



New York, Chicago Offices Open

Western goes eastern with the opening of two new Sales and Reservation Centers in New York and Chicago on July 1.

Fred Quanjer, formerly associated with WIH as Director of Sales at New York's Savoy Plaza, has been appointed Regional Sales Manager of the New York area, with offices in the Chrysler Building. Named Sales Representative for the office is John A. Benus.



HENDERSON



QUANJER



KAPPA



WONG

Gene Henderson, formerly with KLM, is Regional Sales Manager for the Chicago area, with offices in the Continental Plaza.

HEADING THE reservations services office in New York is Lona Wong, formerly Reservations Supervisor of the Calgary Inn, and, more recently, with the Bonaventure in Montreal. Anne Kappa, Reservations Supervisor of the Continental Plaza, has assumed the added responsibility of the supervision of the Chicago Regional office.

Herb DeGraff and Ed Sullivan of Hotel Express will continue to represent WIH in Boston, Dallas, London and Sydney. (See "President's Corner" for President Edward Carlson's additional comments on these newest expansion facilities.)

Awarded Bruce Pierce Scholarships



BRUCE PIERCE SCHOLARSHIP Award winners gather with their parents in the office of Executive Vice President Gordon Bass for award presentations. From left, winner Miss Beverly Hirata; Beverly's mother, Mrs. Osamu Hirata; Gordon Bass; Harry Wong and his daughter, Miss Christina Wong, also scholarship winner.

The Bruce Pierce Memorial Scholarship Awards plays no favorites as far as sex is concerned.

Last year it was the boys who were the lucky winners, but this year it was the gals that swept the field!

Presented the scholarship awards for 1967 at the Seattle Executive Offices in June were Miss Beverly Hirata, daughter of Mr. and Mrs. Osamu Hirata, and Miss Christina Wong, daughter of Mr. and Mrs. Harry Wong. Gordon Bass, WIH Vice President, presented each of the girls with a \$500 check.

Miss Hirata's mother works for WIH as a waitress at the Space Needle restaurant. Harry Wong, Christina Wong's father, is assistant manager of Trader Vic's at the Benjamin Franklin Hotel.

BOTH GIRLS, high school students with excellent grade point averages, plan to use the award money to assist them in continuing their education at the University of Washington.

The Bruce Pierce Memorial Scholarships are awarded annually to WIH and affiliated company employees or children of employees, eligible to attend an accredited college or university with the intent of stimulating higher academic achievement. They must have had a 2.50 grade point

average or higher on a scale of 4.00. Awards are also based on need.

THE SCHOLARSHIP PROGRAM was created in memory of Bruce Pierce, former Vice President of Western International Hotels and is divided into two yearly awards of \$500 each. For further information on this scholarship award program, see your department head or supervisor.

WIN! WIN! WIN!
"IDEA DOLLARS"
COMING YOUR WAY!
 Full details from your property
 Manager around September 1

F and B Seminar Feature

Your editor was privileged to attend the annual Food and Beverage Seminar held at the Century Plaza Hotel in late June. A report of some of the highlights of this event which has been incorporated into Western's continuing educational program, WEST-ED, is featured on pages 6 and 7 of this issue.

Next month, Front! will return with the continuing series, "How Your Company Operates" and will feature the operations, procedure and background of the WIH Food Beverage Division formerly scheduled for this issue.

front!

A monthly publication for the employees of

Western International Hotels
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe FonsecaEditor

LITHO IN U.S.A.

President's Corner



We were very pleased to make the announcement of the opening of our two new Sales and Reservation Centers in New York and Chicago on July 1. It was a significant step in the growth and development of our company.

After a long and successful association with the fine people of Hotel Express, who will continue to represent us in Boston, Dallas, London and Sydney, we felt that the sharp increase in international and domestic travel made this step essential. We are certain that the establishment of our own Centers will provide the catalyst necessary to assure all Western International Hotels properties an increased share of this growing travel business. This is business from which all of the members of the WIH family will benefit.

