



Carlton Opens - Receives First Guests On October First

IN its unique, wedge-shaped architecture, size, decor and facilities, it was like nothing ever seen before in South Africa . . . or perhaps, in the entire African Continent!

After six years in the making, the citizens of Johannesburg could point with justifiable pride to its newest landmark, the now completed Carlton Hotel. Though official "grand opening" ceremonies were not scheduled until late November, the first registered guests were being accommodated as of Sunday, October 1st.

Heli Cabeiro, Our Man At The Olympics!

WHILE most of us watched the recent XX Olympic events in Munich on our TV sets, **Heli Cabeiro**, Director of Marketing for WIH de Guatemala, was viewing it from a more privileged position — as a participant!

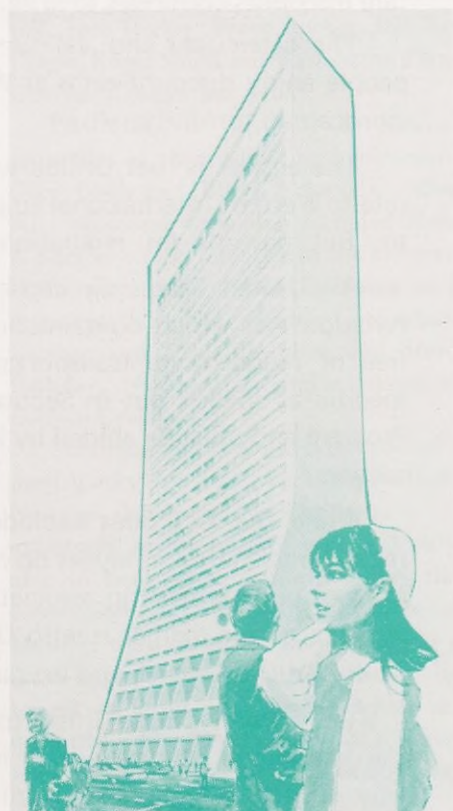


He was not directly involved in any of the competitions, however. Instead, he had been selected as one of 23 members to referee the Olympics' judo events. The group of referees included only one other Latin American — Mr. Rufolf Hermanany of Brazil.

According to the selections committee, it was Cabeiro's past performance record and brilliant sports career that qualified him for this Olympics responsibility.

A judo expert in his own right, the powerfully built young man has participated in a number of major judo events including: participation in the Pan American Games in Guatemala in 1965 and in Puerto Rico and Brazil in 1970, participation in the Central American Judo Championship in Puerto Rico in 1966, participation in the Worldwide Judo Championship in Mexico in 1969, at the Pan American

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CARLTON HOTEL—Artist's rendering

These registered guests were not the first to stay at the Carlton, however. For three days during the week previous, a number of non-paying "guests" had been invited to stay at the hotel as a trial-run test. Then on Friday evening, September 29, these guests joined a crowd of some 1,000 persons who had been invited to a preview cocktail/buffet reception presented in the Carlton's Ballroom to celebrate its public pre-opening.

As the Hotel's first social function, the gala affair proved an unqualified success in its presentation. Drawing the particular approval of the preview guests was the magnificent illuminated buffet and the musical entertainment by the Johannesburg "Pops" orchestra.

As impressive as this function was, however, the real star of the show was the Carlton itself.

ITS sleek, white concrete exterior thrust 30 stories into the Johannesburg skyline, a sharp contrast to the lively, colorful warmth of the hotel interior. Its 603 guest rooms, including 60 suites, are handsomely decorated and comfortably appointed with the most modern and luxurious facilities. Its three exciting restaurants serve superb cuisine in a choice of atmospheres . . . the nautical air of "The Three Ships," the colorful Latin tempo of the "El Gaucho," and the inviting warmth of a Dutch kitchen in the "Die Koffiehusi" coffee shop. Its five completely different cocktail lounges range from the sophisticated "Top of the Carlton" to the informal "Pool Deck Bar" overlooking the rooftop swimming pool and surrounded by a lushly-landscaped garden.

The Carlton also "stars" as South Africa's largest and most fully equipped hotel meeting and convention center. From banquets and business meetings to product shows and conventions, its nine function and exhibit rooms can accommodate from 12 to 1,200 persons. (The Ballroom is the largest on the African continent!) The hotel also provides parking for up to 2,000 cars.

While the Carlton's facilities include the usual services (barbershop, hairdressers, newsstands, etc.) it is also surrounded by shopping malls in several levels catering to almost any guest purchase needs.

But more than any of these guest conveniences, facilities and services, it was the high caliber of the Carlton's staff that guests found the most pleasingly impressive. They encountered a staff of dedicated people, well trained in the WIH tradition for friendliness, courtesy and service professionalism.

On behalf of all WIH people, Front! extends its best wishes and a proud welcome to our newest family member and to General Manager **Joe Guilbault** and his "people make the difference" staff.

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

Promotions at the Continental Plaza include: **Fred Mawer** from front office manager to Senior Assistant Manager; **Tom Parvaneh** from assistant manager to Front Office Manager; named Assistant Manager is former rooms manager, **Elizabeth Killings**; **Robin Norris**, formerly Cantina Manager, is transferred to the Front Office; **Richard Stoeppler**, formerly in the front office is named Assistant Executive Steward . . . **Bodo Lemke**, formerly director of F&B at the Century Plaza is named that Hotel's Director of Catering & Convention Services . . . former catering manager **Karl Reiseck** is named F&B Director of the Calgary Inn.

Transfers

Former Accounting Trainee **Donald Anderson** moves from WIH Accounting services center to the Crown Center as Assistant Controller . . . named Assistant Controller for the Hotel St. Francis is former WIH accounting center trainee, **Fred Kraus** . . . appointed Director of Rooms for the Crown Center is **James F. Wilson**, formerly assistant director of the WIH rooms division . . . **Carlo Morelli** is named Director of Catering for the Crown Center from catering and room service manager at the Houston Oaks . . . named as Beverage Director for the Carlton Hotel is former bar manager at the Calgary Inn, **Walter Chell** . . . from the Calgary Inn to the Carlton Hotel as Sous Chef goes **Klaus Backmann** . . . **Chris Lucas** moves from catering consultant at the Continental Plaza to Catering Consultant for the Carlton Hotel . . . **Louis Zalesjak**, formerly with the Dusit Thani, is named Restaurant Manager for the Carlton Hotel.

