



## Washington Plaza Officially Opens JUNE 29

Here are some key points to remember:

1. Unique circular-designed 40-story tower offers a panoramic view from all rooms.
2. 450 deluxe bedrooms and suites in Plaza section (formerly Benjamin Franklin) for a total of 715 rooms.
3. Choice location in downtown Seattle and near Monorail that can whisk passengers to the Seattle Center activities (Coliseum, Opera House, Space Needle, etc.) in 90 seconds.
4. Four restaurants and entertainment rooms including the Westlake Room Supper Club and Trader Vic's.
5. Fourteen-level parking garage for 375 cars.
6. The Plaza Ballroom, ten other meeting rooms and three executive board rooms than can accommodate groups from 20 to 880 persons. Up to 600 persons can be accommodated for banquets.

## LEE, HOM, SCHOLARSHIP WINNERS —

A YOUNG Benjamin Franklin Hotel Bellman and the son of an Ilikai Waiter are this year's happy recipients of Western's Bruce Pierce Scholarship awards.

Both young men have received a \$500 boost towards furthering their educational pursuits as winners of the annual scholarships which are available to WIH employees or their children.

**WINNER, LARRY LEE**, Benjamin Franklin Bellman, has been attending Seattle University as an "Honor Program" scholarship award student with an ultimate goal towards pursuing courses at the University of Washington Law School. Twenty-one years old and married with a young son, Larry has supported himself and his family by working as a Bellman and as an Assistant in a Seattle Tax service office. His "spare" time has been spent in attending classes and studying.

Larry has also worked for some months in 1967 as a Houseman at the Olympic. In fact, his hotel-related career began while he was still in high school when he worked as a Busboy (and later as Waiter) at the Benjamin Franklin.

**JOHN HOM**, son of Dong Hom, Waiter with the Ilikai hotel since

1964, plans to apply his Scholarship funds towards furthering his education at the University of Hawaii this Fall.

John will follow a pre-med course at the University. However, he is presently undecided whether he wants to become a doctor or a teacher. He is a recent graduate of Damien Memorial High School in Hawaii, during which he received financial assistance through yet another previously earned scholarship grant, and where his performance had been rated by his instructors as "outstanding".

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

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

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



**WINNER, John Hom** [center] is awarded his \$500 Bruce Pierce Memorial Scholarship check by James Durham, WIH Vice President and Managing Director of the Ilikai. At left is Lee Jenks, Ilikai General Manager, and at right are John's parents, Mr. and Mrs. Dong Hom. Dong is employed at the Top of the Ilikai as a Waiter.



**WINNER, Larry Lee**, dressed in his Bellman's uniform, receives his Scholarship check from WIH Executive Vice President, Gordon Bass. At left is Ralph Van Noy, General Manager of the Washington Plaza hotel where Lee is employed.

# front!

A monthly publication for the employees of

Western International Hotels  
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca ..... Editor

LITHO IN U.S.A.

## President's Corner



Along with official opening ceremonies of the Washington Plaza hotel on June 29th will be the anticipation of its successful operation in the years ahead.

Much of this anticipation will be based on the hotel's heritage which, to a great degree, can be traced back to yet another celebrated "grand opening."

That occasion was the opening 40 years ago of the Benjamin Franklin Hotel in Seattle, now an integral part of the Washington Plaza complex.

From its beginning, the Benjamin Franklin was destined for a bright future under the management of its first General Manager, the late Troy Himmelman, who later became a Senior Vice-president and Director of Western International Hotels.

Included in Troy's staff were Charles Hunlock (Vice-president, retired) as Assistant Manager. Thomas Gildersleeve (retired President of Seattle Olympic Hotel Co.) as a room clerk. Gordon Bass, WIH Executive Vice-president, worked as a desk clerk. Lynn Himmelman's and my own career in the hotel world began in this hotel while both of us attended the University of Washington.

Through the years the staff and management roster of the Benjamin Franklin has included such prominent members of our present Western team as C. R. Lindquist, Joe Mogush,

## COMINGS and GOINGS

At the Anchorage-Westward, Dieter Doppelfield, former Chef Tournant, has been promoted to Sous Chef . . . new appointments to the Washington Plaza include: Heinz Tucek, former Le Portage Restaurant Manager at the Bonaventure to Westlake Room Restaurant Manager; Clifford Brooks, former Head Waiter of the Benson's London Grill to Manager of the Beef Room. Donald Drysdale to Rooms Reception Manager from Assistant Manager; Marc Zanner from Senior Desk Clerk to Assistant Manager; Sam Saleh from Coffee House Manager and Desk Clerk to Assistant Manager and Jack Tachiyama to

Joe Callihan, Harry Mullikin, James Durham, Warren Anderson, Dwight Call, Dan McClaskey, Basil Miaullis and, of course, the present General Manager of the Washington Plaza, Ralph Van Noy.

Under these men and others like them, the "Ben" as it became affectionately known, firmly established a reputation for staff professionalism and an equally proud reputation for quality excellence.

This dual reputation is the heritage that the "new generation" staff will carry with them in their various responsibilities at the Washington Plaza. It is this fortunate and hard earned combination of quality tradition and staff excellence that anticipates the Washington Plaza's success.

We invite you to join with us in extending a warm welcome to the Washington Plaza as the newest member of our Western family!

