



September 1967

Ceremonies Claim "Air Space" for Washington Plaza

THE 14TH FLOOR rooftop of the Benjamin Franklin Hotel took on a special air of gala festivity and expectation one Monday morning last July.

The occasion was the kickoff ceremony inaugurating the work operations of the circular 39-story Washington Plaza Hotel to be constructed adjacent to the Ben Franklin. In attendance were WIH representatives, prominent civic and business leaders of the Seattle community, key project people and members of the press and television.

SHORTLY AFTER 11:30, following a few preliminary remarks and introductions, WIH President Edward E. Carlson gave the signal that released a 10-foot helium-filled balloon attached on one end to a long cord anchored at the site area. A strong breeze carried the balloon to the full 386-foot height . . . the point that dramatically illustrated what is to be the exact height of the completed structure. Attached to the balloon cord was a large banner proclaiming the air space for the Washington Plaza Hotel. Accompanying the large balloon were 1,000 smaller, free-floating, multi-colored balloons that spilled gaily across the sky like New Year's Eve confetti. Some of these balloons contained prize passes that finders could redeem for dinners at WIH restaurants.

THE ROOFTOP CEREMONY was followed with a cocktail reception and luncheon.

A surprise luncheon highlight was the introduction by Carlson of those members in the audience who had been members of the Benjamin Franklin's original staff when it opened in 1929. This included S. W. Thurston, then president of the Maltby-Thurston Hotel Company (predecessors of WIH), Troy Himmelman, then manager of the Benjamin Franklin, John Graham and Tom Gildersleeve who were both bellmen at the Ben, Charles Hunlock, who was a room clerk, Lynn Himmelman, then an information clerk, and Gordon Bass, then hotel cashier.

Flashing a quick smile, Carlson then added that he, too, had been a member of the original staff, working as a page boy. Many of these men have risen to become company officers and all have served as past presidents of the Washington State Hotel Association.

DURING THE rooftop ceremony, Carlson also introduced Benjamin Franklin General Manager, Ralph Van Noy, who has been selected as General Manager of the Washington Plaza upon its completion in June of 1969.

Joint Referrals Pay Off!

The month of June once again racked up an impressive business bonus in the Western International Hotels-Hotel Corporation of America joint sales and reservations referral program. The WIH Marketing Division office reported a total of 8,197 room nights for the properties of both companies for the month.

"Western's Winning Recipe for Winning and Dining Excellence: Part V of the continuing series on "HOW YOUR COMPANY OPERATES" and featuring the Food and Beverage Division, appears on pages 6 and 7 of this issue.

Mobil 5-Star Rating For Two WIH Hotels



The Mobil Oil Company's Travel Guide for 1967 has awarded the St. Francis Hotel in San Francisco and The Century Plaza Hotel in Los Angeles with its highest accolade . . . a five-star rating.

This rating indicates that these two WIH hotels are among those select few in the country, (only 27 out of 25,000 hotels, motels and restaurants listed) to be selected by this group for all around superiority and "one of the best in the country."

Above, holding award plaque for the St. Francis at the Mobil award banquet ceremonies in New York, is WIH Vice President, Dan London.

Western Welcomes New Mexican Hotel

WIH has signed a management contract for a new resort property, the Hacienda Cocoyoc, located just 55 minutes by auto from Mexico City.

Tentatively scheduled to open in January 1968, this fine property will offer exceptional facilities, including restaurants, a night club, meeting rooms, 9-hole golf course, tennis courts, swimming pool and other recreational facilities.

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front!

A monthly publication for the employees of

Western International Hotels
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe FonsecaEditor

LITHO IN U.S.A.

President's Corner



Those of you who are just getting around to taking your vacations may find yourselves hotel guests for a change.

We hope it will be a WIH hotel . . . besides getting a fresh appreciation of what is meant by "people making the difference," you'll also experience a valuable guests-eye view of our hotel operations.

This may be a good time to remind you again of your complimentary room policy privileges.

Briefly, it entitles all WIH employees and their families to qualify for rooms without charge who meet the necessary regulations. Length of service is the main consideration. If you've had more than two but less than five years of service, you are entitled to seven complimentary room days per year but not more than three days at any one hotel at a time. Over five years of service entitles you to fourteen room days with not more than five days at a time per hotel.

This applies, of course, to those hotels where there is room space available. That's why it's so important to check first with the reservations office and that you complete the Complimentary Room Policy Request Form at least two weeks prior to your reservation date.

All qualifying employees are also entitled to a 25% reduction on

• Meet Your Correspondent — CORRINE SAINT-DENIS — Bonaventure

In her relatively short life, attractive and vivacious Corrine Saint-Denis, Front! correspondent from the Hotel Bonaventure, has led an exciting and varied career.

As a dancer-actress, she has appeared on Broadway in the original company of "The King and I" which starred Gertrude Lawrence and Yul Brynner. Previously, she had done some theatre and TV work for Radio Canada. She was a "general trouble shooter" for a company in Montreal that ran beauty clinics, an account executive in an advertising agency, and, for a time, she even trained as a



stock and bond salesman.

All of these experiences added an invaluable training for her present position as Director of Public Relations for the Bonaventure. Speaking of her present position, Corrine feels women have a gift for public relations. "Women seem to be born diplomats," she states. "They're tactful and I think they have a real desire to serve."

