



Planned Tower Hotel For Edmonton



ARTIST'S rendering of Edmonton Hotel

CONSTRUCTION of a 17-story tower hotel will begin late this summer in Edmonton, Alberta Canada.

An announcement of this newest addition to the Western International Hotels family of Canadian properties was released in late March by WIH Executive offices.

The \$12 million hotel, which will be located in the heart of downtown Edmonton, is to be jointly owned by WIH and two Edmonton firms.

Planned facilities for the Edmonton Plaza property will include 350 guest rooms; a coffee shop to seat 150 people; a specialty restaurant and cocktail lounge for 175; and an entertainment room facility seating some 250 persons.

It will include six meeting and banquet rooms, each accommodating 40-200 persons; and a grand ballroom large enough to accommodate 1000.

THE HOTEL will have its own laundry and underground parking for 125 cars. Additional parking will also be available at the 800-car garage located underneath the nearby Public Library. Underground pedestrian walkways will connect the structure with the neighboring Mac-

Employee Room Plan Benefits Improved

ON THE back page of this issue of FRONT! is a mock-up version of a larger sized poster now being prepared for distribution to all WIH hotels.

In concise, clearly stated form, the poster text provides the details on both the **Employee Complimentary Room** and **Employee 50% Room plans**.

While the procedures for using either of these plans are essentially the same as has been used in the past, many employees might notice what appears to be some benefit improvements regarding the Complimentary Room Plan.

They are right!

ANNUAL complimentary room benefits have been extended in most cases as has the length of time allowed per stay at any one hotel.

For instance, under the old policy, employees with two years of continuous service were entitled to 7 complimentary room nights for that calendar year with a hotel stay at any one time not to exceed 3 days. Under the revised plan, this same employee is entitled to 10 complimentary room nights with a 5-day continuous stay maximum per hotel visit.

Further, employees with only 1 year service are now entitled to 5 complimentary room nights as compared to the previous 3 room night complimentary privilege.

The new plan not only offers extend-

ed benefits to the newer employee, but increases these benefits for those employees who have enjoyed several years of continuous WIH employment. Now, complimentary room benefits are expanded every five years of service after 10 years of continuous employment to a maximum of 30 room nights after 25 years of service.

ed benefits to the newer employee, but increases these benefits for those employees who have enjoyed several years of continuous WIH employment. Now, complimentary room benefits are expanded every five years of service after 10 years of continuous employment to a maximum of 30 room nights after 25 years of service.

EMPLOYEE food and beverage discounts remain at 25% with a 50% discount after 25 years service when using these hotel facilities.

The posters also give further clarification of the WIH Fifty-Percent Room Plan. This plan is available to any employee regardless of length of employment. By simply showing their WIH employment identification card, if space is available, the employee is entitled to a 50% discount on a WIH hotel room. No previously requested reservations are necessary. However, an immediate confirmation of your reservation via Hoteletron can be made by contacting your Reservations office. The 50% Plan does not provide for any food or beverage discounts.

Your hotel personnel manager or department head can supply you with any additional plan details as they apply to you. You might also want to save the poster reproduction on the back cover for your own handy reference when planning your family vacation days ahead.

and is the second fastest growing city in that country.

Area Vice President and Project Officer for the Edmonton property is WIH Vice President **Ralph Van Noy**. **Rondy Dike** of WIH Design and Construction is assigned as Architectural Coordinator for the project and **Herb Bentley**, WS&S Senior Designer, is responsible for interior decor.

Site excavation is scheduled to begin within the next couple of months with the hotel's completion and opening contemplated in mid-1974.

donald Hotel and MacCauley Plaza. Future civic plans call for an extension of these underground pedestrian walkways connecting with other major downtown facilities.

L. P. HIMMELMAN, Chairman and Chief Executive Officer for WIH, stated in the press announcement, that Western International's decision to construct the hotel is based on a "belief in Edmonton's future" — particularly in view of its northern oil and gas development. Edmonton is recognized as the oil refining center for all of Western Canada

front!

A monthly publication for the employees of

Western International Hotels
Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121
Gabe Fonseca.....Editor
LITHO IN U.S.A.

COMINGS AND GOINGS In-Hotel

At the Bayshore Inn former front office manager **Konrad Steger** is named Senior Assistant Manager . . .

Transfers

Bob Argue, formerly controller with the Bayshore Inn, has been named Controller for the Carlton Hotel in Johannesburg . . . new Controller for the Bayshore Inn is **Claude Goyer**, formerly controller of the Calgary Inn . . . transferred to the Calgary Inn as Controller is the former assistant controller of the Winnipeg Inn, **Rodney Miller** . . . former personnel manager of the Century Plaza, **Eve Fisher**, is now Director of Personnel for the Crown Center . . . **George Scudder**, formerly director of F&B at the Dusit Thani is named F&B Director at the Continental Plaza . . . former beverage manager of the Dusit Thani **Ronald Sleutel**, has been named Beverage Manager for the Olympic . . . and former superintendent of services at the Dusit Thani, **John Yee** is named Night Assistant Manager of the Bayshore Inn . . . **Gary Tachiyama** is named Rooms Service Manager at the Washington Plaza from assistant steward at the Olympic . . . former management trainee for the Olympic, **Peter Smith** is named Manager of Marcos Restaurant at the Calgary Inn . . . **Richard Whaley** moves from former project manager of the Continental Plaza to Senior Assistant Manager of the Olympic . . . the former assistant housekeeper for the Mayflower, **Dominique Michel**, is now Director of Housekeeping for the Bonaventure . . . former Cosmopolitan controller, **Kenneth Williams** joins the WIH Accounting Services Division as Internal Auditor . . .