New

Joining the WIH Accounting Center are **Eileen Mitchell** as Payroll Clerk and **Cindy De Brock** as Accounts Payable Clerk for the Space Needle . . . named as Assistant Manager of the Continental Plaza's Chicago '93 Restaurant is **John Nolan** . . . **Ed Stout** rejoins the Continental Plaza staff as Manager of the Cantina Show Lounge.



Executive Offices Report:

Over the past two years, since our association with United Air Lines, the question of why WIH people are not allowed United air fare discounts continues to arise.

The often-used and valid-seeming argument is that United's people enjoy discount rates at WIH hotels, so why don't they reciprocate in turn?

The answer is that United would be pleased to offer a special rate to Western International employees . . . if they were permitted to. But government regulations prevent them from doing so.

All United States air carriers are controlled by the Federal Aviation Act which contains limitations on the use of passes for free or reduced-rate transportation. These limitations are quite specific as spelled out in Section 403(b) of the Federal Aviation Program and must be abided by all domestic (as well as foreign) air carriers.

While the Act does exclude air lines employees from these regulations, WIH employees do not qualify as air line employees in spite of our partnership association with United Air Lines. As you are aware, our merger is with UAL, Inc., the parent company of both WIH and United, and we remain as an autonomous operation.

We sincerely hope this explanation has added some further clarification to this issue and, in particular, that you understand why United is prevented from "reciprocating in turn" with reduced air fares for WIH employees.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

(Continued from Page 1)

Games in Winnipeg in 1967, and in the Worldwide Judo Championship in Salt Lake City also in 1967.

HELI joined Western International Hotel de Guatemala as Director of

Marketing in March of this year. Previously he had been "trying harder" with the Avis Company, both in Mexico City and Guadalajara, Mexico, in sales.

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, Don Perry; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Barbara Danuke; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Pam Kirstein; Century Plaza, Charlene Chabin and Jean Klappert; Crown Center, Marge Irminger; Continental Plaza, Audri Adams; Cosmopolitan, Dee Evans; Houston Oaks, Nancy Wendler; The Mayflower, Grace Morisi; 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, MaryLina Ruiz-Ciani; WIH de Mexico, Carolina Mijares; WIH Executive Office, Brenda Coburn; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

Mock Election Draws Crowds To WIH Exhibit

IF the WIH exhibit booth at the American Society of Association Executives (ASAE) convention in Honolulu last August resembled an election campaign headquarters . . . it was right on!

"Vote Western International Hotels" was, after all, the heavily promoted and highly successful exhibit theme. Campaign buttons, bunting, banners and even special booth attendee uniforms lent a colorful electioneering excitement that attracted crowds of visitors to Western International's and the adjoining WIH de Mexico exhibit booths.

The big attraction, however, was a mock "election" offering ASAE delegates an opportunity to vote on their favored presidential candidate (Nixon or McGovern) . . . and, at the same time, to express some personal opinions about WIH.

AN authentic voting machine booth had been installed (provided by the Honolulu elections board), and in addition to the choice of presidential candidates, the ballots listed three "yes-or-no answer" vote questions. The questions were aimed at determining delegate attitudes as to the desirability of WIH convention facilities; the maintenance of WIH standards; and whether or not the voters previous experience with WIH had been favorable. The vote results tallied an overwhelming approval on all three counts.

"Actually," confesses Bill Newman, WIH General Sales Manager, "while we were delighted with the tremendous vote of confidence we received, the voting idea was designed with a much more important purpose in mind."

He went on to explain, "We saw to it that each voter—and sometimes there were up to 20 or 30 persons standing in line to do so—had to first fill out a voter registration card. As you know, Association Executives are the main source of our convention business contacts. So on the registration cards we listed those cities and countries where we have WIH properties, asking delegates to circle those places where their organization plans to hold future meetings. When the convention was over, we distributed these cards to the hotels and regional sales offices for their follow up."

Among the promotional items handed out to booth visitors were Hawaiian t-shirts emblazoned with a WIH imprint.

"These were very popular," Bill comments. "We gave away about 2,500 of the shirts, but they also gave us back a lot of advertising mileage . . . literally. It seemed like everywhere you looked, and particularly on the beach, everybody was wearing a WIH T-shirt."

In addition to Newman, other WIH sales personnel manning the booth included Dave Evans, Bob Bushman, Phil Guilfoil, Tom Hurley, Bruce Lucker, Bill McCoglin, Roger Smith and Washington Plaza General Manager Lee Jenks.

PROMOTING the WIH de Mexico properties at their adjoining booth were Gary Cook and Ulrich Schwartz. Other WIH personnel attending included Russ K'Burg as a representative of the Mexican Convention Bureau; Bob Bushman as a representative of the Seattle Convention Bureau; and Denis Beaulieu and Steve Halliday, representing similar organizations in Canada.

Summing up Western International's participation in this year's convention, Newman labeled it as "fantastic . . . extremely successful. We were not only able to book some business during the convention, but the leads for potential business were excellent. Besides, it was a great opportunity for all of us attending to get to meet and become better acquainted with these people as a group who are so important to us in booking convention business."

Then, referring to the voting theme of the WIH exhibit, he jokingly remarked, "Except for the loser on the presidential vote (it appeared that Nixon had the edge) this was one election in which everybody came out winners."

Meet Your Front! Correspondent

GRACE MORISI — The Mayflower

AS Public Relations Director for the Mayflower, Grace Morisi spends much of her time promoting the hotel's image and its various attractions and activities. Because the Mayflower is one of the most prominent and socially active hotels in Washington, D.C., it is an assignment that keeps Grace constantly on the go.



Contributing to the success of her efforts is her own personal image . . . a delightfully winning personality, combined with the physical appearance of a stunning fashion model. In fact, Grace had worked for a time as a teen fashion model for a leading Washington, D.C. department store. Her many-faceted career has also included positions as a legal secretary, real estate saleswoman and a free-lance writer.