In Corrine's case, she personally adds to this a boundless enthusiasm, intelligence and an energetic capacity for hard work.

Corrine was born in Detroit of Canadian parents and attended Sacred Heart school in Montreal. In her spare time she enjoys painting abstracts and writing what she calls, "little short stories."

COMINGS AND GOINGS

Jack Elliott, former Manager of the Finlen Hotel, has been appointed to the position of Coordinator of the Benjamin Franklin . . . New Sales Manager of the St. Francis is Michael Hartnett . . . Executive Chef Dean Atkinson, formerly of the Iikai, has been transferred to the Cosmopolitan . . . replacing Atkinson at the Iikai is Executive Chef Kurt Wuest, formerly of the Continental Plaza . . . new Executive Chef at the Continental Plaza is Tony Ruegg, formerly of the Anchorage-Westward . . . replacing Ruegg is Hans Lenz, former Sous Chef . . . stepping up to A/W Sous Chef is Dinner Cook, Roland Heinman . . . Don Holmes, former Assistant Controller of the Carefree Inn, is now Auditor at the Georgia Hotel . . . new Desk Clerk at the Metropolitan Airport Hotel is Clayton Jewell, from Accounting Clerk at the Rainbow . . . Garth (Gary) Long transfers from the Davenport to the position of Olympic Sales Manager.

Hodgson Joins Development Division

Jack N. Hodgson, formerly with Economics Research Associates in Los Angeles, has recently joined WIH in the Development Division as Director of Planning.

HCA NEWS NOTES

JAMES H. LAVENSON has been elected Senior Vice President of Hotel Corporation of America according to an announcement by HCA President, Roger P. Sonnabend. Lavenson is a member of the Company's Board of Directors and also has served as Director of Business Development.

HCA President Sonnabend noted that, "the election of Mr. Lavenson recognizes HCA's requirements for a senior officer's supervision of the company's rapidly expanding marketing opportunities on an international basis."

their food and beverage charges while registered in and eating at the hotel. Many of these same privileges also apply to the Hotel Corporation of America properties.

This is only a brief summary of the WIH complimentary room policy. You should check with your department head for full details. Meanwhile, have a wonderful time and don't forget to write!

Edward E. Carlson
President
Western International Hotels

Correspondents

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

Alameda, Michel Sauve; Anchorage-Westward, Bill Mueller; Antlers Plaza, Ollie Dodson; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Gerry Gravelle; Benson, Ruth Turner; Bonaventure, Corinne Saint-Denis; Baranof, Jerry Warnell; Calgary Inn, Ted Curtis; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Elena Calderon; Caravan Inn, Bonnie Mautz; Carefree Inn, Julian Reves; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Conahuto-Western, Violetta Klein; Cosmopolitan, Jack Gaines; Fairbanks Inn, Arlene Day; Georgia, Jack Scott; Guatemala-Biltmore, Tom Beykovsky; Metropolitan Airport Hotel, Jack Gaines; The Iikai, Roberta Watson; Imperial Inn, Audrey Crawford; Leopold, Analee Brethour; The Miramar, Robert Yue; Mitako, S. K. Kawana; Northern, Con Carter; Oasis, Carolyn Razzar; Olympic, Jo Braarud; Owyhee, Allene Milliken; 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; HCA Executive Office, Martha Raho.

Western News Notes

TIME Ad Series Stresses Unique WIH Qualities

"Down with your hair. Off with your shoes. A necklace of orchids. Waikiki. A thousand alohas. Hawaii IS the Ilikai Hotel."

This is the intriguing headline for the full-page color ad appearing in prime regional editions of TIME Magazine throughout the U.S. and Canada during September. It is the third in Western's TIME advertising series scheduled to appear monthly during the next several months in one of the world's most influential and widely circulated news magazines.

While each ad is strikingly illustrated with a color photo of a specific WIH property, the ad copy's emphasis is on the unique special qualities of each hotel member of the Western family. The copy points up their difference in character and personality shaped and formed by the community that surrounds each one. It talks of WIH's fine food and great entertainment. But most importantly, it tells about the superb service to be expected from the exceptional people who manage and staff our hotels.

Hotel Journal Acclaims Bonaventure

La Revue l'Hotellerie, the official publication of the hotel industry for the Province of Quebec, devoted almost all of its June issue, including cover picture, to a glowing account of the Hotel Bonaventure.

In a series of illustrated articles within the magazine, it reviewed the many facets of the hotel which was described in part as resembling "a multi-jewelled tiara, symbol of a princely destiny promising great things."

Nor were these paeans of praise limited to the structure itself.

The food, the service, the gracious and comfortable accommodations, superb dining rooms and the management and staff were all upheld as models possessing the perfect ingredients of fine innkeeping.

Front! salutes General Manager, Warren Anderson and especially the fine staff of the Bonaventure for their praiseworthy impression being made within the industry and among the fine citizens of Montreal.

NORTHERN CATERS WESTERN GOVERNORS' CONFAB

IN LOGISTICS ALONE, the job was fantastic!

But one of the most remarkable catering jobs ever to be performed by a WIH hotel was carried out without a hitch recently by members of the Northern Hotel's superb staff.

The occasion was the Western Governors' Conference held June 25 through 28 at West Yellowstone, 245 miles from Billings' Northern Hotel.