New

Joining the WIH Marketing Division staff as National Tour and Travel Sales Manager, is **James Weiss** . . . **Joan Wille** joins the WIH Accounting staff as Accounting Clerk . . .



Executive Offices Report:

This month there are two topics important to all on which we would like to express our views through this column.

The first is directed to those employees of WIH properties in the United States.

We hope you are aware that, the annual U. S. Savings Bond Drive is now being conducted throughout our United States properties during the month of May. We urge and encourage your participation in the Savings Bond program through your hotel or department payroll deduction plan. The plan is a very practical and nearly painless method for accumulating personal savings which, in time, can reward you with substantial financial benefits.

Our second topic has to do with "substantial benefits" also and is directed towards all WIH employees.

It is in regard to the benefit improvements in the revised and recently released Complimentary Room Plan schedule. We will not go into these new changes in the Plan here since they have been detailed elsewhere in this issue of FRONT!

All we want to say is that we are extremely pleased that these employee Room Plan improvements are now effective and that we hope that all of you will have the opportunity to take advantage of them.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

INTERNATIONAL WIH de Mexico

Jesus Trejo Luna is named Controller of the Juarez Camino Real from controller of the Francis Hotel in Mexico City . . . new to the staff of the Camino Real

Cabo San Lucas is **Virgilio Garcia** as Controller . . . at the Camino Real Puerto Vallarta: **Jesus Arminio** is named Rooms Division Manager from Sales manager and joining the staff as Reservations Manager is **Jesus Carraga** . . .

Correspondents

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

Anchorage-Westward, Jack Gibbs; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Joe Guilbault; Century Plaza, Charlene Chabin and Jean Klappert; Crown Center, Marge Irminger; Continental Plaza, Audri Adams, Cosmopolitan, Donna Chadwick; Dusit Thani, Kanchana C. Morales; Georgia, Rick Russell; Houston Oaks, Nancy Wendler; The Miramar, Edward Y. Hsu; Miyako S.F., Kristina Templeman; Olympic, Fran Vitulli; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, Rita de Rubio; WIH de Mexico, Carolina Mijares; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.

Student Sales 'Blitz' Blankets Seattle



HOTEL management students from Washington State University take a few moments from the day end wrap-up session for a group portrait. They are from left to right (BACK ROW) Geoffry Brown, Bruce Stewart, Mark Bergeron and John Hoback. (FRONT ROW) Ron Burleson, Mia Terry, Janet Anthony and Rod Boling.

IT WAS a taste of "the real thing" for the eight young hotel management students from Washington State University.

As the result of a similar successful experiment last year, selected WSU students were invited to Seattle to participate in a hotel sales "blitz" during their Spring vacation.

Sponsoring hotel Sales Departments were the Olympic and Washington Plaza with teams of four students each assigned to the two properties. The students, however, represented all WIH Seattle area properties on their calls including the Space Needle Restaurant.

By pre-arrangement, calls call notification had been made by letter with some 400 account prospects in the area and each student "salesman" was assigned a specific territory to cover.

A FULL day's indoctrination session prior to making the calls, had familiarized the group on their hotel "product" and with sales operation procedures. The responsibility for coordinating the blitz program and supervising the student's sales activity was shared by Peter Smith former Management Trainee of the Olympic and Pat Mullin Sales Manager of the Washington Plaza. (Peter Smith, by the way was one of the participants in last year's blitz as a student of WSU.)

Armed with "WIH Wants Your Business" sales tool packets, the youthful

sales force blanketed the city during a three-day blitz to drum up new business or to revive presently inactive business.

THE student's were also provided with questionnaire report forms requesting specific information from the called prospects. A review of this report information was presented during the group wrap-up sessions held at the close of each work day.

Smith reported that the blitz resulted in a total of 353 calls and produced some 111 business leads. Most of those leads were for group business . . . banquets, sales meetings, social functions, etc. Data gathered from the call questionnaires was assembled into report form and distributed to the Directors of Sales of the three properties for follow-through.

THE blitz also produced a couple of unexpected side benefits according to Smith. First, the campaign had helped to spread the word and stimulate interest in the Space Needle's recently established ground-level meeting room. Secondly, the students were highly successful in researching the amount of reservations business for WIH that their called accounts have been generating.

As for the six men and two women hotel career students, the experience was a unique, on-the-job opportunity to participate in at least one aspect of a hotel's operations.

Pledge Promotes Guest 'Vote of Confidence'

LAST month's FRONT! carried a reprint of the WIH Pledge which states:

"When you have our certified reservation and arrive by the time stated on your confirmation, we will have a room for you. If, for any reason, that's not possible, we will secure a room for you in another hotel at our expense, provide your transportation there, and the next day bring you back to our hotel where we both wanted you in the first place."

By coincidence, shortly after that issue went to press, the following copy of a letter written by a Houston Oaks guest to General Manager Larry May, was forwarded to FRONT! offices.