Edward E. Carlson

President

Western International Hotels

Beverage Controller from Purchasing Agent . . . new Assistant Controller at the Iikai is former Davenport Hotel Controller, Phillip Reed . . . also at the Iikai is the appointment of George W. Hughes as Sales Manager . . . Donald Erlandson, previously Director of Sales at the Continental Plaza, is now Regional Sales Manager for WIH Chicago sales offices . . . replacing Erlandson as new Director of Sales at the Continental Plaza is former Sir Francis Drake Sales Manager, Roger Nicholas . . . former Senior Assistant Manager of the Bayshore Inn, John Egan, is promoted to Executive Assistant Manager . . . Christopher Marker moves from Assistant Manager of the Olympic to Senior Assistant Manager of the Continental Plaza . . . Mike Fleming, former Assistant Controller at the Iikai is named Financial Director at the Dusit Thani . . . former Controller at the Georgia, Alan Don Holmes, is new Controller at the Calgary Inn . . . named as Project Director for the proposed St. Francis Tower is Frank Finneran previously the hotel's F & B Cost Controller . . . new appointments at the Sir Francis Drake include: L. Joe Mathis from Assistant Manager to Purchasing Agent; Norman Howard from Assistant Manager to F & B Controller; John Rollins from Room Clerk to Assistant Manager; William Hall from Room Clerk to Assistant Manager; Kaye Bourbeau to Convention and Tour Coordinator and Salin Dajwod to Manager of Drake's Tavern . . . at the Miyako, San Francisco, Akio Hirao, former Assistant Manager, is new Director of Sales and Carolyn Ng moves from Bookkeeper to Controller . . .

From our International Division, Manuel Woo, former Sales Manager of the Miramar has been named Executive Assistant Manager of the Dusit Thani in Bangkok.

### Correspondents

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

Alameda, Michael Sauve; Anchorage-Westward, Calvin Williams; Antlers Plaza, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Allan Wilde, Benson, Ruth Lawson; Bonaventure, Joanne Pugh; Baranof, Mandy Dodd; Caleta, Marfissa Frias; Calgary Inn, Linda Abercrombie; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Mexico), Carolina Mijares; Caravan Inn, Pat Varner, Carefree Inn, Emma Thrash; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Carol Perry; Georgia, George Pinsky; Guatemala Biltmore, Jorge Senn; Metropolitan Airport Hotel, Inge O'Hearon; The Iikai, Roberta Watson; Imperial Inn, Ian Jamieson; Leopold Analee Brethour; Makaha Inn, Barbara Rickles; The Miramar, Robert Yue; Miyako, S. F., Mary Earley; Northern, Con Carter; Olympic, Fran Vitulli; Palace, Y Yoka; St. Francis Jane Dillon; Sir Francis Drake Ann Trumbull; Space Needle Restaurant, Bobbie Anderson; WIH de Venezuela, Amanda Castillo; WIH Executive Office, Ruth McCloy; Western Service Rose Shaffer; WIH Credit and Accounting, Janet St. Onge and Irene Gelius; WIH N.Y. Sales Offices, Lona Wong; HCA Executive Office, Martha Raho.

## Western News Notes

### 12th Floor Remodel Reflects Quality Image

**THE 12th floor is taking on a bright, bold, beautiful—and youthful new look!**

As we go to press, the handsomely refurbished quarters of the WIH Executive Offices located on the top floor of the Olympic hotel—and often referred to as simply the “12th floor”—is nearing completion.

This major remodeling project, which has been in operation during the past few months, was designed and directed by Rony Dike, Architectural Coordinator for the WIH Development Division.

**ACCORDING** to Dike, however, the project involved a great deal more than merely tearing down walls and reshuffling office spaces.

“For one thing”, he pointed out “a large portion of the floor had been occupied by the Olympic’s House-keeping department, and before we could begin we had to relocate the department in entirely new quarters

similar WIH objects in an informal array.

**AN EXPANSIVE**, open feeling is achieved in the irregular shaped corridors leading off to the various wings that front the partially glass-walled offices. The color scheme that had been previously used, particularly in the red carpeting and dark wood wall panelings relieved by areas of white, still predominates. **Senior Designer, Andrea Freccia**, was responsible for the interior design coordination and the collage arrangement.

Offices on the 12th floor are occupied by most of the Company’s officers and Division heads and staffs.

**THE ENTIRE** project should be completed within the next few weeks. Already the results have achieved a skillful blending of sophisticated elegance with a business world atmosphere that undeniably reflects the “quality image” so ardently pursued by WIH.



Twelfth floor Receptionist, Lolla Lollis, greets visitors from her new desk location directly in front of the floor elevators. Floor offices are located off of main corridor extending both left and right in front of desk.

on the basement level.”

One of the major considerations of the new layout, Dike emphasized, was to design for flexibility so that any future changes could be made with a minimum of expense and effort.

A vast improvement over the old layout is the relocation of the reception desk opposite the elevators. Now the visitors step out of the elevator immediately into the entrance gallery, and are greeted by the receptionist who directs them to their destination.

Planned for the gallery wall opposite the elevators as a focal interest, will be a collage display exhibiting framed property portraits, the national flags of Western’s world and

### Beykovsky Is Manager of Colon Internacional

**THOMAS J. Beykovsky**, former Executive Assistant Manager at the Guatemala-Biltmore and the Camino Real-Guatemala, has been named General Manager of the Colon Internacional in Quito, Ecuador as announced in May by WIH President, Edward E. Carlson.

Beykovsky has lived in Ecuador and the capital city of Quito for several years and attended school there. He joined WIH as Assistant Manager of the St. Francis hotel in 1960 and has also worked in the Space Needle Restaurant in Seattle.

### “Planning” Tells Theme For WIH Sales Team

**“PLANNING For Sales Action”** was the working theme of the second annual WIH Sales Division Workshop held this year at the Antlers Plaza on May 18-22.

In attendance during the four-day work sessions were over 50 Western sales representatives from hotel and regional sales offices throughout the U.S. and Canada and including three sales staff members from Mexico. Great Britain’s Trust Houses hotels were also represented by Colin Ganderton, Group Manager, Marketing Services of Trust Houses, Ltd.

