



## Scholarship Awards Announced

TWO GRADUATING high school students — 18-year-old Mari Ellingsen of Portland, Oregon and 19-year-old Alex Tatum of Anchorage, Alaska — have just received a welcome boost to help further their college ambitions.

Both are \$500 winners of the 1968 Bruce Pierce Scholarships which are awarded annually to WIH employees or to their children.

MARI ELLINGSEN, a very attractive honor-roll student (her grade point average is 3.95 on a possible 4.0 scale) is the daughter of Mrs. Helen Williams, Benson Hotel Payroll clerk. Mari plans to attend the University of Oregon in the fall where she will major in architecture with the intent of becoming an architect. Mrs. Williams is the sole support of the family which includes two other children besides Mari.

ALEX TATUM'S mother, Mrs. Nellie Tatum, is employed as a maid at the Anchorage-Westward Hotel. Alex plans to apply his award toward furth-

ering his educational training at the Alaska Methodist University in Anchorage or Bricketwood in England. His goal is to become a teacher of social sciences and he will pursue courses in Education with a music minor.

THE BRUCE PIERCE Memorial Scholarships are awarded annually to WIH and affiliated company employees or their children eligible to attend an accredited college or university. They must have had a 2.5 grade point average or higher on a scale of 4.00. Another very important judging consideration is the financial need of the student.

The Scholarship program was created in memory of Bruce Pierce, former Vice President of Western International Hotels and is divided into two awards each year of \$500 each.

FOR FURTHER information on this scholarship award program for yourself or your children see your department head or personnel director.

## Sales Director Stimulates Mexico Travel Interest

Leading West Coast travel people are taking a fresh, new look at Mexico . . . and especially at the WIH de



Mexico hotel properties in that country.

Credit for this sudden surge of interest goes to Michel Sauve, Director of Sales for WIH de Mexico. Sauve visited

many of the major travel agencies from Los Angeles to Vancouver in mid-April in a combined good-will and highly stimulating promotion presentation tour of Western's Mexican properties.

In his stopover in Seattle, Sauve paid his first visit to the WIH executive offices and spent several hours with the Corporate advertising agency, Cole & Weber, Inc., where the production of Mexican property rack folders and other advertising and promotion matters were discussed.

Following his West Coast tour, Sauve attended the AMAV (Mexican Travel Agency Association) Convention in Las Vegas on April 28-May 3.

His travel itinerary continued with visits to major travel wholesalers in Washington, D.C. and New York City and in late May, Western's tri-lingual (French, Spanish and English) "Man from Mexico" crossed the Atlantic to present the exciting WIH de Mexico story to European audiences.



IT WAS A PROUD MOMENT FOR THE MOMS, TOO!

In the upper photo, Mrs. Helen Williams, Benson Hotel Payroll Clerk, smiles happily as her daughter, Mari, is presented with a \$500 Bruce Pierce Scholarship Award check from General Manager Dwight Call.

[Below] at the Anchorage - Westward, Mrs. Nellie Tatum, hotel Maid, beams with pride upon her son, Alex, who is also the recipient of a \$500 Scholarship award check.

The award was presented by A/W General Manager, John Stevens, during a hotel staff meeting.



**CDS**  
*She Uses It!*

Turn to  
Page 5  
for  
Details



# front!

A monthly publication for the employees of

Western International Hotels  
Editorial Offices

The Olympic, Seattle, Washington 98111  
Gabe Fonseca ..... Editor  
LJTHO IN U.S.A.

## President's Corner



Earlier this year it was my privilege to serve on the Industry-Government Special Task Force on Travel appointed by President Johnson. The group was created to make specific recommendations for attracting more visitors to these shores.

Serving as Chairman of the Hotel-Motel sub-committee group made me acutely conscious of Western's contributions toward this effort. Western, of course, has long enjoyed the role of being an international host especially among its larger metropolitan resort properties. Many of these hotels have made a special effort to cater to the particular needs of foreign visitors adding to their comfort and well being. Such services as language interpretation assistance, often recruiting the aid of bilingual staff members, is an example.

But, by far, the most important contribution that any of us can make towards happier foreign guest relations is a very basic one . . . unhampered by language barriers and universally understood. It is simply a person-to-person relationship of thoughtfulness, friendliness, a willingness to be of assistance and an understanding patience . . . exactly the "extra effort" treatment you would want were you a guest in a foreign land.