AS ONE guest's appreciative testimony to the "we care" attitude expressed and honored by the Pledge, the letter speaks for itself:

"Dear Mr. May:

This past weekend I was the guest speaker for the Magna Charta Dames, who met in one of your rooms on the third floor. I arrived on the evening before and my room was not available. This, at the moment, was rather disturbing; but, my purpose in writing to you is not to complain, but to commend you for having such a wonderful group of associates who handled the situation so beautifully in spite of the inconvenience.

I could not believe it when I was told my certified, guaranteed room reservation was not available because all the rooms had been filled. However, the young man who talked with me said they would arrange a room for me at the Travel Lodge, which they did; and it was adequate. Your service car took me over there; a cab picked me up the next morning and took me to the Houston Oaks Hotel, where I spent the night.

It was a delightful experience in spite of any inconvenience; and I congratulate you on having one of the most beautiful hotels in America, or anywhere I have traveled in the world; and the food was delicious! So this letter is simply to say that I am deeply indebted to you and your associates for the fine way in which they handled me, in spite of the mix-up on the reservation. This is a vote of confidence and good will and not one of complaint.

Sincerely yours,
G.D.N.

Management Seminar Broadens Self-Development Goals

ANNUALLY, a selected group of WIH young management people are invited to Seattle to participate in a Management Seminar.

These people, as chosen by their hotel managers from WIH properties in the United States, Canada and Mexico, represent a cross-section of a hotel's operations.

The major objective of these WEST-ED sponsored training Seminars is to further acquaint these attendees with an overall view of hotel and corporate operational philosophy. Its intent is toward a broadened self-development, not only as an assist for their present positions, but as preparation for taking on new career responsibilities within the company.

This year's Seminar, the 13th, was held at the Olympic Hotel on the week of April 3rd through the 8th. It was attended by 24 delegates, and for the first time in the Seminar's history, included three women members. The three — Sharon Abrams, Relief Assistant Manager of the Hotel Benson; A. Marie Kriss, Sales Manager for the Cosmopolitan; and Hanne Dittler, WIH Director of Housekeeping.

SESSIONS began with a presentation on the History and Philosophy of Western International Hotels by WIH President Gordon Bass. Executive Vice President Harry Mullikin followed with a review charting the corporate organization as to areas of responsibility.

For the next three days, the note-taking Seminar members were bombarded by a series of "mini-courses" that reviewed the scope of corporate functions particularly as relating to hotel operations. The series of agenda topics — ranging from credit practices to Rooms Division operations — were presented by the corporate officer or WIH division authority

representing the subject area.

SEMINAR attendees had further opportunity to meet with WIH officers and staff members at their group luncheon sessions. Members of the various divisions were represented each day at these luncheons and introduced to the group.

A larger part of the fourth day's session concentrated on attendee participation through discussion group sessions. The climax of that day's program, and a Seminar highlight, was the scheduled Senior Officers Panel. The Panel session, moderated by WIH Director of Personnel Gordon Schneider, allowed attendees to communicate directly with the Senior Corporate officers in a wide-ranging question and answer roundup.

The Seminar ended with a 3-hour examination as prepared and presented by Joseph Bradley, retired head of the Hotel and Restaurant Department of Washington State University, after which members attended the traditional Chairman's Reception and Luncheon before departure back to their properties.

All participating Management Seminar attendees, upon successful completion of the final examination and an extensive "take home" project, will qualify as members of the WIH "Hard Corps." (The "Hard Corp," as instigated by former WIH Chairman, Edward E. Carlson in 1959, is a recognition of training achievement of those graduates of the annual Management Seminars.)

THE Seminar program was arranged by Larry Morris, WIH Assistant Director of Personnel with the assistance of Don McCutcheon of the consulting firm, Lund, McCutcheon, Jacobsen, Inc., and Professor Bradley.



WIH Director of Personnel Gordon Schneider (left) asks for attendee comments on reports presented by discussion group leader panel members (L to R) Seth Hill (Benson), Richard Davies, (Century Plaza), Jeff Flowers (St. Francis), and Marie Kriss (Cosmopolitan).



WASHINGTON D.C. — Cornell? Never heard of it! Living proof that there is more than one school in the Nation turning out top hotel people! Meeting together recently at the Washington D.C. Regional Sales Offices are (from left) Pat O'Daniel, Sales Manager of the Century Plaza; Bruce Lucker, Director of Sales for the Crown Center; Gary Maybee, National Sales Manager of the Mayflower; and Roger Smith, Washington D.C. Regional Sales Manager. All are graduates of the Florida State University School of Hotel and Restaurant Management.

NEWS PICTORIAL



OLYMPIC — Eat the WHOLE thing! It was a tasty beginning anyway for Mrs. Calvert, wife of WIH Vice President, John Calvert. Mrs. Calvert was among the members of the Seattle Repertory Theater Organization participating in a series of gourmet cooking classes at the Olympic as part of a fun and funds activity for the group. Among the chefs conducting the class was the Olympic's Executive Chef Andre Mena, above.



ANTLERS PLAZA — Flowers are for remembering. When the Antlers Plaza celebrated its 5th Anniversary in March, all employees were invited to a "cake'n coffee" party in the hotel's Ballroom. Arriving employee guests were also presented corsages and boutonnieres. Above, Banquet Manager Ray Brum received his boutonniere "remembrance" from Reservation Clerk Susan Brown assisted by Sales Typist, Rene Smith.



