boeder as F & B Director of the Ilikai complex . . . Appointments at the Calgary Inn include **Mike Bowes** to Assistant Manager, **Cecil Ravenswood** to Senior Assistant Manager, **Stan Ray** to Director of Sales, **Bent With** to Sales Manager and **Miss Joanne Enger** to Reservations Supervisor . . . **Ted Curtis** from Director of Sales at the Calgary Inn to the same position at the Bayshore Inn . . . **Stephen Bywater** is named Restaurant Manager of the S. F. Miyako from Piccadilly Bar Manager at the Antlers Plaza . . . From Auditor of the Metropolitan Airport Hotel to hotel Assistant Manager goes **Norm Uhlenberg** . . . replacing Uhlenberg as Auditor is Metropolitan Airport Hotel Night Auditor, **Clayton Jewell** . . . from Brussels, Belgium, is **Maurice Briquet** appointed Director of Food and Beverage for WIH de Mexico . . . **Norman Howard** from the Davenport is not Assistant Manager of the Sir Francis Drake . . . Promoted from Rooms Manager to Front Office Manager at the Continental Plaza is **Herb Tanner** . . . Replacing Tanner as new Rooms Manager is **Tom Hedder**, former Room Clerk . . . Trainee **James Bookstaff** at the Continental Plaza has been appointed the hotel's Assistant Controller . . . **Walter Ketterling**, formerly Controller at the Benson, is now Controller at the St. Francis . . . At the Sir Francis Drake, **Peter Kim Chappell** moves from Assistant Manager to Food and Beverage Controller . . . Back at the Continental Plaza former Assistant Manager of the Front Office, **William Tutt** is now Director of Food and Beverage.

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, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Gerry Gravelle; Benson, Ruth Turner; Bonaventure, Joanne Pugh; Baranof, Judy Hall; Calgary Inn, Bent With; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Ilena Calderon; Caravan Inn, Bonnie Mautz; Carefree Inn, Julian Reveles; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Conahuto-Western, Jose Luis Saavedra; Cosmopolitan, Carol Perry; Georgia Jack Scott; Guatemala-Biltmore, Tom Beykovsky; Metropolitan Airport Hotel, Jack Dallas; The Ilikai, Roberta Watson; Imperial Inn, Ian Jamieson; Leopold Analee, Brethour; The Miramar, Robert Yue; Myako, S. K. Kawana; Northern, Con Carter; Oasis, Carolyn Razzar; Olympic, Jo Braarud; Owyhee, Patsy Rice; Palace, Y. Koya; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Beverly Fricke and Karla Ostlund; WIH New York Sales Offices, Lona Wong; HCA Executive Office, Martha Raho.

Western News Notes

May We Send You A Check For \$25.00?

If your answer is "yes" then sit down tonight and send in YOUR "Topper" story to FRONT! for your chance at this top prize!

Even if you come out second best you still win \$15 which almost anyone ought to find some use for.

Read this month's winning entries and the contest rules at the bottom of this article, then send in your story. It could very well be the prize-winning "Topper" to appear in this space next month! May we send you a check for \$25.00?

* * *

FIRST PRIZE WINNER

Gertrude Joslin — Owyhee Hotel

"As switchboard operator for the Owyhee, I picked up a signal from a long distance operator for the party in room 265. I rang the usual three rings, then opened the key to announce to the L. D. Operator, 'I'm sorry, they do not answer.'

A suspicious female voice at the other end of the line burst in demanding, 'What do you mean THEY do not answer.'

Needless to say, after a hasty explanation of my particular phraseology I learned a very valuable lesson and now my response in such a situation is 'Sorry, there is no answer.'

You understand, of course, this call had been placed by a woman trying to get in touch with her husband."

* * *

SECOND PRIZE WINNER

Georgina Martin — Georgia Hotel

"So many guests who call the room service cashier are not familiar with our liquor laws prohibiting drinks sent up to rooms.

One foreign guest apparently was preparing to check out and requested a sandwich in a hurry and also asked for a screwdriver.

I then proceeded to explain we did not have bar service to the rooms but he was most persistent and the more I tried to explain, the more excited and difficult to understand he became.

When his order was ready to be delivered, I suggested to the Room Service waiter that HE try to explain our liquor law situation. The waiter returned roaring with laughter, for upon entering the guest's room he

found him in his shirt sleeves in a most frantic state, kneeling on the floor with one foot on his suitcase.

He really DID want a screwdriver, but not the beverage kind, to pry open the lock on his luggage where he had locked his keys and plane ticket in error."