Northern's Manager, Brent MacDonald, brought a crew of 50 hotel em-

ployees plus Executive Chef, Al Bohley and \$38,000 worth of equipment to West Yellowstone to cater the affair. An estimated 500 persons were in attendance during the 4-day session. From guest comments, the excellent meals (banquets, receptions, etc.) as prepared and served by the hotel staff were one of the conference highlights.

MacDonald credits the fine cooperation, hard work and easy adaptability in spite of the unfamiliar circumstances among his crew for the successful catering performance.



Northern Chef Al Bohley and crew at buffet set up for Governor's Conference

Yippee!! ...

Calgary Inn Joins Stampede Fun

ONE OF THE GREAT international spectacles is the Calgary Stampede and exhibition held yearly in Calgary, Canada. The affair, this year, tied in with the Canadian Centennial and included a special exhibition reviewing Canada's 100 years of progress.

For the staffers at the Calgary Inn, this is a frantically busy time of the year, yet the Hotel manages to display a relaxed and festive spirit for the occasion.

To add a touch of "Old West" realism to the affair, Calgary Inn staffers exhibited, for guests' benefit, a mock quick draw shootout in the hotel lobby. This met with some unfortunate consequences, however, by participating gunman, Ted Curtis, the hotel's Director of Sales. On one occasion, his trigger finger proved faster than his draw, resulting in a self-inflicted leg wound from a blank fired from his own pistol. While the performance may have lacked a John Wayne finesse, Ted's casual "jest a scratch, ma'am" type response to his sympathetic onlookers was carried off in the best Wayne (and may we add, WIH) tradition!

A souvenir-type feature commemorating this year's event was a printed broadside, available to guests, that listed a tongue-in-cheek "put on" of the Calgary Inn's Rules and Regulations as they may have been stated in the early days of Canada's frontier history. For the amusement of Front! readers, we've reprinted a few of these "hospitality" rules below:

- All guests are requested to rise at 6 A.M. This is imperative, as the sheets are needed for tablecloths.
- To attract attention of waiters or bellboys, shoot a hole through the door panel. Two shots for ice water, three for a deck of cards and so on.
- When guests find themselves or their luggage thrown over the fence, they may consider that they have received notice to quit.

And finally, a regulation which we imagine would have a certain wistful appeal on certain days to hotel managers, stated: "The proprietor will not be accountable for anything!"

Front! News Pictorial



WITH CONQUERED NEW YORK with this crack "sales blitz" team as they set out to sell the WIH story to travel and corporate accounts throughout the area. The successful campaign was carried out in conjunction with the opening of the New York Regional Sales and Reservations Center in July. At the same time, a similar campaign was effected by another team gathered in the Chicago area during the opening of that office. Above, from left: John Benus, N.Y. Center office; Allan Wilde, Benjamin Franklin; Sherman Elliott, Los Angeles Regional Office; Don Erlandson, Continental Plaza; Fred Quanjer, N.Y. Center Office; David Evans, Century Plaza; Mike Hartnett, St. Francis; C. Denis Beaulieu, Bonaventure.



THE FIRST KEG of Whitbreads ale imported into the State of Washington from England gets unloaded at the doorstep of the Olympic Hotel's Picadilly Corner. From left: Bjorn Anderson, Picadilly Corner Manager; Al Schilling, General Manager of the Olympic; Dave Paulon, Olympic Grill Manager, and Norm Lavin, Olympic Food and Beverage Manager.



AS PART OF THE festivities during the recent Calgary Stampede were the mock bank holdups staged in the Calgary Inn lobby. For this occasion, the hotel's front desk was decorated to look like an old Wells Fargo bank. In the action scene above, General Manager Mike Lambert smilingly hands over the "cash" [the ultimate in personalized service!] while Desk Clerk Al Rennie obediently raised his hands.



SOME DOORMEN HAVE ALL THE FUN! Proof is doorman Doug Edgeworth of the Bayshore Inn selected by the Alpha Delta Pi convention group meeting at the Bayshore to crown their newly elected "Miss Alpha Delta Pi" queen. The lovely winner is Miss Janice Robinson from Missouri who had also been selected as "Miss Missouri" in the 1966 Miss America Pageant.