HOTEL ST. FRANCIS — A \$100 U.S. Savings Bond, and a . . . black eye! Hotel Maid Maritza Bishop recently won an argument with a thief attempting to steal a fur coat from a guest room. In the struggle that ensued, however, Maritza ended up with a black eye. In appreciation of her courageous action, she was presented with a \$100 Savings Bond by hotel Senior Assistant Manager Mike Kalyk. Smiling her approval at right is Executive Housekeeper Jean Hendricks.



CALGARY INN — Piping in the haggis. Celebrating Bobbie Burns day in properly kilted attire at the Calgary Inn are Sandy Irwin, Director of Sales; Sales Manager, Cal Hopfner and Piper, Gordon Raffan. The group served "haggis," a Scottish meat dish, to all patrons of the various restaurants and lounges of the hotel.



THE MAYFLOWER — A "good deed" rewarded. When Floor Housekeeper Nancy Garland found a \$100 bill a guest had left in his room she dutifully saw to it that it was returned to the rightful owner. In appreciation, Hotel General Manager Michael Lambert presented her with a \$25 bonus check and a floral corsage.



SPACE NEEDLE — Nothing lost in translation. Because of her multilingual expertise, Space Needle Waitress Elsa Moe Vittone was assigned the task of translating letters received from Norway, Sweden and Denmark applying for the Space Needle's lamplighting promotional event. Advertisements had been placed in several Northern European newspapers in search of an authentic lamplighter to participate in the Space Needle's 10th Anniversary celebration candle lighting ceremonies. With Elsa — who, incidentally also celebrates her 10th Anniversary with the Restaurant — is Restaurant General Manager Kerry Hilaire. (Winning applicant was England's Ivan Ramnauth, known as "London's Last Lamplighter").



CENTURY PLAZA — Into deepest Kansas City! When Eve Fisher, former Personnel Manager was transferred to Kansas City recently as Director of Personnel for the Crown Center, she was feted with a staff going away party. To equip her for her "safari" into the Midwest Eve was presented with such gag gear as a pith helmet and oversized glasses by Resident Manager Brent McDonald (left).

At The Bayshore Inn... Hughes Makes News

(An Almost Inside Report on 'The Man Upstairs')

IT WAS early Saturday morning on April 1, when we checked into what newspapers internationally have been headlining as "Vancouver's plush hotel," the Bayshore Inn.

We cased the lobby first. It was quiet at this hour but "plush" alright. Even the live rabbits in the lobby Easter display looked plush.

We noted an older gent, wearing an overcoat with an upturned collar, talking to one of the bunnies. Could it be "the man upstairs" . . . it was worth a try! (The thought flashed in our mind — "Front! editor scoops world press with first Howard Hughes interview in years!")

We struck up a conversation. But he turned out to be a shoe salesman from Saskatoon who wanted to talk . . . about shoes.

Disappointed, we excused ourselves and left. It was time anyway for our pre-arranged interview with the WIH man closest to the scene, Warren Anderson, the hotel's affable Innkeeper and General Manager.

Because it was the Easter holiday weekend, the atmosphere within the executive wing offices was comfortably relaxed. Warren, however, was taking advantage of this less-likely-to-be-interrupted period to catch up on some administrative details and divided his attention between our interview questions and his work.

ANYBODY SEEN HIM

The first thing we wanted to know was had he or any member of his staff actually seen and recognized his world-famed billionaire guest or witnessed his arrival.

Warren answered that to the best of his knowledge no one had. As reported, members of the Hughes party had arrived during the early morning hours through a side entrance of the Hotel tower.

He went on to explain that an advance group of the pre-registered party had been occupying the Tower's 19th and 20th floors (some 24 rooms) for a couple of days previous and had been supplied

with room keys. Although Warren had been contacted about five days before regarding the impending visit he had not been advised as to the exact time of Hughes' arrival.

"Fortunately," said Anderson, "only a few of the rooms of the two floors had been occupied and these guests were due to check out just prior to the Hughes' party arrival. With just two or three people on my staff in on the secret that we were expecting a 'very important visitor,' we were able to handle certain detail requests without arousing undue outside curiosity."



"I hope he stays for a very LONG time" — WARREN ANDERSON

These requests included installation of two refrigerators, private outside telephone lines, closed circuit security TV for each fire well on the 19th floor, and all elevators 'keyed' to stop no higher than the 18th floor.

SURPRISE VISIT?

We asked if the visit had taken him by surprise. "Not entirely," Warren admitted, then went on to explain that late

last summer a hotel inspection had been made by some Hughes' associates and he was informed at the time of the possibility of a Hughes visit within the next several months.

What was perhaps more surprising was the extent of the public and press reaction when news of the Hughes visit leaked out. (This news leak was not through the Bayshore Inn, however, but through other sources.)

Suddenly Warren Anderson found himself on the news media's "most wanted" list! "Reporters began to arrive from all over Canada and the United States," he said. "Phone calls were coming in from as far away as Hong Kong and London. For one period of three solid hours I couldn't leave my desk . . . my office was jammed with reporters and TV people asking questions and taking pictures. It got so hectic those first few days that I called upon our advertising and public relations people from Baker, Lovick to lend us a hand with phone calls and arrange for reporter appointments. We had to put on an extra switchboard operator and increase our security force. There were newsmen all over the lobby waiting for that chance that Mr. Hughes might just stroll by. Some of these people even tried contacting our staff members for whatever information they hoped to get."