Indeed, yours may be that small act of kindness that the guest may relate to his friends back home as being typical of the treatment and

## COMINGS AND GOINGS

Phil Hughes has been named Executive Assistant Manager of the Benjamin Franklin from Front Office Manager (replacing Bob Sparling who resigned to go into business for himself) . . . at the Olympic Hotel these appointments: **Ray Sylvester**, former Night Manager, becomes Chief Clerk; **Dave Paulon**, formerly Manager of the Olympic Grill and more recently a Front Office Trainee has been appointed to Front Office Assistant Manager . . . new Sales Manager for the Georgia is **Arthur Davies** . . . **Thomas Kenal**, formerly Chief Room Clerk at the Benson has been appointed Front Office Manager of the Miyako in San Francisco . . . former Night Audit Supervisor at the Olympic, **William Sanford** has been appointed Assistant Manager of the Baranof . . . Promoted to Senior Assistant Manager of the Benson is **Heinz Koschuta**, former Assistant Manager . . . from the Ilikai to the Antlers Plaza goes Sous Chef **Serge Lauzon**. **T. Brian Beaulac**, who joined the WIH Accounting Center in January has been appointed to administer the Company's Group Insurance and Retirement Plans for Salaried Employees.

### New Manager for Palace Hotel

Masao Yoshihara, Managing Director and General Manager of the Palace Hotel in Tokyo recently announced the appointment of Hirokata Ito as the new hotel Manager.

Ito replaces former Palace Manager, Masaharu Shigehara, who has been named Director of the new Palace Hotel in Osaka now under construction and scheduled for a late 1969 opening.

'warm welcome he has received during his visit. It is the extra effort that gives meaning to "Western" hospitality.

**Edward E. Carlson**  
President  
Western International Hotels

## Meet Your Correspondent

**CAROL PERRY** — *Cosmopolitan*

Reporting the news to FRONT! readers from the Cosmopolitan hotel is the latest responsibility of lovely Carol Perry.



Miss Perry, a newcomer to the WIH family, joined the staff of the Cosmopolitan as a reservationist in April of last year. Her enthusiastic enjoyment of her job was recently expressed as, "It's just

great! I hope to spend many more years with WIH."

Before joining the hotel staff, Carol worked as a fashion model and did television commercials. She is a native of the Denver area, loves the mountains, enjoys dancing and music and her latest interest is playing the guitar.

## Revised WEST-ED Training Schedule

A revised schedule of staff training programs for 1968 was released in late Spring by the WIH Personnel Division. New this year is a Sales Workshop in early June at the Olympic Hotel in Seattle. Sales personnel from Western properties throughout the United States and Canada will be attending the four-day workshop sessions.

WEST-ED training programs for other group classifications are as follows:

- June 2-5, **FOOD & BEVERAGE CONFERENCE**, San Francisco
- June 9-13, **SALES WORKSHOP**, Seattle
- June 19-22, **ACCOUNTING CONFERENCE**, Seattle
- Sept. 25-28, **EXECUTIVE HOUSEKEEPERS WORKSHOP**, San Francisco
- OCT. 16-19, **FRONT OFFICE WORKSHOP**, Seattle

### 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

### Guest Reactions Win "Topper" Cash Prizes

Guests — bless 'em — are only human. They provide so much of the unpredictable and the unexpected that contributes to the zest and flavor of a hotel staffer's day. By the same token, hotel staffers sometimes add a little "brightner" to the routine day of the hotel guest in return.

This above was brought to mind by the two winners in this month's "Western Topper" contest. What may have been an average day for a guest and a hotel employee became a little more memorable when the unusual happened.

**Barbara Roberts**, Switchboard Operator for the Cosmopolitan Hotel in Denver, wins the \$25.00 First Prize for her story of an unexpected guest reaction to a routine situation.

**Scotty Robertson**, Bellman for the Benjamin Franklin Hotel, receives the \$15.00 Second Prize for his story situation that provided a puzzling circumstance with an unpredictable solution.

\* \* \*

#### FIRST PRIZE

**Barbara Roberts — Cosmopolitan**

"Being a switchboard operator for the Cosmopolitan, I was making my usual routine wake-up calls, and I was getting my usual sleepy 'thank you' replies.

"Then I called Mr. Smith's room. 'Good morning, Mr. Smith,' I said, 'it's 7 o'clock and the temperature is 34 degrees' and waited for the reply. The very sleepy, dreamy voice in the other end replied softly, 'I love you'.

"Not sure I had heard right, I said, 'Pardon me, Mr. Smith?' Again I heard, 'I love you', then he hung up.

"I called back again at 7:15 to see if I'd gotten through to him and this time when he answered with a brisk 'Good Morning' and a business like, 'Thank You' I knew he was ready to face the world.

"I thought, 'Too bad I had to interrupt what must have been a very pleasant dream'."

#### SECOND PRIZE

**Scotty Robertson — Ben Franklin**

"During a very busy rush hour one morning the telephone operator gave

me an order to pick up some laundry from a guest's room. She handed me a slip of paper with the room number on it and written below the number was the word 'glass'.

"When I saw this I wondered why the guest wanted a glass, but the operator was too busy to ask so I rushed down to the ice room and got a glass and put it on a tray. I then went to his room and when he opened the door I handed him the glass. He looked surprised, then asked me why the glass and I said the operator told me to get him one and showed him the slip of paper with 'glass' written on it. He looked at the paper then burst out laughing and said, 'I think she just wrote down my name . . . my last name is Glass'."