Born and raised surrounded by the pervasive political atmosphere of the Nation's Capitol, Grace has developed a strong passion for political affairs. Before joining the Mayflower staff last spring, she had been involved for several months in national political office campaign activities on a full time basis. One of the pleasures of her present position is that it brings her into contact with the many political figures—both national and international—who frequent the Mayflower.

Politics and public relations aside, Grace lists among her favorite "fun thing" interests deep sea fishing, interior decorating and travel.

Restaurants Receive HOLIDAY Dining Awards

SOME year the Benson's London Grill might miss . . . but that's not likely. Now, there is too much of a challenge at stake!

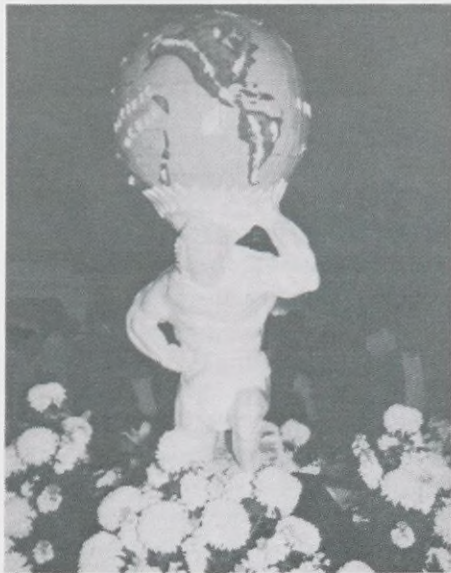
The restaurant's unbroken chain of annual HOLIDAY Magazine fine dining awards added its sixteenth link last month. For sixteen years in a row the London Grill had won recognition as one of North America's top restaurants in this publication's "Blue Ribbon" listing. The Award presentation ceremonies have now become an established tradition . . . an occasion that re-

flects so many other Benson traditions for quality and performance excellence.

Also back in HOLIDAY's selection this year, is the Le Castillion Dining Room of the Hotel Bonaventure. Although it missed last year, the Le Castillion had previously received HOLIDAY's top honors in 1969 and 1970.

LISTED among HOLIDAY's secondary "Holiday Recommends" listing were the Yamato Japanese Restaurant at the Century Plaza and the Trader Vic's Restaurants at both the Bayshore Inn and the Washington Plaza.

Hotel St. Francis Sweeps Culinary Olympics



"HERCULES" tallow sculpture wins Grand Prize Award for Executive Sous Chef Karl Ederle.

IN late August, San Francisco hosted a gathering of great importance to regional food-service operators, the Western National Restaurant Convention and Educational Exposition, sponsored in part by the National Restaurant Association.

A major show highlight was the "Culinary Olympics" during which restaurant chefs from throughout the area compete in an exhibition of their finest works of culinary art.

When the awards had been announced, the Hotel St. Francis had literally swept the field of "gold medal" wins!

No less than ten first prize awards, plus two second prizes had been awarded to members of the Hotel's culinary staff.

TOPPING this off was the Grand Prize Award presented to Executive Sous Chef Karl Ederle, for his magnificent tallow sculpture entitled "Hercules". In addition, Chef Ederle, along with Executive Chef Klaus Scheftener, were jointly presented with the Presidential Award in recognition for the general excellence of the Hotel's display, its execution and supervision.

Night Chef, David McDonald and Apprentice, John Burrowes, were presented with Golden Gate participation award prizes. For Apprentice Burrowes, this was quite an achievement, since he was in competition with senior chefs.

First prize awards were presented to Sous Chefs Peter Inauen, Kurt Neuberger,

Lou Raphael Joins WIH As Publicity Manager



LOUIS M. Raphael, formerly market research director and freelance writer for the Tacoma News Tribune, has been named Publicity Manager for Western International Hotels. In addition to his responsibilities for corporate publicity, he will provide counsel to all WIH operations.

Lou has spent most of his working life in the public relations field, including ten years with the Weyerhaeuser Company, both as an editor and in public relations. He also taught school for a few years on all levels, from seventh grade through college. This included public relations classes at the University of Puget Sound, of which school he is also a graduate.

His major interests, he admits, have always been in writing and photography, which to him are a form of recreation, as well as work.

Speaking of recreation, both Lou and his wife, Marie, are dedicated outdoors enthusiasts. They enjoy nothing better than to jump into their trusty Travelall and head towards the rough back-country in pursuit of such game as grouse, pheasants, ducks and deer, as well as trout fishing whenever they can, which is fairly often.

Since he joined WIH, however, Lou has had to adapt his Travelall to the somewhat different role of a freeway commuter — the round-trip between his home in Tacoma and the Seattle offices covers some 80 miles daily!

Lou thinks WIH is the friendliest place he has ever worked, with the highest quality of people and offering the best product.

His offices are on the sixth floor of the 2000 Fifth Avenue Building, where he reports to Ron LaRue, WIH Director of Advertising and Public Relations.

Dominique Zunda, Maxime Schacher and Karl Ederle; Pastry Chef, Otto Eckstein, Gardemanger Edward Walder, Cooks, Jean Cornil and Susan Posey, and Pastry Cook,

Ellis Named President Of NAHMA Accountants

WILLIAM D. Ellis, WIH Controller, was installed as president of the National Association of Hotel-Motel Accountants (NAHMA) during the group's annual convention in Florida in late September.

The highly prestigious organization, which has now become international in scope, includes in its membership accountants, controllers, financial managers, etc., from throughout the hospitality industry.

Ellis, who has been a member of the WIH family since 1951, has long been a highly active Association member. His first position to national office came in 1968 when he was elected to the post of Association Secretary. He then held the position of Controller for the Century Plaza. Subsequently, he worked his way up through the various chairs, and upon completion of his term of office next year, he will automatically become a Board of Governors member. (The group's 1973 convention, by the way, has been slated for the Century Plaza.)

Ellis has been instrumental in organizing local chapters of the National Association in Washington State, Portland and Orange County, California, and a number of WIH people in each of these areas enjoy Chapter membership. Ellis also served as president of the Southern California Chapter and was general chairman of the group's western regional conferences in 1966 and 1969.