CONTEST RULES

1. All contestants must be full time employees of WIH or its subsidiary companies.
2. Entries must not exceed 250 words in length.
3. Actual names of persons mentioned in the story need not be used—just use job titles.
4. Entries for each month's contest must be postmarked by the last day of the month to allow for judging and publishing.
5. The judging committee will consist of WIH Vice President, R. W. Dupar, Director of Advertising Willis Camp and your FRONT! editor.

Send your entry to:

WESTERN TOPPER
c/o FRONT! Magazine

Western International Hotels
The Olympic
Seattle, Washington 98111

HCA News Notes

News Items From Hotel Corporation of America

Palm Beach Resort
To HCA Roster

By special arrangement, the Hotel Corporation of America is now providing marketing consultation and reservation services for the beautiful Palm Beach Biltmore hotel.

Located in Palm Beach, Florida, the 540-room resort is known as "The distinguished center of the wintertime world." A Cabana Club, golf, tennis, cycling, a private marina, ocean beach plus a full gamut of water sports provide complete recreational facilities for guests.

Convention facilities include the Grand Ballroom, a new Convention Hall which can accommodate 1,000 people and smaller meeting rooms. The hotel also houses a night club, cocktail lounge, coffee house and two dining rooms.

She Designs a "New Look" for Western Staffers

Mini-skirted uniforms for maids?

"No, I don't think so," smiled design authority, Elaine Vieyra, recently appointed to the post as Western Service Costume and Uniform Designer.

The chic, petite and very talented designer, though a mini-skirt admirer



herself, feels that while hotel uniforms should be attractive and smartly styled they should not necessarily follow current street-wear fads. Rather, the emphasis should be

placed on good taste, have imaginative design and yet be comfortable and practical for the wearer.

The success of Elaine's design philosophy proved itself during Montreal's highly successful "Expo '67" where she was credited with designing over 400 different uniforms worn by the Exposition employees.

She followed this with an even greater triumph when she was selected by General Manager, Warren Anderson, to create the strikingly handsome uniforms for the Hotel Bonaventure staff. In all, there were more than 27 different staff costumes produced that, in the opinion of one Montreal newspaper, "played a vital part in creating the atmosphere that makes Hotel Bonaventure a truly exciting place to be."

Since mid-January, Elaine has been working behind her drawing board at Western Service and Supply Seattle offices, busily sketching fresh, new ideas for other Western hotel properties. Completed and waiting for approval are costume designs for Space Needle Restaurant staffers, Olympic Hotel waitresses, cocktail waitresses for the Sir Francis Drake's Starlite Roof and Drakes Tavern and a new outfit for the St. Francis Hotel doorman.

According to Elaine, staff costumes and uniforms lead an extremely important role in the interior decor and atmosphere in setting a desired mood for a single room or the entire hotel.

Maybe mini-skirts will never make it as Western's "new look," but from Elaine's drawing board exciting new styling ideas are taking shape that are sure to make Western's guests take an approving "second look!"

Western News Notes

Culinary Sweep For Bonaventure

At the recent Montreal and Quebec Culinary Art Show the Bonaventure staff submitted thirteen entries . . . and took home thirteen awards!

These included six awards of "Excellence," four awards of "Honor" and three awards of "Special Mention." Bonaventure staff members exhibiting were: Chef Michael Tait, Garde Manger Anton Cott, Rotating Cook Manfred Vaupel, Assistant Rotating Cook Alain Girard, B a n q u e t Chef Louis Galiay, Assistant Garde Manger Stephan Emmer, S a u c e Cook Michael Renaud, Sous Chef Roger Collesion, Head Pastry Chef Albert Grailhe (2 prizes), Pastry Cook Guy Monnet, Pastry Cook Gerard Lavoie and Dieter Peikert.

It is no wonder that the Bonaventure is becoming fast recognized as THE place to dine in Montreal! Congratulations to the entire award winning food management team of this outstanding WIH property!

A/W Hoopsters Casaba Champs

The Anchorage-Westward has done it again!

Last month's "Hotel Profile" story pointed up a few of the hotel's "claim to fame" superlatives. Now, word comes of another "topper" to add to this growing list.

The incident took place in the Alaskan city of Juneau when the hotel's basketball team captured the tourney crown in the 22nd Annual Gold Medal Basketball Tournament in late February.

Led by Manager Bill Muller (Director of Sales for the A/W) the hotelmen won a 13-point victory over their finalist foes, the highly favored and previously undefeated Arctic Knights team from Juneau. In this basketball-happy State, it was no less than the Alaskan Secretary of State, Keith Miller, who presented the team with its handsome trophy in view of a cheering capacity crowd.