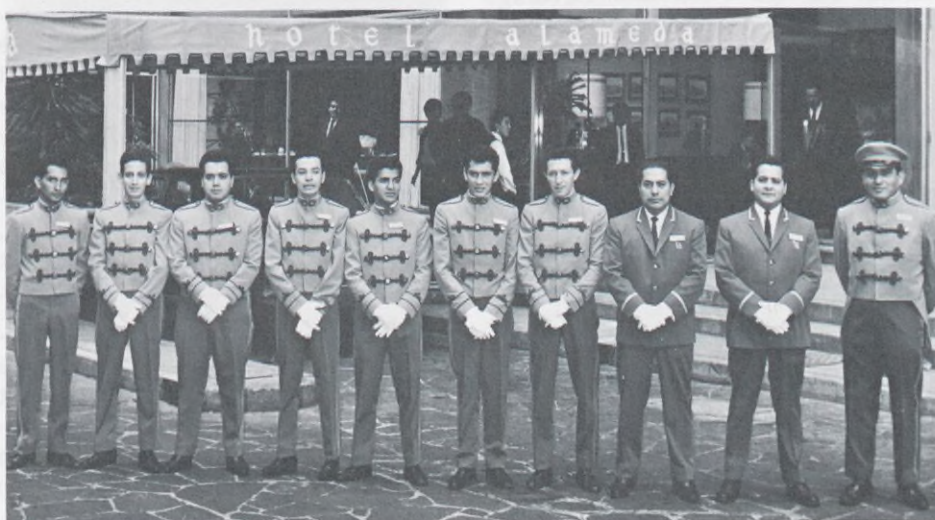


PAUSING FOR THEIR formal portrait are these delegates to the July Housekeepers' Workshop. [Back row] Gina Tucker, Century Plaza; Ann Schulte, Owyhee; Louise Berry, Cosmopolitan; Gladys Sreeton, Bayshore Inn; Gladys Moorhead, St. Francis; Ethel Frenzel, Century Plaza; and Lydia Meese, Calgary Inn. [Front row] Gertrude Tomlinson, Olympic; Hanne Dittler, St. Francis; Mary Joyce, Continental Plaza; Billie Kraft, Antlers Plaza; Katherine David, Northern; Leona McNerney, Benjamin Franklin; Irene Poff, Sir Francis Drake; Ruth Turner, Benson and Margaret Williamson, Georgia.

Front! International



ABOVE IS A PHOTO of the "Bolas Criollas" [baseball] team of the Hotel Miranda in Coro, Venezuela, taken in front of the hotel swimming pool. The team, made up entirely from the hotel staff, is now in competition for the district championship. The attractive young lady in the back row is Miss Eglee Nava of the hotel's Reservations Department, who was not only elected queen of the team but also elected queen of the twelve team district. At the extreme left is Mr. Manuel Equilegor, Manager of the Hotel Miranda.



THESE HANDSOME young gentlemen in their smart uniforms are the Bellmen and Captains of the fashionable Hotel Alameda in Mexico City.



EVERY OTHER FRIDAY morning the Managers of the various WIH hotels in Mexico City meet for a breakfast conference in the different hotels. The breakfast group above, meeting on the patio of the Hotel De Cortes, are [standing]: Michel Sauve, Director of Sales WIH de Mexico; Roberto Gonzalez, Sales Manager of the Alameda; and Raul Sanchez, Manager of the Francis. [Seated] Isidoro de Orta, Manager of the Majestic; Roman Zapata, Manager of the Ritz; John A. Berthelot, Manager of the Alameda; and Javier Ortega, Manager of the De Cortes.

Guatemala-Biltmore Gives Personalized Service Extra

A Canadian traveller to Guatemala City encountered this special service sampling at the Guatemala-Biltmore and was so impressed that he wrote a letter of staff commendation to the Seattle offices. His letter states, in part:

"While traveling in Guatemala last year I had a delay in Guatemala City waiting for plane connections. I wished to swim so I went to the Guatemala-Biltmore, asked if this was possible, and was given a room to change in by the Assistant Manager . . . no charge, no questions . . . and I had not stayed at the hotel as we had to bypass the city.

". . . (this) friendly service not asked for certainly shows the quality of your staff and should be commended. A traveller does not forget these small extras! It is these items that brings one back."

And may we add that when this traveller does get back (and we hope he stays at the Guatemala-Biltmore this time) he will find many more of these personalized service "extras." With the Guatemala-Biltmore, as with the rest of the WIH, it IS the people that make the difference.



MISS MARGRIT KELLER, from Zurich, Switzerland, recently joined the staff of the Palace Hotel in Tokyo as Information Clerk at the front desk. She is the second non-Japanese information clerk to be employed by the Palace in its efforts to offer unexcelled service to foreign guests. The multi-lingual Miss Keller has a command of five foreign languages: German, French, Spanish, English and Italian.



BEHIND THE SCENES AT WIH

FOOD & BEVERAGE DIVISION

Part V – Western's Winning Recipe For Wining and Dining Excellence

TODAY THE WIH Food and Beverage Division stands as the leader and a model for the entire industry.

Within the company, for instance, is represented the finest group of chefs that has probably ever gathered under one hotel family roof anywhere in the world. Our specialty restaurants have done much to establish the enviable quality image that Western now enjoys. Our bars and lounges are accepted as the "in" places to go in those communities in which one of our hotels is located.

BUT THIS presently happy situation was not always true. In the early years of the company's history, the Food and Beverage operation was looked upon as a necessary evil and, in many instances, it was leased to outside operators.

IN 1946, AT THE annual managers' meeting in San Francisco, it was decided to take a fresh look at this operation and the company undertook a complete review of Western's Food and Beverage operations. Mr. Jack Hennessee, then associated with the Statler Company, was hired by WIH. He brought with him the late Chef Reinhold Keller, who assisted in the original examination of our Food and Beverage operations on a company-wide basis. This was the first of many major steps in the Division's exciting growth and Western was on the move. Among other things, a research kitchen was established in San Francisco, under the supervision of Chef Keller, where new recipes and many items were researched, tested and sent to all hotels. Gina Tucker (now Executive Housekeeper for the Century Plaza) joined the group as a food supervisor, and Fred Putnam, WIH Beverage Supervisor, completed the team. They assisted our managers and restaurant personnel to literally pull our food and beverage program up by the bootstraps.