\* \* \*

Have you been involved with any unexpected or unpredictable guest situations recently that may be worth \$25.00 for the telling? Write us about it and let us judge . . . do it today!

#### 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

### Mobil Guides Award Top Ratings for WIH

For the second year in a row both the Century Plaza and St. Francis hotels have been awarded the MOBIL TRAVEL GUIDE'S highest accolade — 5-star ratings. This rating indicates that these two WIH hotels are among a select few judged as "one of the best" in the United States. Receiving 4-star ratings indicating

they are "outstanding — worth a special trip" in this year's Guide are the Antlers Plaza and Benson hotels. This too, is a highly select and limited rating.

Awards are made on merit alone after a careful, unannounced inspection by the Mobil field staff is made which is supplemented by the evaluation of special consultants and reports from the many users of the Guides. Over 25,000 hotels, motels and restaurants throughout the U.S. are inspected annually for inclusion in these Guides with anticipated sales of one million copies.

**Front!** salutes the staff and management of these four properties for their individual efforts in contributing to this outstanding recognition.



### Haven't We Met Somewhere Before?

The two gentlemen offering mutual congratulations have seen a lot of each other over the years.

Both are celebrating their 30th year in the hotel business with Western International Hotels.

At left is Sixto Carganillo who has spent these 30 years with the Olympic Hotel in Seattle, all of them as a Room Service Waiter. At right is Edward E. Carlson, President of WIH.

Thirty-year pins were awarded to both of these men during combined Award Banquet ceremonies at the Olympic Hotel in April, attended by those qualified staffers (5 years or more service) from the Olympic, Western Service and Supply, Western Industries Services and Western International Hotels Seattle offices.

\* \* \*

It was also Awards banquet time at the Sir Francis Drake . . . see the FRONT! News Pictorial page for photo and details.

## Western News Notes

### Employee Groups Active In Canadian Hotels



It's V.S.P. at the Bayshore Inn . . .



. . . and S.A.C. at Calgary

Our story in the May issue of *Front!* concerning hotel employee organizations at the Ben Franklin and the Caravan Inn uncovered two equally active groups in two of our Canadian properties.

Shown in the photo at top is the group from the Bayshore Inn who call themselves the "V.S.P. Committee". The initials stand for "Very Special Person" and one of the regular activities of the group is to select a "Very Special Person" from the staff members each month. This especially deserving staffer is awarded with a complimentary dinner at the hotel paid for from committee funds. The group also arranges such hotel employee activities as the Christmas party, summer picnics, raffles and arranges to have cheering floral bouquets sent to convalescing staff members. Committee members shown in photo are from left: Clay Schumann, Mike Keepence, Steve Halliday, June Barry, Jan Visser and Earl Weisbrod.

The employee group from the Calgary Inn (lower photo) is known as

the Staff Association Council (S.A.C.) and is represented by a member of each hotel department. From this group is elected the S.A.C. officers once a year in January. The group schedules a series of very popular social functions throughout the year including a Halloween costume party, a children's Christmas party, a formal Sweetheart Ball in February, a Las Vegas Party and a Children's Picnic. Another important function of the S.A.C. group is the regular meetings during which better staff-management relations are discussed and specific items are presented by a council representative to the General Manager. Current S.A.C. officers (from left) are Madge Melling, President; George Klement, Vice-President; and Margaret Glinz, Secretary-Treasurer.

### HCA News Notes

*News Items From Hotel Corporation of America*

#### Hotel For Brussels— Munich Being Considered

Initial steps have been taken by Hotel Corporation of America towards construction of a new 300-room hotel in Brussels, Belgium. HCA anticipates a "ready supply of guests" upon the hotel's completion since Brussels is the seat of the European Common Market and is NATO headquarters.

Being strongly considered for the site of another HCA hotel is the Bavarian city of Munich which is slated to be the site of the 1972 Olympic Games.

## EDITOR'S INN BASKET

"Hospitality" Magazine, the national publication for the lodging industry, seemed to find WIH a great subject for copy material in its March issue. From its striking front cover photo of the El Mirador swimming pool and its second lead article on Housekeeping that featured Mary Joyce and the Continental Plaza plus several odds and inserts scattered throughout, it was Western all the way!

\* \* \*

WIH seems to have as many homemade poets as other people have mice! This latest contribution is from a member of the Sir Francis Drake front office staff who signed his name "Anon" . . .

#### ODE TO THE RESERVATIONS GIRLS

*Reservations, reservations  
Your work is never done  
Here you slave  
And here you toil  
The battle never won*

*Taking phone calls  
Doing your Twx's  
Your work will never end  
And when you're close  
To getting through  
There's still the wires  
To send*

*Then there's always  
The day's deposits  
And the confirmations many  
And when you've done  
A full day's work  
There's little thanks,  
if any!*

*Now do not fret  
And do not fume  
And never should you cry  
For you're heading  
For your glory,  
In that great big  
Reservations office  
In the sky.*

Anon . . .

(Ed Note: And where, we presume, there are no "no shows.")