Medallion Room Puts on a "Happy Face"

A bright, bold and very beautiful new face is currently attracting a great deal of attention in the San Francisco dining scene.

The "face" belongs to the completely remodelled Medallion Room of the St. Francis Hotel. Long recognized as one of the city's smartest dining rooms, its elegant Victorian atmosphere has now taken on a freshly inviting, airy quality largely attributed to a stunning new color scheme. A pleasing pale yellow theme accented with white is dramatically enhanced by black upholstered seating.

Nine hundred yards of shirred yellow fabric in a sunburst effect completely cover the ceiling and provide acoustical treatment. The wall covering is a finely woven lemon yellow linen. Attached to the walls are thirteen crystal lighting sconces especially designed to match the room's three large crystal and bronze chandeliers.

The two-toned avocado green car-



peting, designed for the room, has a hand-tufted crewel pattern in shades of green, yellow and mellow orange.

In keeping with the elegant atmosphere, the all-male staff is dressed rather than costumed or uniformed. Room Maitre d', John Brunel, wears a morning coat, the Captains wear frock coats and the Waiters are in tuxedos. The superbly prepared selections found in the new black and yellow menus are prepared under the direction of Medallion Room Chef, Peter Hackenberger.

Responsible for the room's new "happy face" is John Fikkan, Western Service Interior Designer.

EDITOR'S INN BASKET

From "Inside Ilikai," the excellent monthly house organ for employees of the Ilikai Hotel, we spied this noteworthy item.

As of January, Ilikai staffers are attending orientation classes on their own hotel, the neighboring Makaha Inn and Country Club and on other WIH properties. Classes are being conducted by Public Relations Director, Roberta Watson (also editor of "Inside Ilikai"), which includes a slide presentation and a tour of the Ilikai complex. The purpose — to provide educational background on WIH and the Ilikai and to "assist (employees) in instructing guests on all that is available to them" at the hotel. As the article commented, "It's a great opportunity to widen your horizons by knowing 'who' and 'what' you're working for."

* * *

And from another of our hotel family employee publications, "BACK" (BACK, already!), for Continental Plaza staffers we pass along this item. Editor and Public Relations Director, Audri Adams, includes with each issue a special insert featuring one of our other hotel properties including a photo and brief description. First to be featured was the Anchorage-Westward.

* * *

George Gabel, Kitchen Porter for the Northern Hotel is also known as the hotel's "Poet Laureate" and submits the following original verse, entitled "You Are Unknown Until You Smile."

I would like to see decent
smiles pleasant
And all pleasant smiles decent
So until we make our smiles
pleasant, We are not going
to qualify for a decent smile
from a guest's opinion"
(Smile when you say that, George)

* * *

Do you read me?

This is a question that plagues an editor. Are we getting through loud and clear? Are we printing what you want to know? An editor never really knows—he just hopes. He also realizes that it is an impossible feat to please all of the people all of the time. But we hope that in general FRONT! tunes you in and helps you to know and understand your company. Your comments and suggestions are always welcome. Let us hear from you.
G.E.F.

Front! News Pictorial



GINO BERRETTA [center] Sales Manager of the Hotel Bonaventure accepts the Corby Cup from **G. Ross Herrington** [left] President of Corby Distillery. The Corby Cup is emblematic of the scoring championship of the Montreal Beavers Football Club. **Warren Anderson**, General Manager of the Bonaventure holds a miniature of the Cup and a beaver pelt containing 100 silver dollars which accompany the Cup. Berretta is top scorer with the Beavers Club.



"CONGRATULATIONS, MOM!" Recovering, at least outwardly, from the emotional experience of receiving the Space Needle's Thurston-Dupar award is ex-waitress, **Dorothy Cardone** [left]. She displays her award-winning plaque while her daughter **Anna-May Tucker**, a recent addition to the Space Needle waitress staff, looks proudly on. Dorothy had been with the Needle since it opened in 1962 and retired in December of last year. She was induced to attend the annual staff meeting affair by Manager, **Basil Miaullis**, who presented her with the plaque, restaurant dinner passes for four and an outsized congratulatory cake.



"I WANT TWO VOLUNTEERS . . . YOU AND YOU" Pitching in with the dishes at the Miyako Hotel kitchens during those first hectic days of the hotel's opening are **WIH vice-presidents**, "volunteers" **Joe Callihan** and **Joe Mogush**. For both men, who had come up through the ranks in their hotel careers, it was a little like "old times". They admitted, however, that present responsibilities had given them a more cautious viewpoint on breakage!