GRADUALLY, THE growing esteem for Western's dining rooms began to attract the attention of top foreign and American chefs. Subsequently, many excitingly new and artfully pre-

pared dishes became a regular addition to Western menus. An on-the-job training program to fill future needs for top culinary positions by Western standards was established. The WIH Academy of Master Chefs was formed honoring the high professional standards of qualifying WIH chefs.

Today, as we have for the past twenty years, Western continues to actively train department personnel and improve our Food and Beverage operations under the direction of Food and Beverage Director and WIH Vice President, Joe Callihan.

HE IS VERY capably assisted by Gretchen Mathers, Administrative Assistant for the Food and Beverage Division, and Fred Putnam, WIH Beverage Supervisor.

Miss Mathers' responsibilities are mainly concerned with offering assistance as requested by any of our ho-



tels. This could include the researching of new products, recipes or menus. She also maintains and distributes a complete recipe and menu file from all WIH properties, plus those from other superior restaurants throughout the world. Gretchen is also called upon to assist in the opening of new property dining facilities including staff training. She prepares the Food and Beverage bulletins, participates in the Food and Beverage Committee meetings and spends a great deal of time and effort on the annual Food and Beverage Seminars.

FRED PUTNAM devotes a great deal of his working hours to individual property assistance, averaging about 50% of his schedule "on location" at the various hotels. Fred offers his expert and experienced services to setting up new bars and bar



stocks in both new and established hotels, works out costs, helps develop specialty drinks and assists in their promotion. He also participates in the F and B Committee meetings and in the annual Seminars.

Since food and beverage sales account for such a great portion of the hotel revenue, it is not surprising that so many of Western's employees are associated with this Division. Directly responsible for the entire operation in most of our hotels are Food and Beverage Managers. In other instances, this responsibility comes under the direction of hotel Catering Manager.

DIVISION PERSONNEL also includes all kitchen staff — a range of job categories running the gamut from chef to dishwasher; in the public dining areas, this range is from restaurant or room manager on through the waiting staff and busboys, and in the lounges from bar manager to bar boys. Handling the arrangements for private dining affairs are catering and banquet managers with their crew of assistants and, of course, serving the more intimate diner is the room service waiter. A highly specialized position, employed in some of our larger properties, is the Food and Beverage Controller. Secretaries and other office personnel also contribute their skills to the efficient operation of their department and the Division..

BUT REGARDLESS of their job positions and responsibilities, each Division member can point with pride toward their individual efforts that have helped build Western's reputation to what it is today — the model of the industry in wining and dining excellence!

Today, Western International Hotels stands as a model in the industry for wining and dining excellence. Here are just a few of those people representing the hundreds of staffers in dozens of job categories who have contributed their excellence to Western's reputation.



Fred Putnam, WIH Beverage Supervisor, has been with Western for 21 years.



Pretty Jan Meyring is secretary and "gal Friday" for the F & B Division.



Administrative Assistant, Gretchen Mathers, checks a WIH menu from her extensive file.



IN THE KITCHEN . . . the many skilled hands of WIH chefs and cooks, bakers and butchers, stewards and sauciers, pantry people and pot washers are among the staffers contributing to the diner's pleasure.



IN BEVERAGE AREAS . . . Assuring guest satisfaction in their enjoyment of the finest wines, liquors and mixed drinks is the united effort of such WIH staffers as bartenders and barboys, waitresses, waiters and wine stewards.



IN THE DINING ROOM . . . Western's reputation for courtesy and service is expressed in daily guest dining contact by WIH captains and cashiers, waiters and waitresses and from room managers and hostesses to busboys.



IN SUPERB SPECIALTY RESTAURANTS like the Benson's London Grill shown above, delighted guests from throughout the world enjoy the unsurpassed wining and dining excellence that has become associated with Western International Hotels.



AND THROUGHOUT WIH PROPERTIES . . . in behind-the-scenes offices and other specialized areas, additional staffers such as Food and Beverage Managers, Banquet and Catering Managers, room service, purchasing, accounting and other office people are also making their important contributions toward the Division's operational success.

WIH Food and Beverage Division staffers shown in photos: [upper left] Chef Waldo Brun, Carefree Inn. [Upper right] Bartender Tom Kenal, Benson. [Lower left] Waitresses, Jeanette Pugachoff and Georgia Syverson, Space Needle. [Lower right] Food and Beverage manager, Joe Connolly, Cosmopolitan.

FRONT! SPECIAL FEATURE

Housekeepers' Workshop Marks a WIH First

"I don't know when I've learned so much in so short a time!"

"It's so gratifying to discuss these things with others who have exactly the same problems that I've run up against."

"It was long overdue."

Enthusiastic responses like these were typical of the delegates reaction to the WIH Executive Housekeepers' Workshop held at the Benson Hotel last July 19-22.

IT WAS THE first such workshop in WIH history and probably the first in the entire industry. Altogether, sixteen Executive Housekeepers from WIH hotels in the U.S. and Canada were in attendance for the 3-day session — another in the continuing series of WIH WEST-ED personnel training programs.

The session agenda ran the gamut from hotel maintenance to the problems of job communications and from personnel recruiting and training to a fashion show that presented the latest styles in departmental uniforms.