\* \* \*

A release just crossed our desk announcing the near completion of the second 18-hole championship golf course at the Makaha Inn & Country Club in Oahu. Recently we attended a luncheon at the Olympic at which Project Director Jim Wilbert and his crew presented the Makaha story to Seattle area travel people. It was a cold, wintry day out and the enticing colored slides of this lush "Paradise Valley Playground" made it appear doubly appealing. We've got the feeling Makaha is going to be a tremendous success and not only with golfing vacationists when it opens this December!



## CDS Means Extra Sales . . . Extra Service

THE ATTRACTIVE young lady pictured on page one and above is Susan Senour of the WIH Central Reservations Office. Susan is typical of the many alert reservations girls throughout Western who are active users of "CDS."

In reservations language CDS stands for "Continuous Destination Selling," and that stands for a very creative sales technique that has resulted in bonus room sales for many WIH properties and greater guest satisfaction.

Here, for instance, is how Susan, or any other WIH reservationist, might apply "CDS" on a reservations call.

Let's say a business man from Seattle is going to Los Angeles and wants to reserve a room at the Century Plaza. A normal request and easily handled.

BUT . . . HERE'S where CDS goes a few steps further. First, a few pointed inquiries made by Susan during the reservations call reveals these three important items: (A) Mr. Businessman is planning to stop over on his way to Los Angeles in San Francisco, (B) he is considering a side trip to Denver before he returns to Seattle, and (C) he had not made any hotel reservations for either of these two other cities. Nor has he been previously aware that Western had hotel facilities in both San Francisco or Denver.

Next, a few persuasive words from our CSD-minded reservationist touting our top WIH Hotels in both of these cities and Mr. Businessman is sold on WIH all the way! He is especially pleased to have all the reservations for his entire trip made in one fell swoop . . . and with just one phone call. To him CDS means "Continuous Destination SERVICE."

THE KEY to a really effective Continuous Destination Selling and Service job, Susan admits, is in being able to visualize "Western's World" geographically. That is, to be able to quickly bring to mind what communities offer WIH accommodations,

where these hotel locations are in relation to each other, and what are the names of these hotel properties in each of these locations.

As WIH continues to grow, this "visualization" becomes more difficult, she adds. However, there is a fairly simple method used by Susan and other reservations people for visualizing our Western World that can be just as easily learned by any interested WIH staffer.

THE METHOD is simply to divide Western property locations into areas of natural geographic or marketing boundaries. For instance such natural groupings could be the Pacific Northwest area or the California-Arizona area, etc. Then, as you thoroughly familiarize yourself with each area, you add it to the whole picture . . . much like putting together a jigsaw puzzle.

Now, to make it even easier, Front! will print a series of these visualization "memory maps" of WIH property locations beginning with this issue. The first in the series, Western's Pacific Northwest World appears in the Family Feature Page (Page 9). Watch for a new map each month.

## CELEBRITY VISITS



STEVE HALLIDAY, Sales Manager for the Bayshore Inn welcomes movie star James Stewart to the hotel. Stewart visited Vancouver for four days while reviewing local university facilities for his twin daughters.



BELLMAN, JIM WONG of the Calgary Inn adds a very personalized touch to the hotel's welcome to arriving guest, Liberace. The candelabra, of course, is a well known trade mark for this world famed pianist-entertainer.



KING OLAV of Norway [right] gets a royal welcome to the Olympic Hotel from General Manager Al Schilling. The King enjoyed one of the longest stopovers of his recent U.S. tour while he was in Seattle. On the Los Angeles portion of his trip he stayed at Century Plaza.

## Front! News Pictorial



RECEIVING PINS FOR 15 years service at the Sir Francis Drake Awards Banquet are hotel staffers [left to right] John Cruz, Elizabeth Gummere, Rodolphe Degey, and Ernest Panassie with General Manager David Plant. Managing Director, Dan London, presented four 25-year pins to Chun Fong, Quong Fong, Charles Milanes and Rosario Sanches and two 20-year pins to Jim Asalion and Lloyd Moten.



NAMED AS THE "Pastry Chef of the Year" for 1968 and "Outstanding Pastry Chef in Montreal" by the Quebec Chefs de Cuisine is Albert Grailhe, Pastry Chef of the Hotel Bonaventure. Grailhe, a native of France, began his apprenticeship at the tender age of thirteen and has been a pastry chef for the last eleven years. He is shown above upon the presentation of his trophy award.