SAN FRANCISCO MIYAKO employees **Hisako Mruia** and **Alice Akima** join Manager, **Charles McCaffree** in arranging one of the **Bunraku** puppets presented to the hotel by the managers of the **Kintetsu** chain of Miyako Hotels in Japan. The Bunraku puppets are famous throughout Japan and are painstakingly made by artisans who require a year to produce one. They are operated by skilled actors instead of strings. A pair of these puppets are now in a permanent glass case display in the Miyako lobby.



"CHILLING" EXPERIENCE. The Olympic Hotel's current air-conditioning program provided a dramatic show for street traffic one Sunday morning last February. For about four hours the largest lift ever accomplished in Seattle was undertaken as two centrifugal "chillers" weighing 15,000 lbs. each and two cooling towers of equal size were hoisted onto the 13th floor roof of the Hotel. At left, Olympic Assistant Manager, **Bill Hulett**, watches the operation as one of the huge units is guided into place.

BEHIND THE SCENES AT WIH

**SALES
SERVICE
AND
SUPPLY
DIVISION**

It started off as the "T and D" Company (named after Western founders Mr. Thurston and Mr. Dupar) in 1954. Then, its most important piece of equipment was a duplicating machine that produced company stationery and office business forms.

Today, under the name of Western Service and Supply, it has become a major subsidiary company of WIH with activities ranging far beyond that of its print shop. Under its President, J. William Keithan, the Seattle based Western Service and Supply Company operates as two basic, interrelated divisions. One of these, the Design Division, was featured in last month's FRONT! The other, the Sales, Service and Supply Division is explored in this article.

* * *

General Manager of both Divisions is Western Service Vice-President, Leif O. Wikan. He is particularly concerned, however, with the operational activities of the Sales, Service and Supply Division. This division has five departments each of which is headed by its own manager who is a specialist in his field of operation.



Leif Wikan is Western Service Vice-President and General Manager

These five departments are, in order of their inception: Printing, General Supplies, Western Service, Ltd., Food & Beverage Facilities and Design International.

PRINTING

Under the management of Tom West, today's Print Shop activities have grown far more complex and varied than they were in the early "Duplicating Machine" era. Aside from manager West, the shop employs two full time printers, Dwight Mackey, Assistant Manager Shop Area, and James Haug, a secretary assistant, Joan Fitt and shipping clerk, Newland Allbee. Operating three presses, the Shop produces the bulk of the advertising and promotional material used by WIH which is prepared by the corporate advertising agency, Cole & Weber, Inc. The diversity of this agency production alone, from die-cut table tent cards, to 4-color advertising reprints, is as demanding and varied as to be found in many much larger



General Supplies Head, Leigh MacArthur



General Supplies Assistant, Roger Brager



Western Service, Ltd. Head, Bob Reiflin

printing operations. A great part of their volume continues to include the dozens of office forms used by the various office and hotel departments throughout WIH plus letterheads, calling cards, bulletins and, of course, FRONT! Magazine.

GENERAL SUPPLIES AND WESTERN SERVICES, LTD.

The present Western Service Company was established in 1956 when Keithan was transferred from Portland's Multnomah Hotel where he was Food and Beverage Manager. A year later, Keithan added Leigh MacArthur to the staff — then head of the Olympic Hotel's purchasing department — to develop the General Supplies Department.

The idea was to consolidate the procurement of certain common expendable supply items that were being separately purchased throughout the various Western hotels. Under the knowledgeable guidance of Keithan-MacArthur, the department soon proved a highly successful and advantageous undertaking not only in cost and manpower savings but in establishing supply quality controls. The department is now supervised by Leigh MacArthur, the Western Service Director of Purchasing.

When the construction of the Bayshore Inn in Vancouver was planned, a subsidiary Canadian counterpart organization was formed to facilitate the purchase of supplies for the hotel and for subsequent Canadian properties. Known as Western Service, Ltd., this Canadian operation is managed



Food Facilities Draftsman, Michael Seaberg



Russ Nickel, Food Facilities Head with Keith Bellman, Draftsman

"The Duplicating Machine that Multiplied"

by **Bob Reiflin** and is operated from the Seattle offices. In addition, Reiflin is the Western Service Purchasing Agent responsible to Director Leigh MacArthur in the General Supplies Department. Recently added to the Department is Assistant **Roger Brager**.