Since the kitchen staff were providing some room service meals, Executive Chef Everett Miller was another target for reporter contact. ("No special menu items . . . all that was demanded was good quality food prepared to certain specifications.")

STAFF REACTION

Commenting on the question as to staff reaction, Warren's enthusiastic reply was, "I must say all the hotel staff performed admirably through all the excitement. They remained courteous and tactful in their contacts with the press and, as is our hotel policy, referred their inquiries to our office for handling." He added, "I think that our hosting such an important visitor has helped to further

instill staff members with a greater pride in their work and place of employment. We have received numerous comments from the Hughes party — particularly from those who have been using our restaurant facilities — that have been appreciative of our staff for their friendly and cooperative manner.”

To our question “were any staff members actually serving the rooms occupied by the Hughes party”, the answer was “No.” He explained, “We do provide room linens in addition to some meal service, but these items are delivered only. Housekeeping details are performed by members of their staff. Also, they pick up their incoming mail at the Front Desk as would any guest.”

... AND THE GUESTS'

In reference to guest reaction to the Hughes visit, Warren said, “At first it ranged from disbelief to extreme curiosity. One staff challenge we encountered was in trying to cooperate with the hoards of news media people and curiosity seekers while at the same time doing our best to assure the privacy and carry out the wishes of our guests. Now, the guest interest is declining as press reference diminishes . . . the occasional calls that continue to come in are referred to the Hughes public relations staff.”

There was a note of relief in his voice when he added, “Things have quieted down considerably.”

For our final question, we asked Warren what he thought about having such a famed celebrity in his midst.

“Well,” he answered, “The Bayshore Inn has hosted many world-renowned personalities through the years and, of course, I’m extremely proud that Mr. Hughes has chosen to be one of them. We’ve enjoyed having him, and I hope he stays for a long time”

Then he reached across his desk and fingered a copy of the hotel’s current profit and loss statement. Smiling cheerfully, he murmured, “Yes . . . for a VERY long time.”

NEXT MONTH...

The how, why and where Western International Hotels is best spending its advertising dollar.

The second in the two-part article series on WIH advertising and promotion activities has been rescheduled for the June issue.

Weiss Named as Tour and Travel Sales Manager



JIM WEISS (left) gets a first-hand report on the tour and travel market in Japan from Ken Kishi, General Sales Manager for Prince Hotels. Kishi visited the WIH Seattle offices recently following the WIH Marketing Conference at the St. Francis.

AT the WIH Managers meeting in January, a focus on sales effort received a top priority rating as a Corporate goal for 1972.

Among those Marketing Division plans announced at the meeting toward achieving this goal was the establishment of a new divisional function specifically concentrating on tour and travel business sales.

As of March 20, this function has become an operating reality with the appointment of Jim Weiss as Tour and Travel Sales Manager.

Jim’s principle responsibility is to develop, implement and coordinate sales programs for WIH properties with retail travel agencies (individual travelers and tour groups); travel agent wholesalers (tour package developers); travel incentive companies (developers of contest award trips), and carriers (airline tour packages, bus tours, etc.).

TODAY, the tour and travel industry accounts for an increasingly important portion of hotel guest room occupancy.

The development of this business for WIH properties is among the responsibilities of the various hotel sales departments and regional sales offices, and will continue to be part of their function. Jim’s responsibilities in this connection will be to supplement and coordinate their activities.

He explains, “My role within WIH, at least initially, will be three-fold: First, it’s one of education in the area of improving our working relationships with travel agents and tour operators as well as carriers. Secondly, it is to determine what is happening in the market place

which will be of benefit to Western International Hotels. And thirdly, it is to implement sales plans which will take advantage of both.”

“In the past there has been some lack in communications between the hotel industry and tour and travel industry,” Jim stated. “More recently, however, there has been a sincere effort on both sides to better understand each others roles, operations and needs . . . all toward the greater benefit of each . . . and of the client. But there are still a lot of mutual areas to be explored that can be of greater benefit to all concerned. Concentrating on a cooperative effort between our company and the tour and travel industry can open up numerous opportunity possibilities for extending guest services and increasing our business in that market.”

JIM speaks from experience from “the other side of the fence” as it were. For the past 22 years he has followed an airlines career—the first eighteen of these with Pan American Airways. For the last four years Jim has worked for Northeast Airlines at their general offices in Boston, most recently as Director of Sales Programs. In this position he worked closely with travel agencies, tour wholesalers and others in the promotion of tour, travel and convention sales for this company.

In his present position with Western International, Jim plans to schedule a lot of his time “on the road” both with WIH hotel and regional office sales people and with the tour and travel industry people in the major centers throughout the country. He will maintain his offices at the 2000-5th Avenue Building in Seattle.

Century Plaza Supports Career Development



ELECTED officers of the recently formed AH&MA Career Development Chapter servicing the City of Los Angeles are, from left: Arshad Khan, Vice President (Beverly Hilton); Dean Tinker, Treasurer (Century Plaza); Ted Philips, President (Century Plaza); and (seated) Judy Morse, Secretary (Beverly Hilton).