**UTILIZING** a workshop format, the sales staffers, after the initial group sessions, were assigned to smaller working units. Members of these individual discussion groups participated in the solutions of specific sales situation assignments. Reports on the findings of each group were then reported each following day by a unit chairman in group session for further discussion. Altogether, there were five reporting groups.

“Our first annual meeting, last year,” said Bill Newman, General Sales Manager for WIH, and workshop Chairman, “allowed us to become better acquainted with each other and with our ‘basic product’,—Western International Hotels. This year we had an opportunity to get down to specifics on our company-wide sales efforts”.

**ACCORDING** to Bruce McKibbin, WIH Director of Sales, primary emphasis of the workshop sessions was an attempt to develop and refine sales techniques to do a better selling job. This included discussions on organizing and planning hotel sales efforts, determining hotel sales and marketing objectives, developing sales techniques including better communications in all areas, and exploring the role of advertising and public relations in the marketing mix.

Workshop members were requested to make brief reports on the current job descriptions of their sales department personnel along with a hotel profile report (facilities, etc.) and business needs for the benefit of others in attendance.

**A SIMILAR** sales workshop meeting for the WIH de Mexico properties will be held at the Camino Real, Mexico City, from June 4 to 6. McKibbin, Newman and Willis Camp, WIH Director of Advertising, all of the Seattle offices, will be participating.

# Front! News Pictorial



**FIVE-YEAR PIN-UPS.** Celebrating their five-year anniversary with WIH and the Ili-kai and presented with their five-year pins by General Manager, Lee Jenks [Upper left] during the mid-April staff meeting are [front row] Lucy Lagapa, Bridgit Raymond, Emiko Yoshida, Juanita Ranan, Mary Maeda. Top row: Lee Jenks, Ernest Oya, Nora Yoeman, Stella Chang and Wallace Stevens.



**WINNIPEG INN MEET.** Another in the current WIH Sales Division person-to-person meetings scheduled a recent session with Winnipeg Inn staff members in Seattle last April. From the Winnipeg Inn—in the photo above from left—were J. S. "Sandy" Irwin, recently appointed Director of Sales for the Inn and [right] Arthur Oades, Project Manager. In center is Willis Camp, WIH Director of Advertising. The group discussed initial sales, advertising, public relations and related plans for the property, which is now under construction in Winnipeg.



**PASTRY "CARPENTER."** Fritz Schlatter, Olympic Pastry Chef puts the finishing touches on a wishing well, created almost entirely with pastry, for display in the Olympic lobby promoting the annual Children's Orthopedic Hospital fund drive.



**PUERTO VALLARTA BRIEFING:** With the aid of an artist's rendering, Enrique Meyer, Project Director for the Camino Real in Puerto Vallarta, points out some details of this luxury property to an interested audience at WIH Sales Division offices in Seattle. Accompanying Meyer for the presentation briefing was Ulrich Schwartz, recently appointed General Manager for the property, which is scheduled to open in November.



**PUT ON ICE.** Ice carvings of the Benjamin Franklin [top] and Washington Plaza [bottom] hotels were the unique centerpiece attractions greeting the hotel employee members attending the annual Awards Dinner in late March. The Benjamin Franklin carving was created by Sous Chef Bob Le Bow and the Washington Plaza was the work of Executive Chef, Klaus Zander.

## Winners Circle



THE TWO BEAMING FACES above belong to [left] Eddie Genhart, Westside Room Sous Chef and Fred Bishop, Westside Room Maitre d', both of the Century Plaza. The two have recently been honored by the Restaurant Waiters Association upon presentation of the "Silver Circle Award" for the Westside Room's excellence of food, service and decor."



WITH HIS NAME already engraved on the the hotel's Thurston-Dupar Inspirational permanent trophy, Ray Siciliano [right] Bell Captain for the Sir Francis Drake receives Award plaque and congratulations from the hotels General Manager, Dave Plant.



FOR THE SECOND YEAR in succession, William G. Bryant, General Manager of the Hotel Georgia, is honored as the "Hotelman of the Year" as voted by the members of the Northwest Commercial Travelers group of B. C. Bryant [left] accepts his award plaque from Mr. Bob Pippus, Vancouver Manager of Avis Rent-a-Car.

## B.C. Group "Operates" Hotel For A Day

HOW WOULD you like to manage a top hotel property for a day?

This was the opportunity given Murray Atherton, graduate student of the B. C. Institute of Technology's hotel, motel, restaurant and management course, at the Bayshore Inn recently.

Murray, as acting "general manager" working with Bayshore General Manager, Peter Hudson, learned first hand as did 16 other B. C. graduates, the inner workings of the hotel's operations. (A similar sized group from the B. C. Institute duplicated this same experience at the Georgia that same day.) Each of the graduates worked alongside a department head for a full day's shift.

"The idea is that the students get a full insight into the routine of a day's operation," said Hudson. But he also added, "the students also provide new eyes and new thoughts for our department heads. And at the end of the day we all got together over coffee and kicked around what everyone had learned".

A FEMALE student who wound up working alongside Executive Housekeeper, Margaret Williamson, admitted she was thrown by the sheer detail of the job. "There seems to be a thousand and one things that have to be done," she said.

Miss Williamson agreed but noted, "It's important for a hotel guest to get good service and have it provided by a pleasant staff. With 331 rooms, making sure that that happens keeps you busy".

Another student who bravely plunged into the organized confusion of the kitchen to learn the culinary ropes from Executive Chef, Everett Miller, remarked, "I think the teamwork that I've seen here today impresses me most . . . everybody works together".