We are especially pleased with the highly capable people selected to head and staff these two offices.

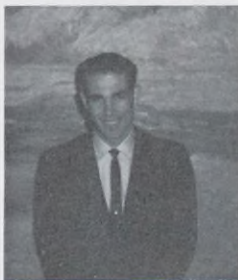
Reservations Supervisors, Lon a Wong in New York and Anne Kappa in Chicago, have been with us for some time. Fred Quanjer, heading our New York offices, is recognized by many of us from his previous association at the Savoy Plaza. New to WIH, but equally highly qualified, is our Chicago office Regional Manager, Gene Henderson, and Sales Representative for the New York office, John A Benus.

Other staff members of both offices may offer some new names and faces, but we are sure they will be-

Meet Your Correspondent—

JERRY WARNELL - Baranof

To the dual responsibilities as hotel Liquor Controller and Manager of the Baranof's excellent speciality room, the Latchstring, Jerry Warnell has taken on the added responsibility as the hotel's Front! correspondent.



Jerry was born and raised in Seattle. He has been in Food and Beverage for the past five years, starting with the Hyatt House in Seattle, where he functioned in the capacity of waiter and room captain. He joined WIH at the Baranof in December, 1966.

During his two years in the Navy, Jerry was assigned as the official ship's photographer on the USS Yorktown and plans to make good use of this talent as the Baranof's Front! correspondent.

As to his present position, Jerry enthusiastically states, "I like Alaska and find the challenge of my present duties most stimulating." He adds, "This is Centennial Year here and there is a good deal of excitement throughout Alaska and at the Baranof."

Dupar Appointment to WIH International Division

Robert W. Dupar has been appointed to the position of Executive Vice President of International Western Hotels, Ltd. The announcement was made in late June by WIH President, Edward E. Carlson, who also acts as Chairman of the Board of the WIH International Division.

come familiar ones as they establish themselves with the WIH family.

Edward E. Carlson

President

Western International Hotels

COMINGS AND GOINGS

Dave Mitchell, formerly of the Benson Hotel, has been appointed Administrative Assistant of Western Service and Supply Company . . . Two new appointments at the Caravan Inn include the promotion of David Spradling, formerly of the Boise Hotel, to Executive Assistant Manager and Gene Thill, formerly of the Rainbow Hotel, to the position of Food and Beverage Manager . . . Mr. Kay Sera, former Assistant Controller at the Sir Francis Drake, is appointed Assistant Manager of the Miyako Hotel in San Francisco . . . Hugo Butler, former Cook at the Century Plaza, is new Sous Chef at the Ilkai . . . Mike Dilulo, Acting Chef of the Owyhee, has been appointed Chef of that hotel .

New Executive Appointments

On behalf of the Board of Directors of WIH, President Edward E. Carlson announced, as Front! went to press, the following executive appointments for the Company.

Joe Mogush, former General Manager of the Antlers Plaza Hotel in Colorado Springs, has been named Vice President for WIH. Mogush will be headquartered at the Seattle offices and will also assume the duties of Area Vice President.

Replacing Mogush as new General Manager of the Antlers Plaza is Bill Ellis, former General Manager of the Anchorage-Westward. John Stevens, who has been General Manager of the Davenport Hotel, has assumed this same position at the Anchorage-Westward.

Dupar will work closely with IWH President, Willard Abel, in coordinating the operational aspects of our international activities . . . those properties outside the United States and Canada.

As a Vice President of Western International Hotels and a member of the Board of Directors, Dupar will also continue to serve on the Executive, Operations and Finance Committees, and as Director of the Personnel Division and the Guest Services Committee.