Today, General Supplies continues to be responsible for most of the expendable item purchases for both established and new WIH properties. The gamut of such an expendable item listing is staggering, particularly in the furnishing of a brand new property. Such a new property "shopping list" ranges from color TV's to toilet tissue with the many hundreds of other items in between that are necessary to the proper functioning of all hotels from the back to the front of the house. After years of experience, the department has developed what is hoped is the "complete" procurement list down to the last stir stick and cleaning rag, but as each new property varies in its requirements, this list must be revised continually.

FOOD AND BEVERAGE FACILITIES

In 1961, **Russ Nickel** joined Western Service and a new department was developed and labelled the Food and Beverage Facilities Department. It was created to meet a demand for good kitchen renovation design in existing properties and in the planning and specifying of equipment for the best possible facilities in new hotel construction.

This department's responsibilities

also extend into hotel beverage and dining room service areas in their design, operation and general layout. (The department is not to be confused with the WIH Food & Beverage Division, but works closely with Vice-President **Joe Callihan**, Director of the Food & Beverage Division, and his talented staff.) In addition, this Western Service Department is kept constantly alert to the latest innovations and improvements offered by the food and beverage equipment industry for possible application in WIH hotel properties. Working with **Russ**, and handling the bulk of the department's drafting requirements, are assistants **Keith Bellman** and **Michael Seaberg**.

DESIGN INTERNATIONAL

In operation for over two years is the Design International department, headed by **Donald Allen**.

Design International is the only department in the Division not directly concerned with Western's hotel operations. Rather, this is the selling and custom design service area for non-competitive commercial businesses and institutions. **Allen**, with the aid of his assistant, **Frank McMurtry**, and Staff Designer, **Nancy Manos**, contracts a complete design "package" for clients seeking this service. The package includes interior design, written specifications and furnishing procurement.

While still fairly new, the depart-

ment has serviced an impressive list of clients including a county courthouse, an exclusive men's club, a chain of hotels in Washington, California and Hawaii, medical clinics, several business offices, and the restaurant/cafe for the impressive 50-story Seattle First National Bank Building now under construction.

A report on Western Service and Supply will not be complete without the recognition of its two administrative members . . . **Avery Holmes** and **Dave Mitchell**. **Mitchell** operates in the capacity of Administrative Assistant for the company and also handles the duties of office manager, supervising secretarial and clerical personnel. **Holmes** is responsible for all the internal accounting for Western Service and Supply having held that position for the past six years after working for WIH for many years previously.



Involved in a Design International project conferences is from left: Designer, **Nancy Manos**; Department Head, **Donald Allen** and Assistant, **Frank McMurtry**



Avery Holmes handles internal accounting



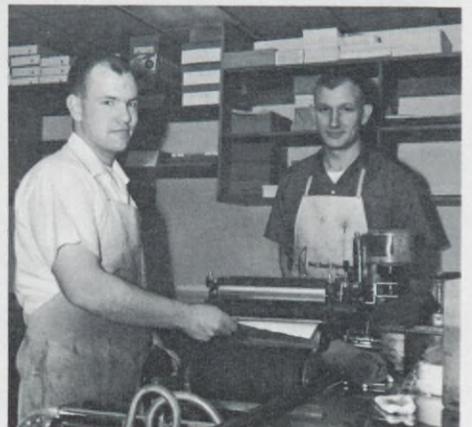
Administrative Assistant, **Dave Mitchell**



Heading the Printing Department is **Tom West**



Assisting in Printing Department is **Newland Allbee** and **Joan Fitt**



Printing Press Operators **James Haug** and **Dwight Mackey**

FRONT! INTERNATIONAL



Above left, Mr. Manuel Lopez Parex, General Manager of the Camino Real in Juarez, visits with Hollywood star, James Stewart, during the World Premiere of his latest movie, "Firecreek."

Juarez Camino Real Hosts Movie Premiere

Earlier this year the Hotel Camino Real in Juarez took on all the glamour and excitement of a Hollywood film studio.

The occasion was the World Premiere of the Warner Brothers-Seven Arts Studios Western epic, "Firecreek."

Among the Hollywood luminaries in attendance were Mr. James Stewart (one of the film's stars) and his wife, Mr. and Mrs. Ed Begley, Miss Barbara Luna plus several of the Studio's executives and the film's director and writer. The hotel provided breakfast for the United States, Canadian and Mexican press at the Camichin Room and hosted a private cocktail party following the movie premiere at the Camichin night club.

"Firecreek" was nationally distributed in late February.