Konrad Steger, Front Office Manager, in summing up the student visit commented, "These young people are all bright. They have all the theory but it takes involvement in the day-to-day operation to teach them how to really operate . . . and that's what they're learning today".

A WEEK or so later this same graduating class of 32 students were guests of WIH offices in Seattle and had an opportunity to tour the Washington Plaza and the Space Needle as well as Western Service and Supply offices.

## EDITOR'S INN BASKET

We pass on these complimentary words picked up from an article in INDOORS, the journal of the WIH affiliated Trust House Group in England. The article, written by Miss Ida Payne, Publicity Manager for Trust Houses, related incidents from her round-the-world business tour last winter. Says Miss Payne, in retrospect, upon encountering her first WIH property in American soil — the Ilikai in Hawaii—"This was a Western International Hotel. To those of us in Trust Houses who have visited any of these beautiful hotels, that is sufficient description. To those who have not we can only say, 'Go west, young man!'. Appointments, decor, hospitality, food, housekeeping, entertainment are all of the highest quality".

These words from a member of a hotel group internationally recognized for its own quality reputation are indeed gratifying. But, like they say—"it takes one to know one!"

\* \* \*

From the Continental Plaza we learned that the hotel's former Director of Sales, Don Erlandson, has been elected President of the Illinois Chapter of the Hotel Sales Management Association.

Worthy projects now being conducted under Erlandson's supervision include an educational program for all area hotel sales personnel on modernized methods, techniques and approaches to increasing revenue and a "speakers bureau" which sends members to High School Career Day events to address and interest youngsters on hotel biz.

\* \* \*

A renovation note from the Caravan Inn informs us that 26 of the ground floor guest rooms have been made into terrace rooms affording guests an extra dollop of Arizona sunshine in complete outdoor privacy. They are also in the process of redecorating many of the rooms and have added 80 new color TV sets (which proves this delightful resort hotel also caters to indoor types, too.)

\* \* \*

Friends of Michael Wrob, the very popular and talented pianist (who was with the Bonaventure's Le Castillon Dining Room since its opening) will be pleased to know that he is packing 'em in at another WIH sister property. As of April 1 he has been performing his piano magic in the Crown Room of the Palace Hotel in Tokyo.

## FRONT! SPECIAL FEATURE

# How Your Hotel Operates

## GUEST SERVICES

**T**HIS is the second in FRONT!'s current series exploring the behind-the-scene operations and activities of the various, WIH hotel departments.

In this article, FRONT! concentrates on the Guest Services department — bellmen, doormen, lobby porters, etc. — detailing their responsibilities contributing towards a hotel's operation success. [Appreciation goes to Superintendent of Services, Henry Wong, and his excellent staff of the Bayshore Inn and to Matt Stack, Superintendent of Services for the Olympic for their helpful assistance in preparing this article.]

A CAR pulls up to the main entrance of the hotel.

Perhaps it is a station wagon with a family on a vacation trip; a taxi with a lone businessman recently arrived from the airport; a young couple on a holiday or honeymoon; or a crowded airport limousine.

In any case, these people usually have one thing in common. They are weary from travel, somewhat apprehensive and restrained and quite often strangers to the community and the hotel.

They are met at the hotel entrance by the doorman in his resplendent, perhaps somewhat awesome, uniform.

**THEN . . . the doorman smiles warmly as he offers a friendly greeting. His attitude is one of helpful assistance. Immediately, for the guest,**

all doubts and anxieties are dispelled and replaced with a feeling of relief and renewed anticipation. This simple indication of welcome, of being put into good hands sets the mood and expectations for the entire visit. The fortunate guest has entered into Western's "people make the difference" world.

### WELCOMING RESPONSIBILITY

As with all WIH hotel properties, it is with members of the Guest Services Department that a guest's first contact with the hotel's staff is usually made. Whether it is the doorman or bellman, the role as initial welcoming host is his responsibility. Perhaps this responsibility at Western is best illustrated by Henry Wong, Superintendent of Guest Services at the Bayshore Inn, in expressing the particular attitude of his department. Says Henry, "We don't push guests . . . we try to treat them as we would a close relative. We want to make them feel genuinely welcome for whatever their length of stay".

**THIS ABILITY** to make guests "feel welcome" is only one of the qualifications requested by Henry of his crew. A pleasant personality, is, of course, also essential. In addition each staff member must appear well groomed at all time, he must be alert and "walk smartly". Henry also in-

sists that a staff member must have been a resident of the city for at least 3 or 4 years as a hire qualification. The reason for this is to satisfy often-asked guest inquiries as to what to do, where to go and how to get there within the community . . . information that only a well-acquainted resident would usually know.

### SERVICE STAFF

The typical guest service staff in a Western hotel will include the following as headed by the Superintendent of Services: Bell Captain, Bellman, Doormen and Lobby Porters. This complement may vary in size, and somewhat in job classification, depending on the hotel's operations. For instance, at the Bayshore the Valet staff comes under the jurisdiction of both Housekeeping and Guest Services. At the Olympic and other properties Garage Porters are included, and still in other properties Elevator Operators and the Shoeshine man are listed.

**THE Superintendent of Services acts in an administrative capacity responsible for the entire operation. He handles staff assignments, payroll, employment, attends staff meetings, sees to it that his staff is well groomed, operates efficiently and maintains service and operational standards. He is also responsible for resolving guest complaints as to misplaced luggage, etc. and for handling any special guest requests.**

A Bell Captain is a senior Bellman with added responsibilities and is the responsible member when the Superintendent is off duty or on relief.

## GUEST SERVICES . . . A Warm Welcome, Attentive Service



"WELCOME TO WESTERN!" Bayshore Inn Doorman, Doug Edgeworth, greets an arriving guest as he opens the car door at the drive-up entry.