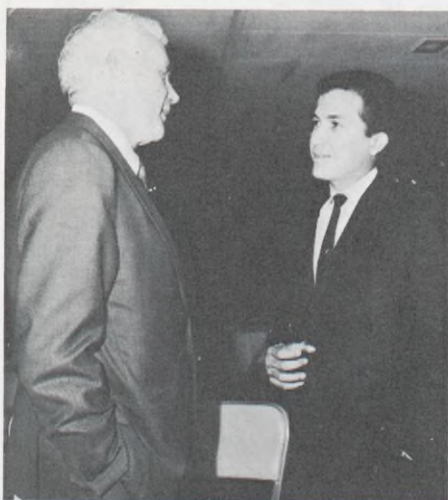
ARTHUR HAILEY [right] author of the best selling novel "Hotel" visits the Bayshore Inn and is greeted by General Manager Peter Hudson. Hailey spoke to the management of the Bayshore Inn along with the B.C. Institute of Hotel Technology regarding his research on the book. A more recent novel, "Airport," by Mr. Hailey is now on the current best selling list.



MAINTENANCE ENGINEER, John DeConter, of the Anchorage-Westward Hotel, went hunting for bear recently near Chugchi, Alaska, somewhere north of the Arctic Circle. His catch was the 1,000 pounder above which he shot with a Winchester 300 rifle in 35 degrees below weather.



HOMEMADE SWEET PICKLES won a blue-ribbon award and a cash prize at the California State Fair for Marge Kearney of the St. Francis. Marge has been with the St. Francis for over 20 years as City Ledger Bookkeeper. One of her favorite hobbies is cooking and the preparation of sweet pickles from an old family recipe. Upon a friends insistence she entered the competition and won her award.



**RELAXING . . .** Following the Management Seminar held at the Benjamin Franklin Hotel in April a luncheon-reception produced a few moments of welcome relaxation for the attendees. At far left John Hickman, Vice-president Marketing, IWH, Ltd. chats with Luis Flores, Reservations and Reception Manager of the Caleta Hotel.

The threesome at right are [left] Bill Cutcliffe, Assistant Manager of the Ilikai, Sylvia Berg, Reservations Supervisor WIH, and John Hale, Assistant Manager of the Bayshore Inn.



**REWARDING . . .** Receiving the highest accolades from their fellow employees — the Thurston-Dupar Inspirational Award for their particular hotels — are these two great gals. At left is Jeanette Giammalva, Head Banquet Waitress for the Anchorage-Westward, displaying her award plaque.

At right, Rose Ann Prkut, Reservations Secretary at the Benjamin Franklin receives her award from WIH Vice-president, C. R. Lindquist while hotel Assistant Manager, Jack Elliott, and General Manager, Ralph Van Noy look on approvingly.

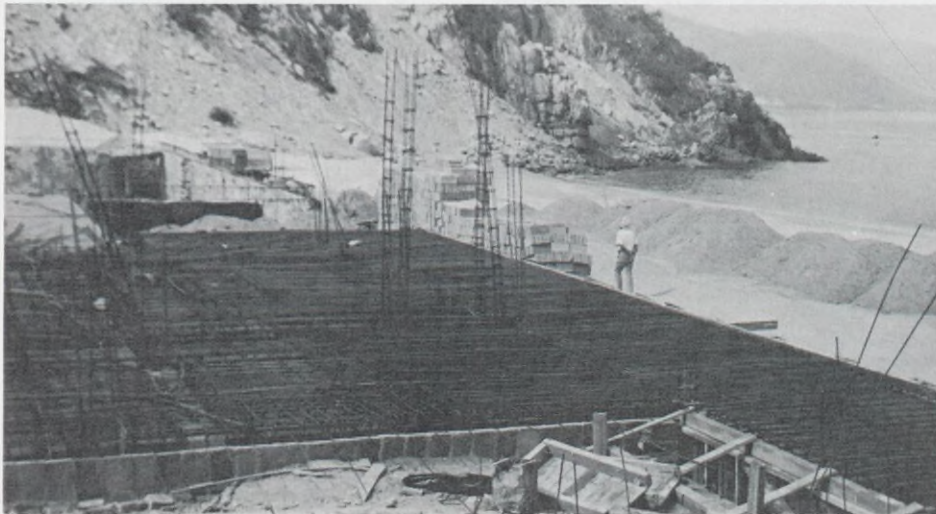


**READYING . . .** Getting ready to receive King Olav V of Norway during his recent stay at the Olympic Hotel called for expert services of a great many staff members. Included were these smiling staff specialists from left: Bill Newman—Director of Sales, Tug Anzai—Room Service Waiter, Bob Hawes—Front Office Manager, Rene Schiess—Executive Chef, Ruth Driscoll—Maid, Matt Stack—Superintendent of Services, and Cathy Cope—Reservations Clerk.