Palace Hotel staffers bid Bon Voyage to hotel porter, Shogaro Hatori [center]. Hatori is one of a group of 201 young men and 90 young women selected to participate in the "Japanese Youth Goodwill Cruise," the Japanese version of the United States "Floating University." He and his cruise companions were selected from among 4,500 applicants throughout Japan. Forewells are offered by [left to right] Ichiro Yoshimua, Manager of Personnel; Yutaka Yashiro also of Personnel and Genkichi Yamaguchi, Reception Manager.



Gathering for their portrait in the laundry area of the Camino Real in Tampico after a hotel tour for visiting WIH Vice-President, Bob Dupar [second from right] are: Assistant Manager, Joaquin F. Cicero; Housekeeper Alicia Galvan; Former Manager, Francisco Zinser and Dupar.



The Hotel Avila in Caracas is often the scene of some of that Capital city's most prominent and lavish social affairs. A recent occasion, [above] was a dinner given by the Diplomatic Corps for the President of the Republic of Venezuela, R. Paul Leoni and Mrs. Leoni.



A visit by Swedish Princess, H.R.H. Christina Louise Helena to the Miyako Hotel in Kyoto last fall was the occasion for the Tea Ceremony shown above to which she was guest of honor. The charming ceremony was held at the Miyako's Tea House with the Princess being served by the city's foremost authority on the art of the tea service ceremony.

Front! Family Features

RECIPES I LIKE BEST

There are very few things that Executive Chef Eugene Tourville of the Antlers Plaza enjoys more than cooking.



Chef Tourville

His kitchen career dates back to his high school days when he began working part time as a kitchen steward. Coming from an extensively traveled military family, Tourville has enjoyed a variety of kitchen experiences in restaurants, clubs and hotels from Boston to Seattle. His formal education includes the University of Minnesota, St. Paul Hotel school and the Culinary Institute of America.

His fast rising professional career established him as an executive chef—the youngest in a prominent hotel chain of more than 100 properties to hold that position—when he was 23 years old.

Tourville joined WIH in 1966 at the Space Needle Restaurant and was Sous Chef at the Antlers Plaza from the time it opened in March 1967 under Chef Klaus Zander. He was promoted to his present position of Executive Chef in February of this year.

A devotion to the culinary arts has kept him actively engaged in Culinary Association work and training methods within the realm of the American Institute of Chefs. He was one of the founding members of the Omaha Culinary Association and formulated and put into practice the first cooks' apprenticeship training program in the Mid-continental Division of the Hotel Corporation of America.

Here is one of Chef Tourville's favorite recipes that may be easily prepared and enjoyed in your own home.

CHICKEN ROSEMARY

(Yield - 6 portions)

Ingredients

- Two 2½ lb. chickens cut up as for frying (fresh)
- 1 tsp. whole rosemary
- 2 tblsp. minced shallots
- 5 oz. package fresh mushrooms (sliced)
- 10 oz. bottle Lemon Lime Carbonated Beverage
- 4 oz. cube butter
- 2 cups sour cream
- 4 stalks fresh green scallions, (sliced)

Lobby QUIZ

This month FRONT! offers a different type quiz for this column. Here are five familiar words and terms with multiple choice answers as applied to WIH operations. One, all, or none of the answers may be right. Try it, but don't be "April fooled" and no cheating (at least not while anyone is looking).

QUESTIONS:

1. **BELLMAN**
 - A. A town crier
 - B. One who assists hotel guests with luggage, etc.
 - C. A WIH draftsman
2. **COCOYOC**
 - A. Chocolate diet drink
 - B. Part of maid's uniform
 - C. WIH hotel in Venezuela
3. **PICCADILLY**
 - A. Bar at the Olympic
 - B. Bar at the Benson
 - C. Bar at the Antlers Plaza
4. **F and B**
 - A. Front and Back (of the house)
 - B. Food and Beverage
 - C. Flat Broke
5. **SOUS CHEF**
 - A. Sauce Cook
 - B. Indian leader
 - C. First Assistant to Head Chef

ANSWERS

1. A. Webster's Dictionary says "Yes"
- B. Guest Services says "Yes"
- C. Western Service says "Yes"
2. A. Stick to Metrecal
- B. Too shy to ask
- C. Nope, a hotel in Mexico
3. A, B, C — Yeah, Yeah, Yeah
4. A. No
- B. Yes
- C. Maybe
5. A. That's Saucier
- B. That's Sioux Chief
- C. That's right

Method

- Season chicken with salt and cayenne pepper, dust in flour.
- Saute in butter - "brown only."
- Remove from pan and saute shallots, rosemary and fresh mushrooms without taking on color.
- Add the lemon lime soda.
- Return chicken to mixture in pan and simmer slowly in oven (using covered casserole) for approximately 30 minutes.
- Remove chicken from sauce. Stir in sour cream.
- Return chicken to above and simmer gently for additional 10 minutes.
- Serve in casserole with mixed wild rice and freshly sliced scallion garnish.