"I'LL HAVE YOUR LUGGAGE BROUGHT UP". Bellman, Stan Yip, loads his cart with arriving luggage as guests enter lobby to register.



"GOOD MORNING, SIR". Doorman, Brian Wade holds open the hotel's entry door inviting the guest into the lobby.

### BELLMEN DUTIES VARY

Both the Superintendent of Services and the Bell Captains perform Bellmen's duties. The Bellman's prime responsibility is in the all-important service of rooming the guest. This includes hand carrying (or by cart if luggage is excessive) the guest's luggage to his room. With his room key he opens the guest's door, invites the guest in and follows behind. He sets up luggage racks, hangs up clothing bags, gives a brief but precise explanation of such room services as the operation of the color TV, the phone message light, the electric blanket and other room equipment. He checks the bath and room for general condition and sees to it that the guest's needs are answered and that he is made to feel comfortable in his new surroundings. He may offer suggestions for additional hotel services of possible guest interest such as a baby-sitting service for a family group. He also acts as a "salesman" informing the guest of the hotel's restaurants, lounges, etc. and suggests WIH reservations for his next stop.

WHEN everything is put in order to guest satisfaction, he leaves.

This is not, however, the last service a guest may receive from him. Telephone messages, telegrams, flowers and special mail may be delivered to him by this Bellman during his stay. And, of course, when he checks out it is the Bellman who brings down his luggage to the lobby and loads it into his car often with the assistance of the Doorman.

Most properties follow a standard assignment procedure for servicing a check-out guest. Bellmen are sta-

tioned at specific locations in the hotel lobby in a rotation arrangement. Unless specifically selected by a guest, or otherwise occupied, the Bellman awaits his turn to service the arriving guest and upon completion of this routine falls to the end of the line until he has worked his way once again up to the Front Desk.

### DOORMAN IS GUEST GREETER

For arriving guests the Doorman presents a hotel's first impressions representing what is to be expected inside. His uniform may reflect the particular image or unique qualities of the hotel. His attitude may indicate its service and hospitality standards.

The Doorman's principal role is to act as guest greeter, to take charge of unloading the luggage from his car, to assist him in parking it, and to usher him into the lobby towards the registration desk.

THROUGHOUT the day and evening he is also available to call cabs for guests, receive cabs, limousines and airport and tour busses, and, in some properties, assist in arranging for private transportation (car rental, etc.) upon guest request.

Perhaps even more than the Bellmen, he must be a fountain of local information answering such guest inquiries as to what movies are playing in town to a positive confirmation as to when it will stop raining!

### OTHER STAFF DUTIES

Of least guest contact is the position of Lobby Porter. He is mainly responsible for lobby maintenance — cleaning ash trays, picking up trash, etc., runs errands for various department heads, picks up guest and hotel

mail at the post-office and performs other duties as assigned.

THE Garage Porter assists guests who have parked directly in the hotel garage with their luggage and also assists those guests arriving at the garage by airport bus.

The Elevator Operators' duties are self explanatory, and the Valet members are primarily concerned with the pick up and delivery of guest laundry and dry cleaning and fulfilling guest requests for ironing boards, etc.

### GROUP BUSINESS HELP

Group business, such as tours, conventions, etc., pose a special challenge to the Department . . . how to get all members individually roomed with efficiency and a minimum of confusion. Because of the frequency of this type of business in most WIH properties, a smoothly functioning system has evolved.

Arriving tour group luggage, for instance, is premarked by the guest for room delivery and is systematically delivered by cart according to floor. A reverse process is used for check-out. Bellmen are assigned specific rooms or sections and are held responsible for luggage deliveries and removals.

IN MANY properties Bellmen are also called upon to assist in the merchandise and equipment delivery and set up of sales rooms and displays other than those presented in the hotel's public rooms.

THE Guest Services Department then is just what the name implies. Throughout Western that name takes on an extra quality . . . a quality that is exhibited daily by top, professional Guest Service people who "make the difference".

## . . . And A Farewell Invitation To Return



"PLEASE FOLLOW ME". Bellman, Kim Mah, prepares to carry the guest's luggage up to his room.



"SHALL WE PUT THEM IN THE TRUNK?". Bellman Stan Yip and Buddy Leong ask the departing guest for baggage loading instructions.



"GOODBYE . . . THANK YOU FOR STAYING WITH US AND COME BACK AGAIN". Doug Edgeworth closes car door as he bids farewell to the guest leaving the hotel.

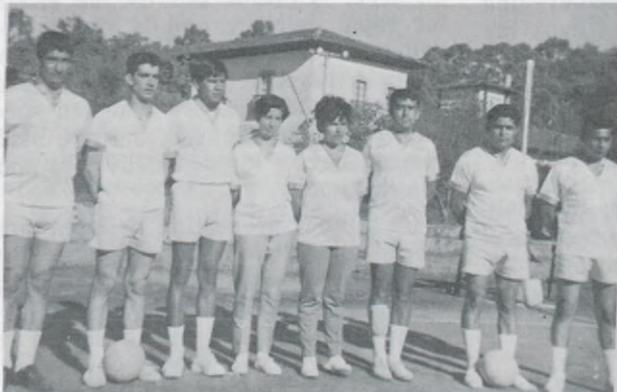
# FRONT! INTERNATIONAL



**GOLD STAGE-COACH PINS [Diligencia]** were awarded the Guadalajara Camino Real employees above who have had ten or more years' service with the hotel during awards ceremonies in April. From left are: Amador Soltero, Bellboy; Alicia Parra, Maid; Enrique Rangel, Managing Director; Carmen Godinez, Maid; Flaviano Ramirez, Maintenance; Enrique Armas, Maintenance; Carlos Alvarez, Bellboy; Luis Padilla, Waiter; Ildefonso Rodriguez, Maintenance; Salvador Mendez, Waiter and Jose Borrayo, Cook.