"I'm looking forward to my new post responsibilities," says Bill, "as we have a number of new and exciting plans to present to our members." He is further interested in promoting an organization objective towards furthering the education and development of accounting personnel and the active support of educational projects.

Vern Koeneking.

Second prize awards went to Cook, Warren Wong and Apprentice, Steven Wilkinson.



FRONT! INTERNATIONAL



AUSTRALIA — Tony Facciolo, Head Porter of the Wentworth Hotel, has recently been appointed to head the Australian and Far Eastern Chapter of the International Union of Head Porters, Les Clefs d'Or. The Society, whose headquarters are located in Paris, is one of the world's most exclusive. A member must have worked in top international hotels in at least three different countries, speak several languages, (Tony speaks fluent French, Italian, German and Spanish, as well as English) and proven himself capable of absolute discretion. Members are recognized by wearing the Society Insignia . . . two crossed gold keys worn on the lapel. As area representative, Tony will be responsible for the nomination of Head Porters who may be eligible for membership in Australia and the Far East. Tony was nominated for membership in 1966 by the Head Porter of London's famed Savoy Hotel where he had previously worked.

Expansion Planned for Guatemala Hotel

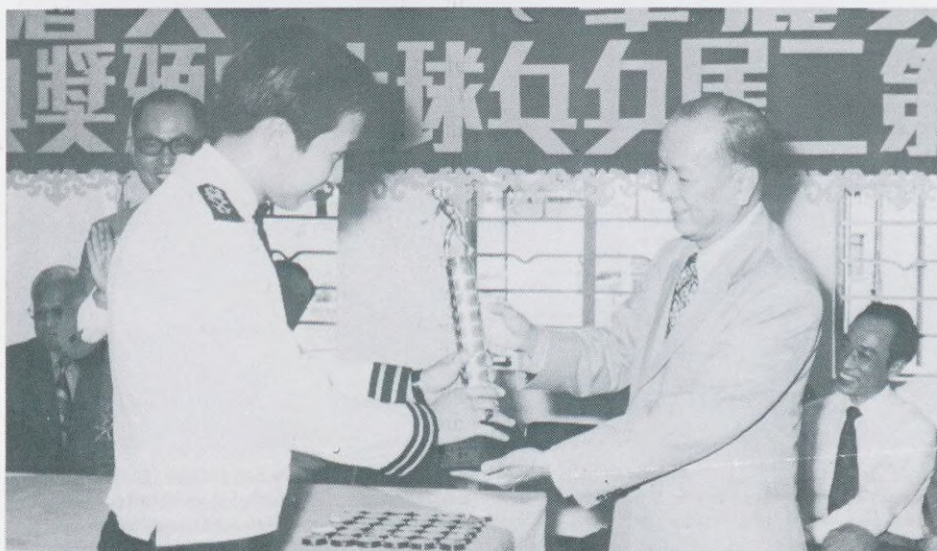
PLANS to expand the facilities of the Camino Real Guatemala were announced in early August by Edward H. Carrette, Jr., President of Hoteles Biltmore de Guatemala.

Carrette stated that the Hotel's Board of Directors had approved funds for the construction of five more floors adding a total of 196 rooms and suites plus the addition of a new conference room to seat 600 persons. All the guest rooms will be air-conditioned in order to provide the most modern facilities in Central America.

Included in the plans will be a new cocktail lounge to seat 200 people. The lounge will be located on the eleventh floor of the new construction affording a magnificent view of Guatemala City's famous volcanoes during the day, and a dazzling city lights view at night. The lounge will be reached by a glassed-in outside elevator.

WORK has already begun on the project and it is expected that the lounge and 68 new rooms will be ready by April of 1973.

Carrette also announced that the remodeling project now in progress in the adjoining Guatemala Biltmore Hotel is well under way with completion expected next month.

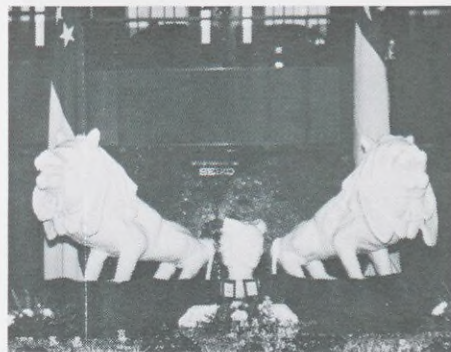


HONG KONG — The friendly competition of organized sports among the employees of its various operations is encouraged by the Miramar Hotel management. To foster employee participation, regular tournaments are held and trophy prizes awarded. Champion of a recent ping-pong tourney was Ng Hing-Yien (left), Ondine supper club Captain. Presenting Hing-Yien with his winner's trophy is W. K. Cheng, Manager of the Miramar's Airport Restaurant located at Hong Kong's Kai Tak International Airport.

Lions Dance, Roar At Shangri-La Celebration

AT the hotel entrance, a quartette of ferocious-looking lions performed a wild street dance.

Inside the Shangri-La lobby crouched two more lions, their heads thrown back in a silent roar.



INSIDE, butter lions "roared"



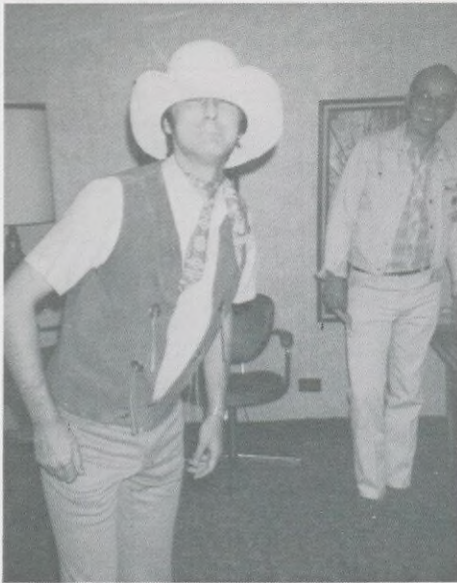
OUTSIDE, costumed lions danced

Guest reaction to this display of fearsome felines, however, was that of pleasure instead of panic.