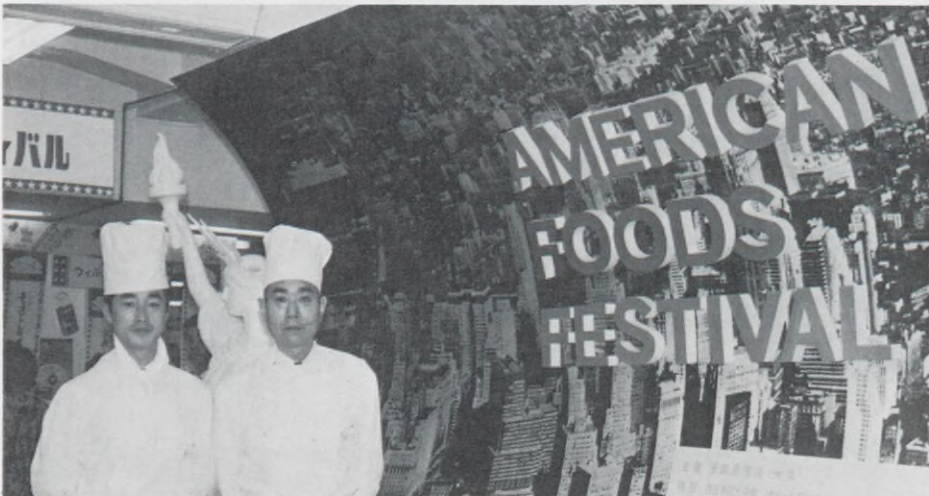


**REMODELING . . .** During the mess of recent remodeling, the WIH Accounting Center looked at times as though it had been visited by Hurricane Betsy! Visualizing the then future offices are four of the Center's prettiest staffers from left: Norma Alexander, Mary Crump, Connie Purdy and Dee Marchant.

## FRONT! INTERNATIONAL



**SWIM BREAK AT PUERTO VALLARTA?** The temptation to take a "swim break" in the refreshing Pacific must often confront the construction workers on the Puerto Vallarta Camino Real project. The new luxury hotel slated for a Spring 1969 opening overlooks one of the loveliest resort beaches on Mexico's western coast. Shown above is the roof of the hotel's central public area.



**"AMERICAN FOODS FESTIVAL" HAS JAPANESE ACCENT:** Recently one of the largest department stores in Kyoto featured a week-long American Foods Festival. Demonstrating various tasty and practical ways for preparing typically American turkey and chicken dishes to the daily crowds of viewers were Miyako Hotel kitchen staffers Chief Cook Takenaka [right] with Assistant Cook Nakahashi [left].



**CONFERENCE CONVENIENCE IN GUATEMALA:** When either Office Manager Roberto Galindo [left] of the Guatemala Biltmore or Office Manager Ronald Porras [right] of the Camino Real need to confer with each other, meeting in person is almost quicker than phoning since both properties are located so close to each other. The first 75 room of the projected 304 - room Camino Real opened in March.

## FALTAN 47 DIAS

Para su inauguracion

el 17 de Julio, 1968\*

### Camino Real

Victor Hugo 78, Mexico City D.F.



WESTERN INTERNATIONAL HOTELS MEXICO

\*Camino Real, Mexico City

Opens July 17



**CREDIT CARD COMPANY CREDITS CASHIER.** Cashier M. Y. Heung of the Miramar Hotel in Hong Kong was credited for his vigilance recently when he noted that a major credit card produced by a guest had been invalidated. In addition to saving the Miramar from possible loss, Heung also earned a \$50 reward from the credit card company.



**PUSH BUTTON COMPUTER.** Miss Sumiko Matsuda, Cashier at the Palace Hotel's Crown Restaurant, relies on a good, old fashioned "Soroban" for fast, accurate answers to her calculating problems. A Soroban, in case you didn't know [and we didn't] is a Japanese abacus.

# Front! Family Features

## RECIPES I LIKE BEST

Chef Glen Foster of the Imperial Inn received his formal culinary arts training at the Manitoba Technical Institute in Manitoba, Canada.

In 1952 he headed west to Victoria, B.C., where his culinary skills were put to practical use and development. He worked his way up in the kitchen hierarchy in various dining rooms that included the local Eaton's of Canada.



Ten years later, in 1962 Chef Glen joined WIH as Chef de Cuisine at the Imperial Inn. Four years later he was transferred to the Calgary Inn as Sous Chef and last year he returned to the Imperial Inn in his present position of Executive Chef.

Chef Glen is a member of the "Island Branch" of the B.C. Chefs de Cuisine and a member of the Canadian Federation of Chefs de Cuisine and active in both groups.

He is married, has three children and is an avid outdoor sportsman with fishing as a favorite outside activity. A favorite dining treat is this recipe below which may have that "five-hours-in-the-kitchen" gourmet look, yet by following the simple instructions can be prepared relatively quickly.