**MOK PANG** joined the kitchen staff of the Miramar's Ondine Dining Room as Cook two years ago when the new Plaza Wing opened.



**THE POSADO de DON VASCO** volley ball team is a real team effort which includes the Hotel Manager and two members of the fairer sex in its line-up. The team above from left are: Jose Bermudez, Restaurant Waiter; Ernesto Barberi, Jr., Hotel Manager; Arturo Razo, Purchasing Agent; Soledad Villegas, Floor Supervisor; Hortensia Magana, Controller; Alfredo Vega, Front Office Clerk; Luis Martinez, Bartender; Francisco Camacho, Steward.



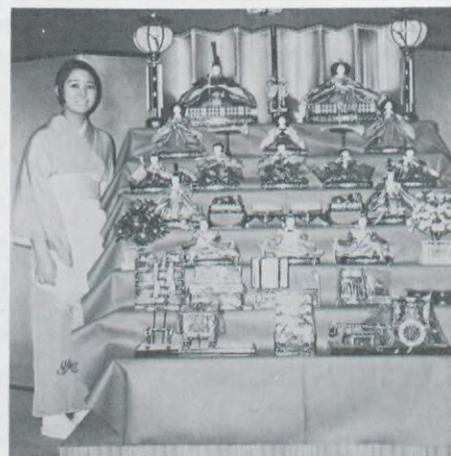
**THE "CR"** Camino Real, Mexico City, symbol decorates the handsome uniforms of this attractive group, Waiters and Waitresses of the hotel's bars; the Maria-Bonita, the El Dorado night club, the Azulejos, the Ruleta and the La Huerta.



**A COCKTAIL PARTY** honoring the visit of WIH Senior Vice-president, Willard Abel and his wife was hosted recently at the Avila Hotel in Caracas by Hotel President and President of WIH de Venezuela, Rinaldo Herrera. From left above are honored guests Mr. and Mrs. Abel with Herrera. Abel was in Caracas to attend the fourth annual WIH de Venezuela Managers Meeting.



**TOURING THE CONSTRUCTION** of the Dusit Thani Hotel in Bangkok in April are from left in front: Somphot Piyaoui, Assistant Manager Dusit Thani Corp., and J. W. Keithan, WIH Vice-president; [rear] Warren Anderson, Dusit Thani General Manager; Gilbert Osuga, Architect for the Dusit Thani Project and WIH President, Edward E. Carlson.



**HINA MATSURI OR "DOLL FESTIVAL"** is observed annually on March 3rd throughout Japan. This elaborate collection was displayed at the Palace Hotel's Swan Restaurant topped with doll figures representing Japan's Emperor and Empress. The real live "doll" at left of the display is Chiemi Kirokoshi, Restaurant employee.

## Front! Family Features

### RECIPES I LIKE BEST

Executive Chef Wolfgang Goudriaan took the long way around to reach the Calgary Inn.

Although born in Rhineland, Westphalia in Germany his family moved to Holland when he was a youngster and it is here that he was raised and trained in his profession.



CHEF GOUDRIAAN

After 3 years in a hotel trade school in Rotterdam, Wolfgang served a 2 years' apprenticeship in Holland following which he went to Canada. His stint of 2½ years was spent in Vancouver at the Harrison Hot Springs resort kitchens.

He then decided to return to his European homeland — to Germany — where he added to his culinary talents in some of the finest dining rooms in Frankfurt and Berlin.

The attractions of Canada had cast its spell, however, so once again, in 1964, he returned to Vancouver. Here he joined the staff of Western International Hotel's Bayshore Inn under the supervision of Executive Chef, Everett Miller.

In October 1968, the greatly traveled Goudriaan finally reached the Calgary Inn (and is currently delighting the Hotel's restaurant diners) with his appointment as Executive Chef.

#### MEDALLIONS a' I ESPAGNOLE

##### Ingredients:

- 4 3½ oz. tenderloin tips
- 1 ripe peeled tomato (no seeds)
- dash of madeira wine
- 1 tsp. shallots
- 3 oz. of chicken livers
- dash of chopped parsley
- dash of brandy
- 4 mushrooms sectioned
- egg plant breaded size of tenderloin tips

##### Method:

Saute chicken livers, season and make a paste. Saute shallots slightly, add the chopped tomato, reduce. Then add the Madeira and reduce again. The chicken liver paste is blended in with the mushroom sections. Smooth sauce with basic Espagnole sauce. Finish off with Brandy. Add pepper. Put the medallions on top of deep fried egg plant and top with sauce, add freshly chopped parsley at the last moment. Garnish with fresh parsley, saffron rice, vegetables of your choice.

### MEMORY MAP

#### WIH Southeast Asia World

Three of the Orient's most exotic and colorful cities are visited this month in our continuing tour of Western's international properties.

Our hotel visits begin soon after we set down in Hong Kong's Kai Tak International Airport and a few minutes later we have registered at the—

1. **MIRAMAR** Hotel in the Kowloon sector of Hong Kong. From here our flight takes us to one of the Orient's most fascinating cities . . . Bangkok, Thailand and the . . .
2. **DUSIT THANI** Hotel now under construction. We continue flying south again to Singapore Island and the recently announced WIH hotel under construction in Singapore, the . . .
3. **SHANGRI-LA**



### Back of the House with Bertha Merrill

Executive Housekeeper, Leopold Inn

Each month FRONT! will feature a guest Housekeeper columnist from throughout WIH. This month's guest is Bertha Merrill, Executive Housekeeper of the Leopold Inn.