An informal reception and barbecue "ice breaker" on the eve preceding the workshop sessions was given at the home of Mr. and Mrs. Dwight Call (Benson General Manager), which served to introduce the delegates to each other. At 8 A.M. the following morning, the formal workshop sessions began at the hotel, opening with a welcoming address by WIH Vice President Robert Dupar.

DURING THE SESSIONS that followed, Guest Services Committee members, Dwight Call and Bob Wilhelm, Manager of the Cosmopolitan Hotel, acted as panel discussion summarizers and individual discussion group leaders. But it was really "lad-

ies day at the park" when the gals swung into action as the fully packed agenda began to unfold. A series of panel discussions covering a variety of different topics comprised the bulk of the program. Panel groups changed for each topic presentation, allowing most members to participate within the panels. Each group was moderated by Hanne Dittler, Executive Housekeeper of the St. Francis. These sessions were interspersed with general sessions, individual speakers, product presentations and question and answer periods.

Included among the speakers were participating Guest Services Division members Jim Wilson, Assistant Director; Gordon Schnieder, Administrative Assistant in Personnel, and Don McCutcheon, WIH Consultant.

THREE DAYS LATER, the following Saturday afternoon, the workshop sessions came to a close with the presentation to delegates with WEST-ED certificates by WIH Vice President, R. W. Dupar.

In addition to the benefit received from the workshop sessions by the housekeepers group, arrangements had been made with the National Association of Housekeepers to grant 13 hours of credit to attendants toward their Certified Housekeepers Certificate. At present, WIH lists three Certified Executive Housekeepers in its roster — Mrs. Ruth Turner of the Benson Hotel, Mrs. Gertrude Tomlinson of the Olympic and Mrs. Louise Berry of the Cosmopolitan. Mrs. Leona McNerney of the Benjamin Franklin Hotel also acquired sufficient credits from the workshop sessions to qualify for certification.



Housekeepers Mary Joyce of the Continental Plaza and Gina Tucker of the Century Plaza enjoy a private discussion.



A general session topic interests Housekeepers [from left] Ann Schulte of the Owyhee, Katherine David of the Northern and Gladys Sreeton of Bayshore Inn.

PERSONALITY PROFILES

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LARRY EDSON — Interior Designer Recalls Peace Corps Past

Young enthusiastic Larry Edson is the newest interior designer addition to Western Service's design staff. Since he joined the department in May, Larry has been kept busy bringing renewed guest room glamour and luxury to those hotels assigned to him. These include the Georgia, Benson, Ben Franklin and the Olympic.

Larry received his formal training at Iowa State where he graduated with a degree in Interior Design in 1964. A two-year stint in the Peace Corps followed — most of it working with the native craftsmen of a remote Indian village in the South American country of Colombia, assisting in the development of their skills.

The intent, in cooperation with other governmental agencies, was to produce a more marketable product by encouraging fresh design ideas, new production techniques and developing and marketing new handicraft items.

In this particular village, the craftsmen specialized in ceramic items . . . pottery, dishes and a few decorative pieces. For the most part, the designs and decorations were unimaginative and repetitious. With his design background, Larry was able to visualize and inspire fresh design ideas and new product items which would be more acceptable for local and foreign markets.

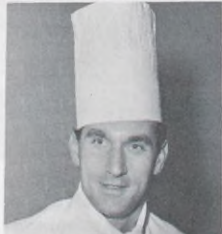
"It was a wonderful experience and a great challenge," Larry states.

Vastly different but equally challenging is his present career with WIH. A current assignment under the direction of department head Andrea Freccia, is the guest-room renovation project at the Olympic.

Front! Family Features

RECIPES I LIKE BEST

The traditional culinary excellence of San Francisco's distinguished St. Francis Hotel continues to win praises from diners under the capable direction of Executive Chef, Klaus Scheftner. Though still young in years, Chef Scheftner is equipped with a thorough background of training and experience in the art of fine cookery.



CHEF SCHEFTNER

He was born in Munich, Germany and served his apprenticeship in resort areas of the Bavarian Alps. From there he progressed rapidly through the kitchen ranks, working in many culinary capacities at restaurants and hotels throughout Germany. For a brief period, he worked on a Holland-American Line ship before coming to the United States in 1961.

For the next four years he worked in hotels and restaurants in the Eastern United States in the position of garde-manager and sous chef. In 1965 he joined the staff of the St. Francis Hotel.

Out of the kitchen, Klaus is an outdoors sports addict. His favorite extracurricular activities include water skiing, hunting and camping. One of his favorite recipes is given below for your enjoyment.

BREAST of CAPON, INDIENNE

INGREDIENTS:

- 4 breasts of capon (6-7 oz.)
- 4 bananas—not too ripe
- 2 fresh pears (or 4 halves, stewed)
- 2 cups long grain rice
- 2 ozs. mango chutney
- 1 oz. browned coconut flakes
- 2 ozs. blanched chopped almonds
- 1 qt. curry sauce. inaredients:



"Most thorough room inspectress we've ever had!"