Executive Housekeeper—Benjamin Franklin

Back Of The House

with

Mrs. L.

McNearney

Editor's Note: Mrs. McNearney, or "Mrs. Mac" as she is more affectionately known, acquired her Certified Housekeeper's Certificate last December.

Spot Removal

Here comes our good old friend, white vinegar, again: For removal of spots of unknown origin but where mixed drinks are suspected take a solution of 1 teaspoon of a gentle detergent (i.e. Fab, Vel, etc.), 1 teaspoon white vinegar, ½ cup warm water. Shake until detergent is dissolved; spray on spot, rub gently with turkish toweling. You may have to repeat. White residue may appear, which can be brushed off. Dry clean as usual.

Mildew Disappears

For pesky mildew stains on rubber mats or sink pads: cover with about two inches of warm water and add ½ cup household bleach. Stir well. Leave them in this mixture until the mildew disappears. Rinse well and dry.

Cleaning Upholstery

A sponge wrapped in nylon net is excellent for cleaning upholstery when used with a good recommended upholstery shampoo. Buy the sponges and cover them yourself; you'll find them much better than the expensive brushes formerly used.

Furniture Fixers

You can repair minor damage such as white rings or shallow scratches and burns on your cherished furniture with homemade preparations. Paraffin or lemon oil mixed with finely powdered pumice or cigarette ashes usually will take up white spots and rings. Broken nut meats rubbed across scratches often hide them; so will iodine applied lightly with a cotton swab. Always rub with the grain when you dust or polish.

Cucumber Gourmet Salad

On the gourmet side of life, my assistant, Kay Morishima, has this delightful salad:

Peel cucumbers so that some of the green peeling is left on; cut in half lengthwise; slice very thinly (have about 3 cups). Sprinkle with ½ teaspoon salt; let stand for about 15 minutes; then gently press out excess water. Chill. Combine with a small can of crab meat. For the dressing, mix 1/4 teaspoon Accent 1 tablespoon. Japanese soy sauce. Pour over cucumber and crab; toss gently to mix. Serves 4 to 6. Yummee—good eating!

Front! Photo Album



There'll be Bear Stew on the Leopold menu tonight! Cook, John Bennett of the Leopold is an ardent outdoor sportsman and he recently returned from a hunt with a black bear to add to his trophy collection.



It's a girl! Don Danis does a land office business at the Benson cigar shop accommodating Banquet Manager, Gary Pinker [left] and Trader Vic's Manager John Wong who are both celebrating the arrival of baby daughters.



Money by the bucket! It's been a good day in the banquet department of the Bayshore Inn and [from left] Sherry Soderman, Jan Visser, Werner Simm and John Millar help count the cash.



After the party is over! The clean up begins with the help of this Anchorage-Westward crew from left: Maria Fisher, Banquet Waitress; Bob Elston, Houseman; Waltraud Kessler, Banquet Waitress; and Mel Thornton, Houseman.

FRONT! salutes its imaginative [and prolific] correspondent from the Northern Hotel, Con Carter, for this amusing series of employee photos which he has entitled, "Sometimes unseen and often unsung heroes of the hotel field." We've added a slight twist by mixing heads and bodies. Try to match 'em by number. Answers on opposite page.



1 above, 2 below



3 above, 4 below



5 above, 6 below





Stacking and racking! Joaquim Coelho, Dishwasher of the Hotel Bonaventure removes newly washed china from washer racks and stacks them for dining room delivery.



[Above left] Money does grow on trees! At least they do for Olympic Maid, Rosie Gipson who was recently feted by Olympic staffers upon her retirement and presented with a "money tree" [right]. With Rosie is Executive Housekeeper Mrs. Tomlinson.

[Above] Come on, George, smile! Dignified Doorman, George Lowrey of the Antlers Plaza, offers guests a regal welcome in his colorful Beefeaters costume.

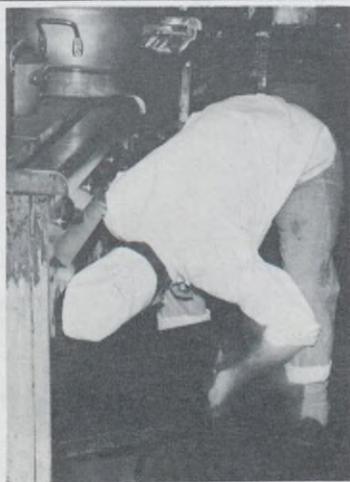


Habla Espanol! Front desk staffers at the Caravan Inn are [left] Javier Gomes, trainee from the Camino Real in Mexico City and Jose Corrales. Both speak fluent Spanish.