The occasion was the Shangri-La's all-out participation in Singapore's National Day of Independence, celebrated in early August. The street "lions" were lion-costumed entertainers performing a traditional Chinese Lion Dance for the amusement of viewers. And the lobby "lions" were two beautifully detailed butter sculptures created by a member of the Hotel's kitchen staff, and placed on lobby display.

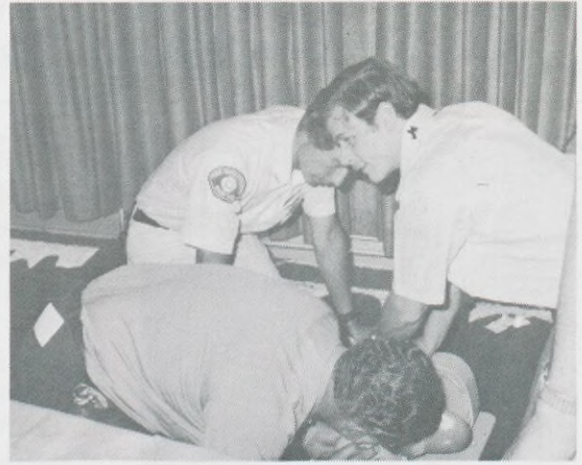
The lion is a popular symbol of the country, rooted in Singapore's early history. Legend has it that when an ancient Hindu prince arrived on the island he saw a magnificent beast outlined on an adjoining hill. When told by his courtiers that it was a lion, he decided to call the island "Singh Pur" (place of the Lion) which name later became modified to its present Singapore.

In Chinese mythology, the lion is recognized as a symbol of great joy and celebration. Fittingly, it was "Joy and Celebration" that dominated the day at the Shangri-La.



CALGARY INN — When Calgary Stampede time comes around each year, everybody in town gets into the act. Getting his 7-3/4 gallon head into a ten-gallon cowboy hat appears to have posed somewhat of a problem to Hotel Credit Manager, Glen Bogden. Nor does Bogden get much help from Sales Manager, Garry Jones, right.

SPACE NEEDLE — Restaurant Department Heads and Captains were recent participants in a two hour cardiopulmonary resuscitation course presented by the Seattle fire department's Medic II program. Chief Engineer, Al Harvey, plays the part of the "victim", while Sous Chef Rolf Gurtner (right) awaits instruction on his next move from course instructor, Dexter Yates.



THE MAYFLOWER — Sunday, September 10, was fun-in-the-park time for Hotel members attending the annual picnic at Washington D. C.'s Rock Creek Park. In addition to such yummy munchibles as fried chicken, potato salad, hot dogs and watermelon, there were games with prizes for adults and families, and music provided by two hard rock bands. Enjoying the fun from left are Catering Manager, Bernard Scherbaum, Executive Housekeeper, Renate Seybold, Executive Assistant Manager, Kim Chappell, and Housekeeping Trainee, Carol Schloer.



OLYMPIC — With the start of the college football season, the Olympic once again presents its popular "Pigskin Package". The package features a deluxe room for two, pre-game buffet, transportation to and from the University of Washington stadium and a Continental breakfast—all for \$30 per couple. Hoisting an identification balloon on a chartered coach preceding its stadium run are Frank Lindholm (left) Olympic Doorman and Bell Captain, Bob Ferguson.



BAYSHORE INN — As hosts for the Canadian Institute of Association Executives (IAE) annual convention last August, the Bayshore Inn made a big splash . . . literally! A cocktail party for the group at the Hotel's pool courtyard area was suddenly disrupted when a parachutist dropped out of the sky and splash-landed in the center of the swimming pool. His mission . . . to deliver an engraved plaque to the outgoing IAE President expressing the appreciation of WIH and the Hotel's management for selecting the Bayshore Inn as the convention site. The stunt was arranged as a surprise event of the "WIH-Bayshore Inn Night" program. Other program activities included an exhibition by the Vancouver fireboat fleet, and dinner-dancing at the Bayside Room. Much of the credit for staging the highly successful affair went to Bayshore Inn Director of Sales, Steve Halliday and his sales crew.



COSMOPOLITAN—Doing their “Fischer-Spassky” thing at the recent hotel-employees picnic, are chess players, Chuck Marcus, Catering Manager (left) and Front Desk Clerk Don Robertson, while an audience of one—Assistant Manager, Steve Harper—looks on. For the “more active” there were races, games and other sports activities to work up the hearty picnic appetites of attending hotel members and their families.



CENTURY PLAZA — On her recent visit to the Hotel, Mrs. Spiro T. Agnew (left) is welcomed with a floral basket by Linda Sperber, Account Executive in the Hotel’s Sales Department.



CROWN CENTER — Lynda Raner (left) Magnetic Card Operator, and Gloria Kauk, Sales Coordinator, test out one of the new magnetic card typewriters which are being used at the Crown Center. From a master, (such as a business letter) the typewriter is able to reproduce any number of “original” copies as is desired.



HOTEL BENSON — With an approving smile from General Manager, Basil Miaullis, Director of Housekeeping, Pam Robinson cuts a ribbon to celebrate the opening of new laundry facilities recently installed in the hotel. The new equipment will enable the Benson to convert to perma-press linens for both Housekeeping and Food and Beverage Department use.

NEWS PICTORIAL

L. A. REGIONAL OFFICE — Some 75 members of the Southern California Chapter of the Pacific Area Travel Association attended the Chapter’s first out-of-the-country meeting held August 24-26 in Tahiti. Welcoming Sherman W. Elliott (right) Los Angeles Regional Sales Manager for WIH, to the new convention center in Papeete is Gerard Gilloteaux, manager of the department of promotion/publicity for the Tahiti Tourist Development Board. Highlight of the three-day educational tour was a presentation by the Tahiti Tourist Development Board on present plans and future developments scheduled in French Polynesia.



INN BASKET

DIVIDEND — The announcement was good news for members of the UAL Employees Credit Union. A 7% dividend had been declared by the Credit Union’s Board of Directors for the six month period—April 1 through September 30, 1972. The Board indicated in its announcement that the dividend total is expected to be in excess of \$3 million. Currently there are over 2,500 employee members investing in the UAL Credit Union “savings habit.”