WHEN the Career Development Chapter of the American Hotel and Motel Association was formed in Los Angeles recently, over half of its initial 40-odd Charter members were from the Century Plaza staff.

Further, two of these hotel staffers were elected to Chapter office. They were: Chief Engineer **Ted Philips** as President, and Profit Improvement Analyst **Dean Tinker** as Chapter Treasurer.

Initial goals of the organization has been to initiate a membership drive and to encourage hotel professionals to be-

come instructors for the AH&MA courses. Several department heads at the Century Plaza have already volunteered their time and expertise in course teaching.

The newly formed Chapter encompasses all hotels and motels within the City of Los Angeles and promises to become one of the largest involving a WIH property in the country.

Century Plaza employees interested in further broadening their education in the hotel industry are encouraged to contact Chapter officers or other employee Chapter members for course information.

Almost everybody's doing it!

SECRETARYS and switchboard operators, bellmen and barmen, room clerks and reservationists, cooks and . . . well, like the caption says, "Almost everybody's doing it!"

What they're doing is "taking stock in America" by signing up for U.S. Savings Bonds through the WIH Payroll Savings Plan.

The period from mid-May to mid-June has been designated as "U.S. Savings Bond Month" throughout our WIH properties and offices within the United States. Promotional materials have been provided these properties to further acquaint employees with the Bond campaign and its benefits.

The emphasis of this year's campaign is toward an increase in participation . . .

both in signing up new savings members and in stepping up the allotments of present participants.

THE Payroll Deduction Savings Plan offers employees an automatic and nearly painless method to accumulate savings by simply filling out the provided form. Even as little as a dollar deducted each month can be a start toward a sizeable "nest egg."

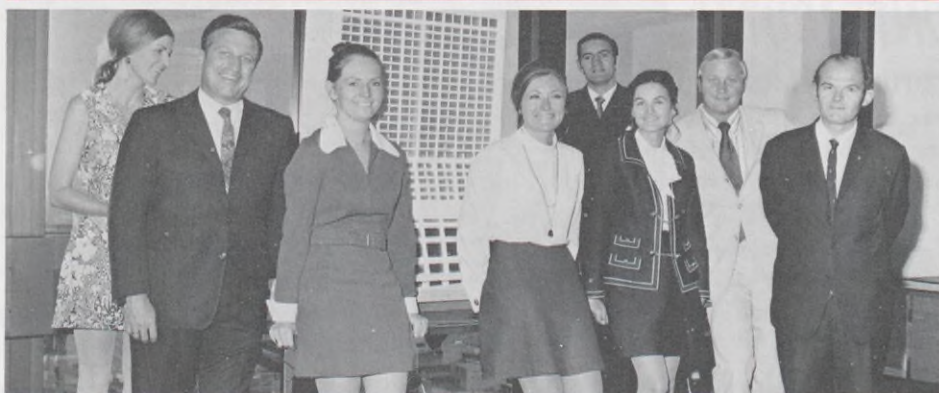
The results of this year's Savings Bond Campaign will be reported in the July or August issue of FRONT! Last year, the Cosmopolitan Hotel led the way in WIH with an 84.5% employee participation and was first among the Nation's hotels for the highest percentage of employee bond purchases.

INN BASKET

ANNIVERSARY — On March 20, the Antlers Plaza Hotel celebrated its 5th Anniversary — although some Colorado Springs old-timers might argue that it was really its 89th! It was in 1883 that the first of three successive Antlers hotels were built on the same Colorado Springs site. Both the first and the second Antlers properties were constructed by General Will Jackson Palmer, founder of the Colorado Springs resort community. The original 5-story, 75 room hostelry (and, claiming two baths for each floor!) was named the "Antlers" by Palmer, himself, because it housed his spectacular collection of deer and elk head trophies. After the first Antlers was destroyed by fire at the turn of the Century, a larger (230-rooms and many with private baths) and more magnificent Antlers rose from the ashes in 1901. It was described in one of its early brochures as "recognized today as one of the finest hotels in the United States!" Then in 1964, its facilities outdated, the second Antlers was torn down to make room for yet another hotel . . . the elegant, very contemporary and larger (276 rooms and each with bath) Antlers Plaza Hotel. These brief highlights on the Antlers' colorful history were taken from a booklet entitled, "The Antlers" recently published in conjunction with the City of Colorado Springs Centennial celebration. As the staff and management of the Antlers Plaza celebrates five years of operation they can also acknowledge almost a century of traditional great service, fine dining and warm hospitality that has established each "Antlers" in turn its world-wide reputation. May the next 89 years fare as well!

RETIREMENT — Readers may again wish to be reminded of the Company policy affecting mandatory retirement which was recently released by the Personnel Division offices. The policy states, "The mandatory retirement age of officers and staff members of Western International Hotels Company shall be sixty-five (65) years of age. This policy will apply to all employees of the parent company and its U.S. and Canadian operating subsidiaries and affiliates. The actual date of retirement will be the first of the month following the sixty-fifth birthdate."