#### COVER-UP

To cover black or gray finish scratches on furniture, such as the new Mediterranean-style pieces, the airplane or model car-type dull finish paint does a much better job.

#### SWIMMING POOL RING

To clean the dark rim which seems to form around outdoor swimming pools, we find a paste cleaner is the best product to use for removal.

#### EASY DUSTER

A washable dust mop is an easy tool to use for dusting walls, doors, and baseboards in long corridors.

#### ECONOMY NOTE

Most laundries use a paper filler between sheets when folding. Save and use in bottoms of wastepaper baskets instead of buying paper specifically for this use.

#### LOOK—NO FINGER PRINTS!

Look for a new product out now for cleaning glass doors and windows which is not susceptible to finger marks.

### Cartoonist Needed!

For the past 3 months FRONT!'s Family Feature pages have been enlivened by cartoon contributions from Connie Purdy of the WIH Accounting Center offices. Now Connie has left the Company (to go back to school) leaving FRONT! cartoonist-less.

Now, FRONT! is searching for a replacement . . . with pay! (well, \$15.00 per, anyway). So if any of our Western wits with a gift of gag and a good drawing arm would like to give it a try, there may be fifteen bucks in it for you (plus the heady experience of being published in a guaranteed circulation magazine, yet!)

Wanna' try . . . here's the rules:

1. **Submit your cartoon idea with gag line in sketch form on an 8½ x 11 sheet of paper.**

2. **Cartoon ideas must be related to the hotel world and must be of a generally understood nature (no "in jokes" or ideas relating to specific people).**
3. **The winning cartoon idea will be returned to the originator for completion as a finished ink drawing for publication.**
4. **No unaccepted cartoon ideas will be returned (unless specifically requested) and will become the property of FRONT!**
5. **A check for \$15.00 will be paid for all cartoons accepted and published.**

Look around you and start working up some ideas now. Send in your cartoon ideas to: Editor, FRONT!, Western International Hotels, The Olympic, Seattle, Washington 98111.

# Front! Photo Album

The FRONT! Cameraman clicks and . . .



**GETS SOLD** on the Benson from this Sales Department trio: Ron Spellacy, Sales Manager; Pat Fisher, Sales Secretary; and Jerry Pauley, Director of Sales.



**LISTENS IN** on a Makaha Inn & Country Club confab among [from left] Assistant Managers Peter Sun and Michael Corrigan and Executive Secretary, Dorothy Crowe.



**SURPRISES** Alice Cicognani WIH Executive Office Secretary to F & B Division Director, Joe Callihan.



**ENVIES** the "good life" displayed by Norma Whitson, Secretary in the Northern's Catering Office.



**IS IGNORED** by the Bonaventures F & B Director, Victor Cameron [left] and Assistant F & B Manager, Ted Lennon.



**CONGRATULATES** Alan Troupe of the Leopold Inn on his recent promotion from Clerk to Chief Clerk at the Front Desk.



**INTERRUPTS** WIH Sales Division Office Secretary, Doris Odum, as she proof reads her typing.



**CATCHES** WIH Accounting Center's Irene Blood at her early retirement party and just before she is presented with a farewell gift by WIH Treasurer and Assistant Secretary, Frank Reid..



**IS STARTLED** by Chef Lou Capilla's "hippie" wig during the Miyako [S.F.] Awards Dinner as he receives his 15-year pin from General Manager, Chuck McCaffree.



**ORDERS** a second cup [no cream] from Calgary Inn Coffee Shop staffers Katarina Granato and Sarafina Legista.

## EASTER ALBUM



At the Georgia, bright-eyed and floppy eared, Jill Martin, Front Office Info Clerk, entertains two small guests.



At the Bonaventure, Reservations - gal - turned - Easter - Bunny, Diane Beaudet dispenses eggs to visiting kiddies.



At the Bayshore, two young visitors pose with "Harvey," the outsized and toothsome lobby Easter bunny.



At the Sir Francis Drake, Starlite Roof Room Manager, Malcolm MacGregor assists an egg-carrying bunny friend.

## The Countries of Western's World

## SOUTH AFRICA

ENCOMPASSING the southern tip of the African continent, the Republic of South Africa offers a wealth of variety and scenic attractions to match its wealth in gold and diamonds, for which it is famed.

It offers thriving steel and concrete cities as modern as any in the world and primitive tribal villages with a history tracing deep into Africa's past.

It offers centers of cultural and business sophistication that neighbor vast areas of untouched wilderness abounding with wild life in its native habitat.

Over all, the country is blessed with a uniform temperate climate with abundant sunshine and an even distribution of rainfall. These ideal conditions have provided visitors with a bonus attraction in the myriad of exotic flowers, trees and plants that gives much of the country the look of a garden wonderland.

Its vast shoreline, stretching from the Atlantic to the Indian Ocean, is dotted with idyllic resorts offering incomparable surfing, swimming and fishing. Inland there are towering snow-capped mountains, fertile plains, tropical sugar cane fields and the bush country which contains some of the largest game sanctuaries in the world. This includes the renowned "zoo without bars", Krueger National Park sprawling over 7,340 square miles of virgin bush country. In this primitive area, visitors can almost like Dr. Doolittle, converse with the animals—lions, elephants, zebras, etc.—from the safety of their car as they roam freely throughout the area. Krueger is just one of several game and wildflower reserves open to visitors.

SOUTH AFRICA has three capitals. Pretoria is the administrative capital and the seat of government where all state departments have their headquarters. It is also known as the "Jacaranda City" because of the thousands of these trees with their spectacular blooms that dot the city.