- 1 oz. butter
- 1 oz. flour
- 1 medium onion, cubed
- 1 large apple, cubed
- curry powder to taste
- 1 qt. chicken stock
- 1 oz. shredded coconut

PREPARATION: (sauce)

In a 4 qt. cast iron or heavy aluminum pot, melt butter and add the cubed onion, stir until it starts to brown. Then add curry powder about a soupsoon (depending on product) and flour, mix well, and add the cubed and pared apple plus the coconut and chicken stock. Let boil slowly 35 to 40 minutes. Mix sauce in blender instead of straining, or for larger quantities put through mixer. Add seasoning to taste.

PREPARATION (chicken):

Melt 1 oz. butter in heavy aluminum pot, salt and pepper the breasts and saute them lightly on both sides, drain off fat, sprinkle on some curry powder, deglace with 1/2 pint chicken stock, cover and braise slowly for 12-15 minutes.

Make a sweet-sour mixture of water, vinegar, sugar and curry powder to taste and poach half the pears in this marinade.

Prepare rice like rice creole. Cut bananas in half and bread them in flour, egg and almond pieces. Deep fry at a medium temperature.

TO SERVE:

Take a large oval platter, make a bed of rice about 1 to 1/2" high, put the four breasts on top of same, cover the complete arrangement with curry sauce. Place the bananas and pears around and sprinkle with browned coconut shreds.

Serve mango chutney on the side. Serves 4.

TRY THIS: Take your house number and double it. Add 5. Multiply by half a hundred. Then add your age. Add the number of days in a year. Subtract 615. The last two figures will be your age; the others, your house number. If it doesn't work, recheck your figures.

Telegram received by one of our hotels: "Do you have suitable accomodations where I can put up with my wife?"

* * *

The teacher examined the dirty hands and face of the little girl.

"Goodness, Jane," she said, "but you're pretty dirty, aren't you?"

"Yes, ma'am," replied Jane, "and I'm even prettier when I'm clean."

* * *

Back of the Bar Philosophy: The speed and power of new cars help bring places closer together — like this world and the next!



Back Of The House

with

Gina

Tucker

Gina Tucker, Executive Housekeeper of the Century Plaza, has been a prominent member of the Western family since 1933. Previous to her Century Plaza appointment, she had been Assistant Director of Food and Beverage for WIH for several years.

HOUSEKEEPING HINTS

We at Western turn our mattresses 4 times a year to distribute the weight on the springs. We try to do them all in the first week of the designated month (January, April, July and October). We number the corners of our mattresses with a marking pencil (it makes it easy for us to check that the mattress has been turned). January No. 1 is in the upper left hand corner, in April No. 2, etc.

* * *

Windows aren't washed all in one day. Don't suppose yours are either. But if one room or floor is done weekly, it is simpler to maintain the program. There are many good products on the market, but our window washer thinks clean water and a squeegee does the job best and the easiest. Use clean rags to wipe the squeegee. Our window washer thinks most glass cleaners leave a film that catches dirt. I know real good housekeepers that swear that newspapers are the "most." Agree?

* * *

Do all the members of your family like showers? So there is an almost constant steam in the bathroom and you never have an opportunity to dry the shower tiles. First thing you know, the grout between the tiles gets brown and it is a really difficult job to get it off. Solution: clean the tiles good with a brush, then go over the surface with silver polish, let it dry, wipe it off and you'll find out your shower is easy to keep clean. Do this every 6 months and you'll find you have a winner.

RECIPE IDEAS

Fresh strawberries are so delicious, most of us would like to eat them every day. The sugar and the cream add to the flavor and the calories. So take a hint from the people of Spain: Use orange juice on fresh berries — elegant, delicious, easy to fix and not too high in calories.

Front! Photo Album

(Editor's Note: Somebody let our kooky caption writer loose again!)



"Say, any of you guys read French?" Bona-venture bellmen from left: Henry Wong, Peter Eng and Tom Quon.



"Nope, if they don't include a return envelope I don't pay 'em!" Bill Reis of Benjamin Franklin Accounts Payable.



"Nobody told me about any wildlife convention!" Jeanette Gimmelva and Fran Schimmeyer of the Anchorage-Westward with former General Manager, Bill Ellis.



Mr. Smith, meet Mr. Smith. At left, Steward Art Smith with Dishwasher, Bob Smith, both from the Cosmopolitan.



"Wait, wipe your shoes first before you bring that camera in here!" Linda Knutson, Fairbanks Inn Chambermaid.



The lone Indian among all the cow pokes is brave squaw Dana Buechler. Others [back] Louise Essman, Minnie Johnson, Jim Mercer, Peggy Mueller. [front] Rosie Solheim, Roberta Buechler, Danny Hanchett — all waitresses and busboys of the Northern's Golden Belle, celebrating Western Days.



"Well, I just lent her a couple of bucks 'til payday." Myrtle Lee, Front Office Cashier, and Lee Barson, executive secretary of the Sir Francis Drake.



"Here I was . . . crouching down, ready to receive the ball . . ." Lee Severtsen of the Space Needle Steward Department.

CELEBRITY VISITS



"Caught 'em! Drat those mosquitoes!"
Al Berman, Century Plaza painter.