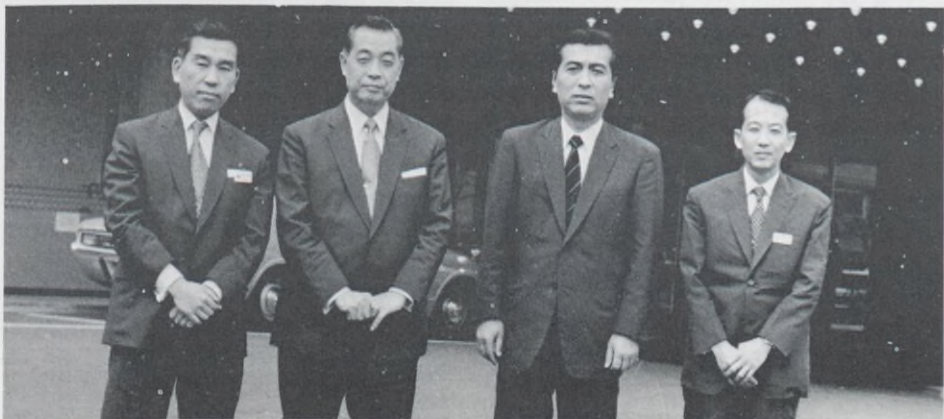
FRONT! INTERNATIONAL



JOHANNESBURG — After it was all over (see story opposite) a few Carlton staffers pose for a group picture with the sugar model of the hotel. From left Sales Secretary Caroline Tindall; F&B Director Dino Georgalas; Receptionist Carol Roberts; Executive Secretary "Trish" Marsh; Sales Representative Geoffrey Dewsnap; Director of Housekeeping Elsa Beurkl; Executive Chef John Zimmermann and Purchasing Manager Anton Goedvolk.



ACAPULCO — In our "roundup" of WIH news highlights for 1971 appearing in the January issue of FRONT!, we made a very important omission. This was pointed out to us by Werni Eisen, General Manager of the Acapulco Malibu, who recently dropped us a note reminding us that we had not mentioned that this "little jewel of the Pacific" had joined the WIH family in February 1971. Our apologies to Mr. Eisen, and the hotel staff for this oversight. The above photo supplied by Eisen, indicates the "good life" awaiting visitors to this elegant resort hotel with its tropical gardens and swimming pool fronting Acapulco Bay.



TOKYO — The tremendously popular reception the Hotel Grand Palace has received from guests since its opening in February, is due in great part to the professional excellence of its staff. This includes these four executive members above . . . all veteran hotelmen. Pictured from left are Sumio Kawamura, Assistant Manager and Executive Housekeeper; Genkichi Yamaguchi, Resident Manager; Kaz Watanabe, Assistant Manager and Front Office Manager; and Takao Hosaka, Reception Manager.

Carlton "Topping Off"

(How it REALLY Was)

FOLLOWING up on last month's FRONT! story on the "topping off" of the Carlton Hotel in Johannesburg, we received this "How it REALLY was" report from the Carlton's Public Relations Director, Pam Kirstein.

The first obstacle, according to Pam, was in finding a kitchen to do the food preparation for the event reception since the still under-construction property was without such facilities.

Fortunately, a large department store was found within the Carlton Centre that would offer its facilities if they were used at night so as not to interrupt its own schedule. The offer was accepted and throughout the night prior to the reception, the hotel's F&B staff and others were kept busy with the elaborate food preparation details.

THE project of transporting the food, beverages and a bar to the 30th floor roof-top reception area was to be completed by a heavy-duty crane. The maneuver had to be a matter of careful timing since the crane could only be used after the hotel workmen had left for the day. This allowed for a sufficient but tight schedule between their leaving and when the early evening reception was to begin.

Then a crisis!

After delivery of the bar and liquor the crane broke down with all the food, crockery and the delicately detailed sugar model of the new hotel yet to be delivered.

THE hotel elevators were quickly put into service, but they only ran to the 25th floor! The rest of the delivery trip had to be hand carried safari-style up five flights of stairs.

"Porters" for the safari included all available hotel members who could be pressed into service. This included the secretarial staff . . . all formally attired in full length evening gowns as they had been elected to act as hostesses for the evening's event.

Just moments after finishing touches to the lavish spread were completed and with the weary staff reception group still brushing themselves off, the first guests began to arrive. In the words of F&B Manager Dino Georgalas, "It was like a third period all-out effort on the part of everyone concerned . . . worthy of a Stanley Cup Final!"



FRONT FAMILY FEATURES

COPIED and CONTRIBUTED

CONTRIBUTED — by Sylvia Berg, WIH Reservations Supervisor, Central Reservations offices Seattle:

Remember Me?

I'm the fellow who goes into a restaurant, sits down and patiently waits while the waitresses do everything but take my order. I'm the fellow who goes into a department store and stands quietly while the sales clerks finish their little chit-chat. I'm the man who drives into a gasoline service station and never blows his horn, but waits patiently while the attendant finishes reading his comic book.

Yes, you might say I'm a good guy. But do you know who else I am? I am the Fellow Who Never Comes Back, and it amuses me to see you spending thousands of dollars every year to get me back into your restaurant, when I was there in the first place; and all you had to do to keep me was to Give Me A Little Service and Show Me A Little Courtesy, and You Would Have Me Forever!

MEET YOUR UAL CREDIT UNION REPRESENTATIVE

SERVICING the Credit Union needs for employees of the Cosmopolitan Hotel in Denver and the Antlers Plaza in Colorado Springs is **Jo (Josephine) Madden**.