Capetown is the Legislative Capital, seat of the legislature, and ranks with Hong Kong, Rio and Naples as one of the great scenic cities of the world and is the country's greatest seaport.

Bloemfontein is the Judicial Capital,

seat of the Appellate Division of the Superior Court and is located geographically, in the center of the Republic.

OTHER IMPORTANT cities include Durban, Port Elizabeth, East London, Pietermaritzburg and, of course, Johannesburg, its largest and busiest commercial center with a population of over a million people.

Johannesburg is literally built atop the fabulous gold mines which created it when gold was discovered on the spot in the 1880's. The city is still known as the "Golden City" and today it is South Africa's financial, commercial and cosmopolitan capital. It is here that the Carlton Centre is being developed and where Western's 30-story Carlton Hotel is now under construction.

One of the most unique tourist attractions in South Africa are the conducted tours of its diamond mines. The most famous of these are the De Beers mines located in the city of Kimberley which offers surface tours twice daily during week days.

Tourists are also attracted to the Bantu tribal areas of Zululand and the Transkei to view the tribal life and colorful native festivals and dance ceremonies.

AGRICULTURALLY, South Africa is highly productive with vast cattle and sheep ranches, vineyards producing some of the finest wine products in the world, wheat and corn fields, fruits of all varieties, cotton, and ostrich farming forming some of the principle crops.

English and Afrikaans are South Africa's two official languages. The unique Afrikaans language developed from the 17th century Dutch settlers who were among the first to settle the country in 1652. The bulk of the white population is descended from Dutch and British settlers, and to a lesser extent from French, German and other Western Europeans.

THE almost endless attractions of this spectacularly beautiful country combined with jet-age convenience have made South Africa a popular "in" place for knowledgeable globe trotters. Its dynamic commercial and industrial activity have also found an equal attraction for world businessmen.

## Hotel Profile

### Metropolitan Airport Hotel

... When the Metropolitan Airport Hotel in Detroit opened its doors to the public in May 1968 it marked a new jet-age concept in Western hospitality. It was the first Western property to be located within an airport complex, operated as a joint venture between WIH and Host International Inc.

In slightly over a year of operation the concept has proven its successful appeal. For thousands of air travelers, and especially for today's business "jet-set", the Metropolitan is firmly established as a welcome haven of gracious hospitality and luxury accommodations conveniently located just steps away from flight terminals.

THE 5-STORY building, a gray stone structure with large picture windows overlooking the landing field, is located on the upper ramp between the two existing terminals. Arriving guests can walk to the hotel's entrance by covered walkway from either terminal or, if they prefer, can ride the electric cart Jet-Ney, which also transports his luggage, directly to the lobby desk.

Each of the 200 guest rooms and six suites offer such "downtown" niceties as color TV, electric blankets, large oversized beds, and direct dial telephone to Detroit that eliminates long distance charges. All of the deluxe hotel services are also at his command including room valet service, quick laundry service, ice and mix dispensers on every floor, ironing boards, sewing kits, baby sitters, 24-hour room service, and courteous, efficient Bellmen to do his bidding.

AN OUTDOOR swimming pool, located on the terrace overlooking

the runway, is open from May to September with swimming caps and disposable slippers provided.

For his dining enjoyment the Innkeeper Dining Room and Cocktail Lounge, decorated in the warm atmosphere of an old English inn, provides for a quick snack or gourmet dining. From the panoramic restaurant windows, diners can view runway activity and at night the shimmering runway lights add its own special quality. The Innkeeper operated by famed Host International features prime ribs, lobster and steaks served by waitresses dressed in colorful Beefeater costumes. The airport itself offers two large coffee shops, several snack bars and four lounges.

ESPECIALLY appealing to time-pressed travelers is the hotel's instant check-in and also speedy check-out service. Room reservations may be pre-registered and the guest just picks up the keys at the front desk and can go to his room immediately. A check-out card is provided in each guest room to be filled out by the guest for later billing if desired.

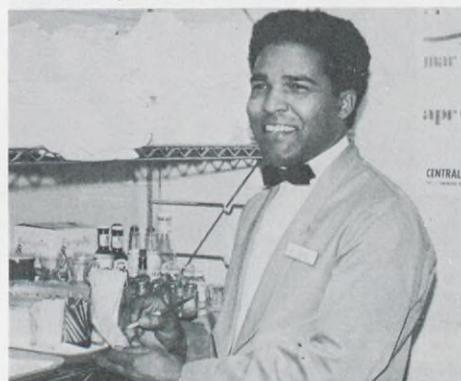
The Metropolitan Airport Hotel is also a popular location for meetings and conferences. It offers three wood-paneled executive conference rooms opening into a large banquet hall accommodating groups from 20 to 300 persons. All meeting rooms are fully equipped for black-board, movie, or sound presentations. Adjoining the Innkeeper restaurant is the Emerald Room offering meeting or banquet facilities for 75 people.

CATERING to the special requirements of the airline traveler and businessman is the responsibility of the speedily efficient and friendly Metropolitan Airport Hotel staff. Some of the members are shown here.

## METROPOLITAN AIRPORT HOTEL



Pretty Donna Carl is the PBX voice of the Metro Airport Hotel.



Smiling Earl Shelton is hotel Room Service Waiter.



Accounting Department twosome are Gail Wright [left] and Lynda Switzer.



Hotel Bellmen service is very ably performed by [from left] Tom Gamble, Manuel Sheppard, Jack Noble, Treas Johnson and, Director of Services, Clarence Bradley.



Front Desk lineup from left: Donna Bradley, Cashier; Shirley Bogusz, Front Desk, Shirley Leabu, Reservations and Bernice Darmofal, PBX.