NAMED — We’ve received word that Denis Beaulieu, Director of Sales and Marketing for the Hotel Bonaventure, has been named “Hotelman of the Year” by the Direct Selling Association of Washington D.C. Announcement of this selection honor was made following the annual meeting of the Direct Selling Association and the first World Congress of Direct Selling Companies held at the Bonaventure in July. In presenting the award, an association spokesman stressed the group’s appreciation of Beaulieu’s efforts on their behalf in insuring the success of their conference and rated him a “tremendous asset to the Bonaventure”.



FRONT FAMILY FEATURES

COPIED and CONTRIBUTED

CONTRIBUTED . . . P. H. Frere, Security Officer of the Calgary Inn, this food-for-thought verse - author unknown:

I dreamed Death came the other night
 And Heaven's gates swung wide
 With kindly grace an angel stood
 And ushered me inside
 And there to my astonishment
 Were folks I'd known on earth
 Some I'd judged and labeled
 Unfit . . . of little worth
 Indignant words rose to my lips
 But never were set free
 For everyone showed stunned surprise
 No one had expected me!

COPIED . . . from RESTAURANT TOPICS, a publication of the National Restaurant Association, these "10 Basic Situations" by which you can judge if your waiter or waitress has extended the courtesy of the house:

Did he or she:

1. Give you a friendly "hello" and "goodbye"?
2. Smile one or more times while serving you?
3. Recognize you by name, if you're a regular customer?
4. Offer help to fellow employees?
5. Make at least one suggestion to enhance your visit?
6. Help anyone needing special assistance, such as a handicapped or or elderly person?
7. Advise you of specialties or services?
8. Give special attention to small children in your party?
9. Attempt to be especially patient with people who seemed to be grouchy or irritable?
10. Apologize and explain the reason if there are any delays in your service?

The article went on to state that if your waiter or waitress measured up to these guidelines, they should be extended the courtesy of a compliment and that your satisfaction should be expressed to the restaurant host or owner. The idea, of course, is that all of us enjoy being complimented on doing a good job and the recognition of superior hospitality will cause it to be extended even more.

COPIED - From ECHO, the Houston Oaks employee newsletter, this ego-deflating ode aimed at the "indispensible man".

SOMETIME!

Sometime, when you're feeling important,
 Sometime, when your ego's in bloom,
 Sometime, when you take it for granted,
 You're the best qualified man in the room;
 Sometime when you feel that your going
 Would leave an unfillable hole.
 Just follow this simple instruction
 And see how it humbles the soul.

Take a bucket and fill it with water,
 Put your hand in it, up to the wrist;
 Pull it out; and the hole that's remaining
 Is a measure of how you'll be missed.
 You may splash all you please, when
 you enter,

You can stir up the water galore,
 But stop and you'll find in a minute
 That it looks quite the same as before.
 The moral in this quaint example,
 is do just the best that you can,
 Be proud of yourself, but remember,
 There's NO indispensable man.

Author Unknown

PUZZLE CORNER ANSWERS

DESK CLERKS
 9. Keeps 10. Sorts - These people are
 5. Copy 6. Luggage 7. Enters 8. Removes
 1. Desk 2. Except 3. Selects 4. Keys

YOUNG PEOPLE'S PUZZLE CORNER

A hotel is made up of all kinds of people doing special things for our hotel guests. Each one of these people has a job name that tells what kind of work he does.

Fill in the missing words in the puzzle below. If you've filled in the right words, the first letter of each of the ten words will spell out who these people are. When you have finished the puzzle, check your answer on this page.

These people:

1. Work behind the Front _____
2. Register all arriving guests _____ those who have been pre-registered.
3. _____ a room for the guest according to his wishes.
4. Hands guests their room _____.
5. Along with a duplicate _____ of his room registration form.
6. Calls the Bellman to assist the guest with his _____.
7. _____ the original registration forms in a rack file according to room number.
8. Then _____ these forms from the file when the guest checks out.
9. _____ a friendly, helpful attitude towards all hotel guests.
10. _____ and distributes guest mail, and sees that all messages, telegrams, flowers, etc. are delivered to guest rooms.

FRONT! HORA-SCOOPS LIBRA

September 24 - October 23. The symbol of Libra is "The Scale" which means that Libras probably have a weight problem. You'll find most Libras either over-weight, under-weight or just the right weight. It all depends on the position of the stars or their diet charts. The ruling planet of Libras is Venus which implies love and sex and things like that. (But since this is a family newspaper, we won't go into that much except to say they've got it made!) Libras have a strong sense of balance and poise and make good acrobats, toe dancers and butchers, and they can drink a lot without it showing. They also have a strong sense of justice and are always poking their noses into other peoples affairs. (Consequently, most Libras are flat-nosed!) The gem of the Libra is anthricite. Their color is a funny shade of green. Their lucky number is 7 or 7-5/8 (the 5/8 is their thumb weight on the meat scale if they turn out to be butchers.)

WESTERN INTERNATIONAL HOTELS

BOX SCORE OF OPERATIONS

Or

**Where - In - The -
World - Do - We -
Stand -
As - Of - Now**



One thing for certain, your company keeps on the move.

Western International Hotels' history, and very noticeably within the last few years, has been that of a company excitingly on the go. This is reflected in the continually developing professionalism of its people; in the ever-increasing quality standards of its accommodation, service and dining functions; and particularly in the well-calculated growth and expansion of its operations.

In fact, so much has been happening in this area of operations growth and expansion - as well as instances of discontinued affiliations - that it has been difficult for most of us to keep up with it all.

To help bring it into focus, we've presented here a current (as of this issue, anyway) "Box Score" of Western International Hotels operations.

Box Score is necessarily a very simplified and generalized overview. We have not dealt with the complexities of Western International's involvement with each of the properties listed. In varying degrees, this involvement ranges from complete ownership of some properties, to management contracts with others, and particularly with some foreign properties, to a marketing agreement representation.

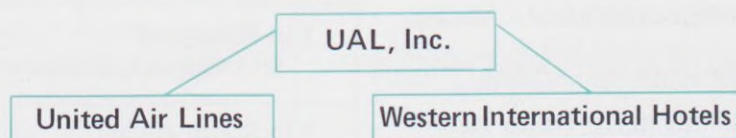
To begin with... WHO ARE WE?