### "CRAB EMPEROR FLAMBE"

#### INGREDIENTS

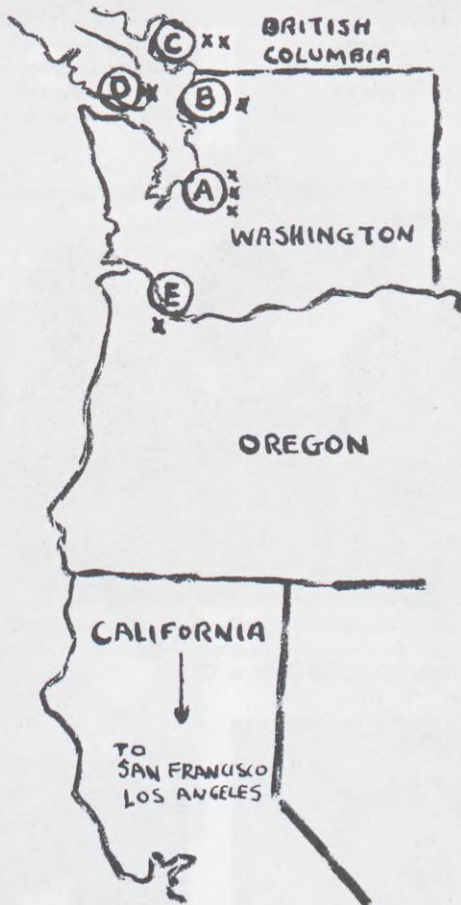
- 24 ounces crabmeat
- 6 ounces bread crumbs
- 3 ounces mayonaise
- 2 ounces sherry wine [approx.]
- 1 green onion [chopped small]
- pinch of parsley
- pinch of curry powder
- Pinch of chili powder
- 1 egg yolk
- 2 ounces butter

#### METHOD

Rub crabmeat and breadcrumbs together [be sure all bits of shell, etc. have been removed from crabmeat]. Add parsley, onion, curry powder, chili powder and mix well. Add butter, mayonaise and egg yolk. Slowly add sherry wine, mixing well each time until ingredients form into firmly held balls without cracking. Make 1½ ounce balls, wrap in bacon and alternate on skewer with mushroom caps and green pepper wedges. Broil for ten to fifteen minutes, remove from oven and apply over-proof liquor, flame and serve.

## Memory Map

WIH Northwest World



Here is your memory map of Western's "Northwest World." Starting with Seattle as a base, travel either North or south through one of the geographic business and recreation routes traveled by many WIH guests.

WIH properties in . . .

- A. SEATTLE** are:
  1. The Olympic Hotel
  2. The Space Needle Restaurant
  3. The Benjamin Franklin Hotel
  4. and, next year, the Washington Plaza

Now, travel north some 88 miles to the town of . . .
- B. BELLINGHAM**, Washington and the:
  1. Leopold Hotel

From here it's a short drive (142 miles from Seattle) into British Columbia, Canada and the beautiful city of . . .
- C. VANCOUVER**, B. C. with both the:
  1. Bayshore Inn, and
  2. Georgia Hotel



## Back Of The House

with

**Katherine David**

Executive Housekeeper — Northern

Each month FRONT! will feature a guest Housekeeper columnist from throughout WIH. This month's guest is Katherine David, Executive Housekeeper of the Northern Hotel in Billings.

### CLOTHES SAVER

When you know how often it is that we "pitch in" and help . . . I have found a real clothes saver called "The 3-arm Hole Dress." It is a wrap-around smock with 3 arm holes — no buttons — or zippers — easy to get in and out of, and always keeps my clothes presentable. It is a McCall's Pattern and can be made for under \$5.00. And really saves on my dry cleaning bill . . .

### UNGUMMED

Chewing Gum is always difficult to remove. If you cover the gum with dry ice or with ice cubes in a plastic bag — this will make the gum so brittle that it can be easily chipped or scraped from the surface . . .

### FILES HELP

Four times a year the Northern Hotel has Market Week. This consists of taking care of approximately 75 salesmen. To avoid confusion we have put the names and requirements of each salesman on 3x5 index cards. Prior to the show each room is set-up to the specifications on the cards. As new information is received, it is logged to keep the card files current. We have certainly found this to be a great help.

A short hop across the straits of Georgia takes you to Vancouver Island and the city of . . .

**D. VICTORIA**, B. C. with its . . .

- 1. Imperial Inn
- From Victoria you can fly or take a ferry ride back to Seattle again and it is just a 3-hour drive south or a 30-minute flight to . . .

**E. PORTLAND**, Oregon and the:

- 1. Benson Hotel

NOTE: Many travelers from Portland (and from Seattle and Vancouver) regularly include the two California cities of San Francisco and Los Angeles in their travel itinerary. This will be the subject of next month's "Memory Map."

# Front! Photo Album



Curtis Langston, Sous Chef of the revolving Space Needle Restaurant steps outside to check his bearings.



Personable Catering Secretary, Norma Whitson of the Northern Hotel is the type to brighten any office.



Enthusiastic about his hotel business career is young Chuck Brooks, Purchasing Agent for the Caravan Inn.



Handling the hundreds of daily reservation requests at the Ilikai are these cheerfully efficient Reservations Department members [L to R] Howard Chun, Marion Dumanacas, Judy Shimuzi, Linda Stephenson and Evelyn Chun



[Above] Barman at the Baranof and recipient this year of his 25-year Service Award Pin is Buena-ventura "Sammy" Samaniego.



[Left-above] Bradley D. Sumner is Controller for the Calgary Inn and lists the rare sport of curling as a favorite hobby.