[Left] Sales resistance stoppers! Sales are soaring at the Cosmopolitan thanks to these lovely ladies of the Sales Department. At left is Marie Kriss, Sales Manager, and Lannis Thompson, Sales Secretary.



7 above, 8 below



9 above, 10 below



11 above, 12 below

ANSWERS

- [1 and 8] Gene Coffey, Laundry Manager
- [3 and 4] Helen Higareda, Pantry.
- [5 and 10] Chuck Maxwell, Cook.
- [7 and 2] Robert Yaroslaski, Busboy.
- [9 and 6] Henry Cannon, Cook.
- [11 and 12] Emma Braun, Maid.



Hotel Profile

CAREFREE INN... Forty minutes northeast of Phoenix, Arizona, and surrounded by the "world's most beautiful desert" lies the luxurious Carefree Inn and the neighboring Carefree International Restaurant.

The community of Carefree, itself, borders on the vast reaches of the Tonto National Forest in an area of spectacular desert scenic growth abounding in hills, knolls and groups of nature-sculptured boulders.

FROM THE MOMENT of a guest's arrival at Carefree he is freed of his private cares and his personal cares are placed in the hands of an expert staff catering to his every need. The pure desert air and moderate temperatures insure a restful night's slumber that even the distant howl of a coyote cannot interrupt. He awakens refreshed to a warming, welcoming sun. If he chooses, he may start his day with a brisk morning horseback ride and have his breakfast elegantly served on the trail accompanied by a split of champagne.

A host of other carefree activities await his pleasure upon his return to the Inn. The free-form pool invites a refreshing swim or he may choose to sunbathe on the poolside patio where food and beverage services are at his beck and call. This may be followed by such popular resort pastimes as tennis, golfing at the famous Desert Forest Golf Course, horse shoes, shuffleboard or croquet. The picturesque desert and mountain trails may call him back again for a moonlight horseback ride, an outdoor steak fry or cookout or the very novel bow and arrow "javelina" hunts.

FOR LESS ACTIVE participants, feature-motion pictures are scheduled weekly and a local painter conducts art classes every Tuesday afternoon. A stroll through the desert botanical garden located near the pool fascinates many visitors and each speci-

men is clearly marked by name.

Built in 1963 by Western and the Carefree Inn & Development Corp., the hotel has become popular with groups conducting seminars and board meetings. Manager Jim Howard explains this popularity by noting that Carefree's location is conducive to "in-depth sessions away from the distractions of the city."

All 80 rooms at the Carefree Inn are deluxe, over-sized terrace units overlooking the pool. For guests requiring greater privacy, the hotel provides ten "casitas" or separate cottages. These plush, fully-furnished accommodations offer separate bedrooms and kitchens.

THE BEAUTIFUL Coronado Dining Room captures a Spanish motif as its name implies and features continental dining, dancing and varied entertainment. For breakfasts and more casual dining there is the Grille overlooking the terrace and pool patios. In a setting of old Spanish gardens is the relaxing and intimate El Dorado Cocktail Lounge serving speciality drinks and cocktails.

The Carefree Inn provides three fully equipped meeting and banquet rooms accommodating intimate dining groups to 25 persons to reception groups as large as 400 persons.

ABOUT A MILE from the Inn is the exciting International Restaurant, also managed by WIH, which has been likened to taking a gourmet trip abroad. It features seven distinctive and authentic menus from South America, Africa, Asia and Europe and is managed by Mr. Frank Pasqual.

CAREFREE INN PEOPLE

Experts in handling the cares of the hotel's guests and assuring their carefree stay are the very friendly and capable Carefree Inn staffers. A few of them are shown here.

Carefree Inn



F & B Manager, Tom Barker [left] with International Restaurant Manager, Frank Pasqual.



[L to R] Carl Baggott, Room Service Waiter; Valerie Trevillian, Waitress and Jack O'Hara, Banquet Manager.



Breakfast Cooks Sam Sandoval and Ken Paulson.



Carefree Inn Waitresses from left: June Marion, Barbara Clark and Mary Ann Wirt.



Bellman, Dick Pender



Bartender, Don Squires



Charlene Thomas, Desk Clerk & PBX