Jo joined United Air Lines in 1940 where she held a variety of jobs ranging from General Clerk to Stenographer and Secretary in the United offices in Chicago, San Francisco and Denver.

In 1958 Jo was appointed Credit Union Representative for Denver, and in 1968 was named the Credit Union Representative servicing the Rocky Mountain area.

Her office hours at the Cosmopolitan are from 8:15 a.m. to 12:15 p.m. every Tuesday and Thursday in Room 335.

At the Antlers Plaza, Jo can usually be found in Room 512 every Wednesday from 9 a.m. to 4 p.m.

COPIED—from **INN-CIDENTS**, the Antlers Plaza in-hotel employee publication as contributed by the hotel's Supervisor of Service, Chuck Weaver:

"Mary had a little watch
She swallowed it one day,
And now she's taking castor oil
to pass the time away."

CONTRIBUTED — by Nancy Hastings, Accounting Secretary:

"The anatomy of an association or club includes four kinds of bones: (1) Wish Bones . . . who want someone else to do the work; (2) Jaw Bones . . . who talk a lot but do little else; (3) Knuckle Bones . . . who know everything others try to do, and (4) Back Bones . . . who get behind the wheel and do the work!"

COPIED—from the **MAYFLOWER LOG**, the in-hotel publication for Mayflower employees:

"Here is one more proof that the Mayflower has what it takes to be one of world's truly great hotels. Down in the vaults is a set of 47 dinner plates made of solid gold! The plates, valued somewhere around \$125 each, are the ultimate in sumptuous dining. To go with them, the hotel has its famous special flatware, china and crystal, all designed to appeal to the eye as well as the palate."

NOTE!

FRONT! needs your help for this **COPIED** and **CONTRIBUTED** column.

Got any words of wit and/or wisdom, short poem or items of fact or fancy; or something inspiring you've clipped and saved from some other source?

Then how about sharing it with the rest of our WIH family through this column.

Send to:

FRONT! Editor
Western International Hotels
2000-5th Avenue Building
Seattle, Washington 98121

Include your name, hotel and job position if you want credit for your contribution.

No contributed material will be returned and **FRONT!** reserves the right of publication judgment.

REMINISCENCES OF AMERICAN HOTELS

This concludes a four-part article reprint as it originally appeared in the January, 1891 issue of the North American Review. The series depicted the impressions of the article's author, Max O'Rell, as a hotel guest of some typical American hotels of this era.

I **THINK** that many Europeans are prevented from going to America by an idea that the expense of travelling and living there is very great. This is quite a delusion. The price of houses, clothing, and servants is far higher than in Europe, but there the difference stops, I believe. For my part, I find that hotels are as cheap in America as in England, at any rate, and railway travelling in Pullman cars is certainly cheaper than in European first-class carriages, and infinitely more comfortable. Putting aside in America such hotels as Delmonico's in New York, the Thorndyke in Boston, the Richelieu in Chicago, as you would the Grand Hotel in Paris, and the Savoy, the Victoria, the Metropole in London, and taking the good hotels of America, such as the Grand Pacific in Chicago, the West House in Minneapolis, the Windsor in Montreal, the Cadillac in Detroit (I mention those I remember as the very best), you will find that in these hotels you are comfortably lodged and magnificently fed for from three to five dollars a day. In no good hotel of France, England, Germany, Switzerland, would you get the same amount of comfort—or even luxury, I might say—at the same price, and those who should require a sitting-room would get it for a little less than they would have to pay in a European hotel.

THE only very dear hotels I have come across in the United States are those of Virginia. There I have been charged as much as two dollars a day, but never in my life did I pay so dear for what I had; never in my life did I see so many dirty rooms or so many messes that were unfit for human food.

BUT I will just say this much for the American refinement of feeling to be met with, even in the hotels in Virginia, even in the "lunch"-rooms of little stations: you are supplied, at the end of each meal, with a bowl of water—to rinse your mouth.



PHOTO ALBUM

ANTLERS PLAZA—Emma Battu of the hotel's House-keeping Department keeps up with her work as she passes the time of day with one of her "drinking buddies."



GEORGIA — More six-paks than salmon . . . but it was a lot of fun! Georgia staffers return from a day's fishing cruise in local waters.



WESTERN SERVICE — Lorli Doughty, Western Service and Supply Accounting Clerk flashes a five-minutes-to-going-home-time smile.



BENSON — Ron Spellecy, the Benson's former Director of Sales, inspects a farewell gift from the hotel staff at a party prior to his transfer to the Washington D.C. Regional Sales Offices.



WESTERN SERVICE — At another farewell party, Interior Designer Larry Edson does the cake cutting honors. Larry recently left for Johannesburg on an interior design assignment for the Carlton Hotel.

Some Recent Thurston-Dupar Award Winners



AT THE WINNIPEG INN . . . Director of Services Dale Der received his plaque from General Manager Arthur Oades.



AT THE CALGARY INN . . . Stan Sakamoto of Accounts Payable receives congratulations and his plaque from hotel General Manager Peter Martin.



AT THE ANCHORAGE-WESTWARD . . . Bellman Henry Bogiel and his award presentation from Executive Assistant Manager Bob Hawes.