[Left] Assistant Manager of the popular Le Castillion dining room at the Bonaventure is Hans Tucek.



Four very attractive reasons for the Cantina show lounge's popularity at the Continental Plaza are from left: Terry Green, Judy Plumberg, Jeri Koshar and Teresa Linden.



Not the brothers "Trade" and "Mark" but Roland Dow, Room Clerk and Duane Bernardy, Bell Captain both of the Anchorage-Westward. The annual Anchorage "Fur Rendezvous" festivities accounts for the luxuriant face fur.

[Right] Pete Marker, Food and Beverage Controller of the Benson Hotel, checks out some report figures.



[Left] Evelyn Allen, Office Manager of the Multnomah Restaurant in Portland joined WIH 10 years ago at the Multnomah Hotel before it was converted into an office building in 1965.



Handling an order for a "short stack" is Breakfast Cook for the Leopold, John Osterthum.



Ben Franklin Catering Manager, Frank O'Gara serves a Sirloin with savoir faire during the Hotel's Awards Banquet. The affair this year was held at Kiana Lodge resort across Puget Sound.



[Above] From morning "wake-up" calls to the last message at night, these are two gals whose voices are familiar to Antlers Plaza guests. At right is chief PBX Operator, Margaret Savells with Operator Peggy Watts.

[Left] Esther Croughan's cheery smile has brightened many a diners' meal at the Cosmopolitan Hotel. She is a waitress in the hotel's Gun Room.



[Below] Don Bennett, Corporate Controller for WIH appraises his new offices at the WIH Accounting Center.



## Hotel Profile

**Century Plaza . . .** Two years ago this month, in a fanfare of great expectations, the Century Plaza Hotel in Los Angeles opened its doors to the world.

In its design, accommodations, facilities, function, and by almost every other physical criteria with which a great hotel is judged, it offered bold new standards of excellence. In concept it was a winner . . . now it awaited guest reaction and acceptance.

**TODAY**, as it celebrates its second anniversary, the Century Plaza can look proudly back on its two years of operation. Thousands of guests and visitors have echoed its claim as "The World's Most Beautiful Hotel". Its reputation for reflecting the glamour, excitement and sophisticated tempo of the Los Angeles area is established. A review of its guest register reveals its world-wide acclaim in its listing of leading international personalities in all walks of life. Indeed, guest reaction has met these expectations with overwhelming approval!

The Century Plaza is located in the fashionable Beverly Hills area of Los Angeles in what was formerly part of the 20th Century Fox movie studios and is now Alcoa's 180-acre Century City. Hollywood and the famed Sunset Strip are just minutes away and the hotel's location is one of the most convenient to the Los Angeles International Airport.

**SURROUNDED** by 3-acres of tropical gardens, pools, fountains, a putting green and a large outdoor swimming pool, the Century Plaza has the outward aura of a great resort hotel. (Added this year was a children's swimming-wading pool and 50% more pool deck space for guest sunning).

Inside the graceful arc-shaped 20-story structure (16 above grade level

— 4 below) is where the fabulous Century Plaza world is most fully experienced . . . a world to delight all the senses.

The sense of pleasing harmony, sheer luxury and comfortable well-being, for instance, is immediately expressed in each of the 800 guest rooms and suites — each with its panoramic view balcony.

Downstairs, on the Plaza and lobby levels, several fine restaurants, lounges and entertainment rooms offer their particular delights in a festive atmosphere. The guest may choose from the star-studded Westside Room supper club to the gay Cafe Plaza with its atmosphere of a sidewalk cafe. Even shopping has become a more pleasurable experience at the hotel in any of its over 20 attractive specialty shops.

**APPARENTLY**, the Century Plaza's resort-like atmosphere seems to provide a perfect foil for more serious business activities which may account for its heavy schedule of business and social gatherings. More likely it has been the hotel's superior convention facilities — facilities such as the Grand Ballroom which can seat up to 3,000 persons (largest in the West), over 15 private meeting rooms of various sizes, closed circuit television, a movie theater and a theatrical stage.

**TO TRY TO** list the hotel's amazing list of superlatives and statistics to support its success would take up more space than we have here. But the real secret is perhaps best revealed by a letter received by Vice-President and Managing Director Harry Mullikin from a highly appreciative guest who wrote, "The most impressive thing about the hotel is not the things—but the people . . . Congratulations on discovering the secret ingredient of a really fine hotel." Now, here are some of these "people"



**CENTURY PLAZA**



Secretary in the Sales Department is lovely Nancy Moe.



Cantina kitchen employees: Rosa Lee Daniels, Dorothy Mitchell and Charletta Lewis.



Carlos Jimenez, Restaurant Steward [center] with Silver Men Sammy Perez [left] and Miguel Carran.



Joseph Pasa, Petit Four Maker; Ernest Mueller, Pastry Chef; Mariam Carr, Pie Maker; and Danny Young, Bakery Shop Helper.



Garden Room Pantry Girl Loretta Gotti.



Richard La Barge is hotel Pool Attendant.