WESTERN INTERNATIONAL HOTELS ranks as one of the world's major international hotel companies with operations in some dozen countries around the world. While each of these hotel operations are distinctively individual in character, they all share a common recognized reputation for the highest quality standards, consistent within all WIH operations.

The company was incorporated in 1930 and its headquarter Corporate offices are located at the Olympic Hotel in Seattle.

In 1970, WIH merged with UAL, Inc., the parent company of "Our Partners in Travel," United Air Lines. WIH remains as an autonomous operation with Lynn P. Himmelman as Chairman and Chief Executive Officer and Gordon Bass as President..

Since this merger, the organization structure looks like this:



HOW MANY CURRENTLY OPERATING HOTELS MAKE UP OUR WIH FAMILY AND WHERE ARE THEY LOCATED?

14 in The United States

- ANCHORAGE-WESTWARD, Anchorage, Alaska
- CAREFREE INN, Carefree, Arizona, (Marketing Affiliation)
- CONTINENTAL PLAZA, Chicago, Illinois
- ANTLERS PLAZA, Colorado Springs, Colorado
- COSMOPOLITAN, Denver, Colorado
- WAIKIKI BEACHCOMBER, Honolulu Hawaii (Marketing Affiliation)
- HOUSTON OAKS, Houston, Texas
- CENTURY PLAZA, Los Angeles, California
- HOTEL BENSON, Portland, Oregon
- MIYAKO, San Francisco, California
- HOTEL ST. FRANCIS, San Francisco, California
- OLYMPIC, Seattle, Washington
- WASHINGTON PLAZA, Seattle, Washington
- MAYFLOWER, Washington D.C.

21 in Mexico (WIH de Mexico)

- ACAPULCO MALIBU, Acapulco
- CALETA, Acapulco
- EL MIRADOR, Acapulco
- CAMINO REAL, Cabo San Lucas
- CAMINO REAL, Chapala
- CAMINO REAL, Culiacan
- CAMINO REAL, Guadalajara
- CAMINO REAL, Juarez
- CAMINO REAL, Mazatlan
- ALAMEDA, Mexico City
- CAMINO REAL, Mexico City
- DE CORTES, Mexico City
- FRANCIS, Mexico City
- MAJESTIC, Mexico City
- RITZ, Mexico City
- VIRREY de MENDOZA, Morelia
- POSADA de DON VASCO, Patzcuaro
- CAMINO REAL, Puerto Vallarta
- CAMINO REAL, Saltillo
- CAMINO REAL, Tampico
- CAMINO REAL, Tapachula

4 in Canada

- CALGARY INN, Calgary
- BONAVENTURE, Montreal
- BAYSHORE INN, Vancouver
- WINNIPEG INN, Winnipeg

1 in Australia

- WENTWORTH, Sydney (Marketing Affiliation)

1 in El Salvador

- CAMINO REAL, San Salvador

2 in Guatemala

- ANTIGUA, Antigua
- CAMINO REAL, Guatemala City

1 in Hong Kong (WIH Representation)

- MIRAMAR, Kowloon

4 in Japan (WIH Representation)

- MIYAKO, Kyoto
- GRAND PALACE, Tokyo
- TAKANAWA PRINCE, Tokyo
- TOKYO PRINCE, Tokyo

1 in Singapore

- SHANGRI-LA, Singapore

1 in South Africa

- CARLTON, Johannesburg

1 in Thailand

- DUSIT-THANI, Bangkok (Marketing Affiliation)

TOTAL: (as of this issue) **51 HOTELS**

A NUMBER OF OTHER PROPOSED PROPERTY ANNOUNCEMENTS HAVE BEEN REPORTED IN FRONT! WHAT IS THEIR PRESENT STATUS AND THEIR LOCATIONS?

Boston, Mass.
(in development phase)

Costa Mesa, Calif.
(in development phase)

Southfield, Mich.
(in development phase)

Detroit, Mich.
(in development phase)

Kansas City, Mo. (Crown Center,
Scheduled to open Spring '73)

Houston, Texas
(new property expansion)

New York, New York (Barclay,
agreement to purchase)

2 in Canada

Edmonton (in development phase)

Toronto (in development phase)

1 in Denmark

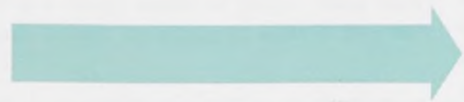
Copenhagen (Scandinavia, opening
next spring)

A N D

**Expansion of current properties
at the:**

Continental Plaza,

Camino Real - Guatemala



BOX SCORE

WIH OPERATIONS ALSO INCLUDE SOME NON-HOTEL AFFILIATED RESTAURANTS. WHAT ARE THEY?

SPACE NEEDLE RESTAURANT – Seattle, Washington
 SENORIAL NIGHTCLUB – Mexico City (WIH de Mexico)

WIH ALSO MAINTAINS SALES AND RESERVATIONS OFFICES AND PROMOTION OFFICES IN SEVERAL CITIES.

WHERE ARE THEY LOCATED?

In the United States: Chicago, Detroit, Los Angeles, New York, San Francisco, Seattle, Washington D.C., Houston, Texas (to service Mexico properties)

In Canada: Toronto

In Japan: Tokyo

In Mexico: Mexico City

In Great Britain: London

WIH ALSO HAS A MARKETING AFFILIATION WITH A MAJOR EUROPEAN HOTEL COMPANY.

WHO ARE THEY?

Trust Houses Forte.
 Britain's largest hotel company.

NOW THAT I KNOW WHERE WE STAND AS A COMPANY. WHERE DO I STAND AS AN INDIVIDUAL?

The world of Western International Hotels is your world . . . and whatever that can mean to you.

Based on Western International's continuing healthy rate of growth it means you are associated with a "winner" for one thing.

Based on Western International's reputation for quality and leadership in the industry, it means you are training and working with top professionals for another.

But more importantly, based on Western International's expansion, "know how" and promotion-from-within policy, it means that the opportunities for your own successful development with WIH are almost unlimited.

People Make Difference . . .