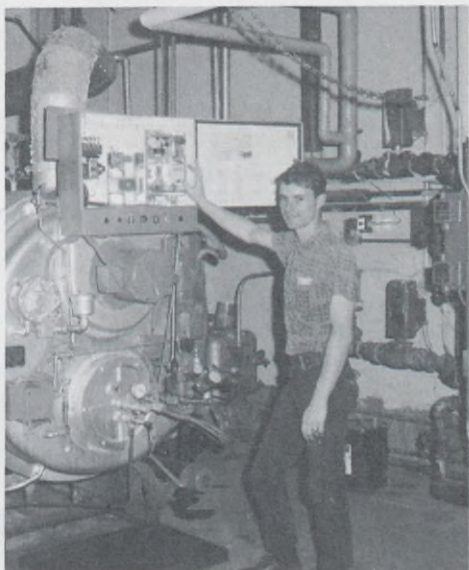
"I couldn't get an even hemline, so I kept letting it down . . ." Jane Gaza, Ilikai Catering Secretary in Hawaiian muumuu.



Lucille Ball with husband, Gary Mortcn and (center) John Hale, Assistant Manager at the Bayshore Inn.



"Another night like this and I'll ask to go back on days!" Muriel Smith, night phone operator, Bayshore Inn.



"O.K. folks, we're getting ready to surface." Paul Mollan, Chief Engineer of the Baranof.



Vice President, Hubert Humphrey, greeted by former General Manager Bill Ellis at the Anchorage-Westward.



"Personally, I think it's a computer mistake." WIH Accounting Center staffers, Carla Cheyne, Karla Ostlund and Paul Matteucci.



"Did somebody say they were buying . . . wait for me!" Stan Ray, Sales Representative, Calgary Inn.



Princess Alexandria of the Netherlands (right) at the Calgary Inn with General Manager, Mike Lambert and Mrs. Lambert.

Hotel Profile

THE BENSON . . . Advertising copywriters have enjoyed an inspired field day in attempting to describe Portland's famed Benson Hotel. One popular reference states it simply as "one of the few remaining great hotels." Another, in a more poetic vein, says in part:

"It's a wonderful food,
Wonderful mood
Kind of place."

ALTHOUGH THESE are the words of professional writers, they do, in part, explain the special affection for the Benson from guests throughout the world and with the Portland citizen who has long pointed to it with justifiable pride.

PATTERNED somewhat after Chicago's Blackstone Hotel, the Benson was opened in 1913. No costs were spared to obtain the finest materials for construction, appointments and decoration. A tribute to its designers lies in the fine blending of regal elegance with an inviting warmth. Today, this warmth is expressed from the moment of hospitable greeting by the top-hatted doorman and is further heightened upon entering the plushly carpeted and richly walnut-paneled and columned lobby. In one end of the room is a large and inviting fireplace that faces comfortable seating. Another lobby attraction is a magnificent silver plated mirror, made in Paris in 1883 expressly for the Castle mansion in Hawaii and purchased by Western in 1958 for the Benson.

THE BENSON HOTEL joined the WIH family in 1948 and eleven years later, in 1959, a new south wing was added. Today the hotel has 400 guest rooms and 10 public rooms. Largest of these is the handsome Mayfair Ballroom which can accommodate up to 500 people. Very popular for formal dinners, weddings and receptions is the splendid Crystal Room which will accommodate 175 people.

SEEMINGLY to have won Holiday Magazine's permanent trophy for dining excellence (it did again this year for the 11th time!) is the London Grill, a "wonderful food kind of place." The Benson is also the Portland location for the exotic Polynesian-American eatery, Trader Vic's. The Piccadilly Bar at the lobby level, besides offering excellent beverages, also serves a delicious lunch. It is especially popular at night when it becomes a piano bar. Downstairs, off the London Grill is the friendly, intimate London Bar — another contribution to the Benson's "wonderful mood sort of place."

UPSTAIRS, in the guest rooms, the pattern of elegance and luxury is expressed in the beautifully appointed accommodations. The hotel's location in the mainstream of downtown activity offers guests the walking distance advantage for shopping, theatre, etc. For the fortunate guest, the hotel offers a special vantage point for viewing Portland's famed Rose Festival Parade as it winds down Broadway fronting the Benson.

BENSON PEOPLE . . . The reputation for a hotel's greatness is dependent upon the greatness of its staff. Thus the Benson's reputation is no more than the greatness of its superb staffers . . . a few of whom are pictured here.



Banquet waitresses, from left: Agnes Stevens, June Hazel and Dorothy Reznick.



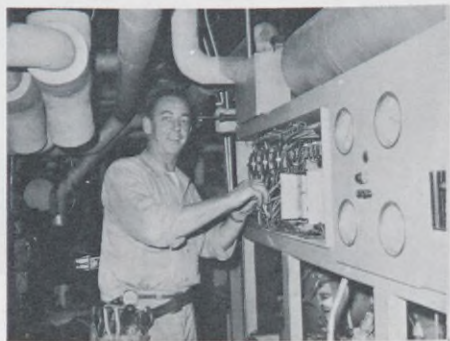
Linen man, Terry Vanderflute, proudly models new gold colored coverall uniform.



[Left] Frank Pasquale, Piccadilly Bar Manager, with waiter, John Phillips.



In front of historic lobby mirror are Assistant Manager, Heinz Kaschuta, and Senior Assistant Manager, Kerry Hilaire.



Chief Engineer, Bill O'Neil, works on air conditioner units.



Busy Desk Clerk, John Rhodes.



Adrian Sliedrecht, London Grill Manager, with part of day crew stands beside display of award certificates the restaurant has won.