(Continued from Page 12)

services to assist them in research and product and equipment analysis.

Jack credits his experienced background in a number of areas of hotel operations with Western International, as his most important asset in the understanding and performance of his job responsibilities.

WHILE still a student at Denver University's Hotel and Restaurant Management School, he worked as a cook in the Cosmopolitan's kitchens. Upon graduation in 1956, he continued working for the Cosmo, first as Purchasing Agent, then Night Auditor and on to the Front Desk and then to Assistant and Senior Assistant Manager positions.

Subsequently, he was transferred to the Davenport Hotel as F&B Manager; to the Seattle Executive Offices as Administrative Assistant in Food and Beverage and Personnel; back to the Cosmopolitan as Executive Assistant and in 1966 was named Manager of the Finlen Hotel in Montana.

In July 1967, Jack was named Resident Manager of the Washington Plaza and in 1970 was appointed to his present position working under the supervision of Western Service and Supply Vice President, Russ Nickel.

MORE recently, he has taken on the added responsibility as Project Administrator for the Crown Center Hotel in Kansas City, and for several years he has held the position of President of the WIH Hard Corps.

While Jack emphasized that his department was formed for the benefit and service of our hotels, he also pointed out that they can be in turn of help to him.

"For instance," he explained, "we are constantly on the look out for new products, items and ideas and we welcome the opportunity to follow through on any such suggestions submitted to us. These may be things heard or read about, seen at trade shows, or even such items presently and exclusively used by a property."

"In any case," Jack concluded, "we'd like all our hotels to look upon the Department as sort of a research clearing house designed to help them do a better job and, very likely, at a lower cost."

PEOPLE Make The Difference... In The Service Of Our Hotel Operations

DONALD LEWIS — Houston Oaks Valet and Houseman Supervisor

DURING Donald Lewis' 19-month hotel career at the Houston Oaks, there are at least four dates he can particularly recall with some well-deserved pride.

The first of these was when he was promoted to the position of Head Houseman last December (he had joined the Hotel staff as a Houseman just prior to the Hotel's opening some 11 months previous.)

The second occurred in January of this year when he was given the additional responsibilities of Valet Shop Manager.

Then a month later, in February, he was named "Employee of the Month". And in July, as a result of a vote taken among his fellow hotel employees, Donald won the title of "Employee of the Year."

Obviously this says something about Donald's abilities on the job and in his relations with fellow employees. It also indicates that he is on the "right track" towards achieving a personal goal . . .

that of becoming a certified executive housekeeper, hopefully with Western International. In pursuit of this ambition, Donald is presently taking an AH&MA course in Human Relations now being offered by the Houston Career Development Chapter. (The class is being taught at the Houston Oaks.) Further, he has enrolled for the fall semester at the University of Houston taking night courses in Hotel Management.

ON THE job, Donald carries out his responsibilities with a reliable dependability that is enhanced by a natural aptitude for organization and efficiency. He often puts in long hours and would never ask any of the dozen or so people under his supervision to do any tasks he himself would not do. And, when the work piles up or problems arise, he's the first to pitch in and help out.

The basis of his popularity, however, lies in his great sense of humor, a cheerful disposition and a genuine enjoyment of



people. In fact, Donald admits to a slight preference for his valet responsibilities since "it gives me the opportunity to get up on the floors and talk to the guests occasionally." He also enjoys his involvement in hotel activities and is currently the Housekeeping representative on the Employees' Council in which he takes an active part.

THERE is yet another date that Donald can look forward to . . . this one strictly for pleasure. It's the day that he and his wife begin using his "Employee of the Year" award prize. The prize is round trip tickets to Mexico City for two, five complimentary nights at the Camino Real, and a check for spending-money . . . all provided from Employee Council funds.

PEOPLE Make The Difference... In The Service Of Our WIH Operations

JACK ELLIOTT — WIH Research Director

WHAT'S the best mattress for the price on the market?

Are pillows really stuffed according to the material content listed on their labels? Will blended perma-press linens and napery continue to maintain their "just-pressed" look after a few washings?

THESE are just a few of the types of questions that are continually being tossed on the lap of WIH Research Director Jack Elliott, for his investigation and research analysis.

Jack's position responsibility of exploring products, items and equipment systems for WIH properties, is a new department innovation for the company . . . and unique in the industry. Because it is so new, Jack admits it has led him in a number of directions, many previously un contemplated, when the position was first established in February, 1970.

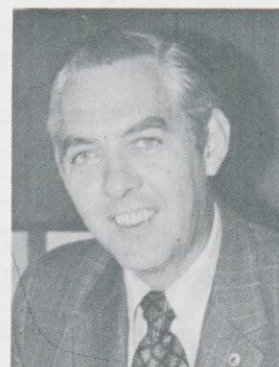
Projects have ranged from investigating status system methods (basically a housekeeping system to keep the Front Desk current with the status of each guest room at any time), and the use of private in-hotel telephone systems, to which soap

product will do the best job.

Jack not only works with manufacturers and suppliers in his analysis, but with various research and testing laboratories and, of course, the WIH Division people with which the particular product, item or system is of direct concern. The conclusions reached are passed on to the benefit of all hotel properties as suited to their needs.

JACK will also take on specific projects as requested by individual hotels on a consultant basis. The Hotel Benson, for instance, based much of their decision to use perma-press linens and napery on the research findings of a number of WIH Rooms Division people including Jack. (The Hotel Benson, is the first WIH hotel to make this complete 50/50 linen—50% polyester and 50% cotton—change-over.) He worked with the Houston Oaks in developing a four-language valet slip, and with the Century Plaza on a new dry-cleaning method they were contemplating using.

Intensive research on electric blankets that had been shorting out at the Olympic



resulted in a greatly improved product that was not only longer lasting but satisfied local as well as federal safety codes.

Most of Jack's direction, however, comes from Rooms Division and Food and Beverage Division Committee decisions . . . both committees of which Jack is a member. In the Food and Beverage area, Jack is permanently involved in the highly important activity of negotiating food contracts for all United States and Canadian properties. Results of these negotiations have realized significant savings to these hotels.

Other divisions, such as Marketing and Accounting, have also called upon Jack's

(Continued on Page 11)