Correspondents

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

Alameda, Michel Sauve; Anchorage-Westward, Bill Mueller; Antlers Plaza, Ollie Dodson; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Gerry Gravelle; Benson, Ruth Turner; Bonaventure, Corinne Saint-Denis; Bannock, Lois Ford; Baranof, Jerry Warrall; Calgary Inn, Ted Curtis; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Elena Calderon; Caravan Inn, Bonnie Mautz; Carefree Inn, Julian Reveles; Century Plaza, Jayne Kears; Continental Plaza, Audrey Adams; Conahuto-Western, Violetta Klein; Cosmopolitan, Jack Gaines; Davenport, Gayle Jewell; Fairbanks Inn, Arlene Day; Georgia, Jack Scott; Guatemala-Biltmore, Tom Beykovsky; The Ilkai, Robert Yue; Northern, Con Carter; Oasis, Willow Martin; Olympic, Jo Braarud; Owyhee, Allene Milliken; Palace, Y. Koya; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Beverly Fricke and Karla Ostlund; HCA Executive Office, Martha Raho.

Western News Notes

HCA News Notes

Beirut, Lebanon and Milan, Italy are the sites of two possible hotel additions for the Hotel Corporation of America. The addition in Beirut, the recently built 125-room Le Vendome Hotel, is dependent upon the restoration of friendly international relations in the Middle East. The Milan hotel is now under construction in the heart of the city and is scheduled for completion in about 16 months.

Hotelmen Honored

Singled out recently by the industry for special recognition were these two WIH executive members:

Michael Lambert, General Manager of the Calgary Inn, has been named Southern Alberta's Hotelman of the Year.

Hospitality Magazine, the national publication for the food and lodging industry, nominated Willard Abel, President of International Western Hotels and WIH Senior Vice President, to the magazine's Hall of Fame. His picture and story appeared in the May issue of the magazine.

9355 Nights!

The WIH-HCA joint sales and reservations referral program continues to provide a significant source of business for both companies. Each month, Front! will print a "Box Score" of this business from the latest available information.

For May, the Western International Hotels-Hotel Corporation of America sales and reservations referral program produced a total of 9355 room nights for the properties of both companies.

Callihan Area Veep

WIH Vice President and Director of the Food and Beverage Division Joe Callihan has assumed the Area Vice President supervision responsibilities of the Bayshore Inn, Georgia, Calgary Inn, Imperial Inn and Space Needle Restaurant as of July 1.

Georgia Wins Supreme Court Justice Approval

The Georgia may now proudly state they have won high approval from the highest court in the land in the person of The Honorable Mr. Justice George F. T. Gregory of the British Columbia Supreme Court. Excerpts of this "decision" are printed below in the form of a letter to Georgia Hotel Manager from Justice Gregory. His letter reads:

"WHEN I WAS a lawyer living in Victoria but with a practice which frequently brought me to Vancouver, I was accustomed to staying at the Georgia. In those days I thought the Georgia Hotel was a good hotel.

For the last two and a half years I have been living in Vancouver and my traveling now takes me out of this city and into parts of the province where there is no Georgia or any other hotel in the Western Chain. I have stayed at — (he lists several hotels) — and I feel that I am in a better position now to judge the quality of the Georgia than I was in the days when it was virtually the only hotel I stayed at and it occurred to me that you might be interested in my considered opinion of the Georgia.

IN SOME OF the places I now stay I have not found any hotel anywhere I find service as friendly as yours: in some I find a location as convenient as yours; in one I have even found meals as good as yours. But I have not found any hotel which comes close to matching the Georgia in all-round

excellence, particularly in the features I specifically mentioned, and I have not found any hotel any where in North America which is as generous as the Georgia with its towels, a small feature perhaps but one which by my standards is a reliable indication of the hospitality of the hotel. In my considered opinion the Georgia is the best hotel I've ever stayed at . . ."

Leopold Announces New Addition

The Leopold Hotel in Bellingham, Washington, is about to take a great step forward into "tomorrowland". A \$600,000 addition to begin later this year was recently announced by John C. Pierce, President of the hotel.

THE NEW BUILDING will occupy the space currently taken by the original five-story Leopold, built in 1913 and is due for completion in the spring of 1968. Demolition of the original structure will start about mid-September of this year. Construction of the new building which will include a 45-room motor inn and drive-in registration desk will begin around the 1st of November.

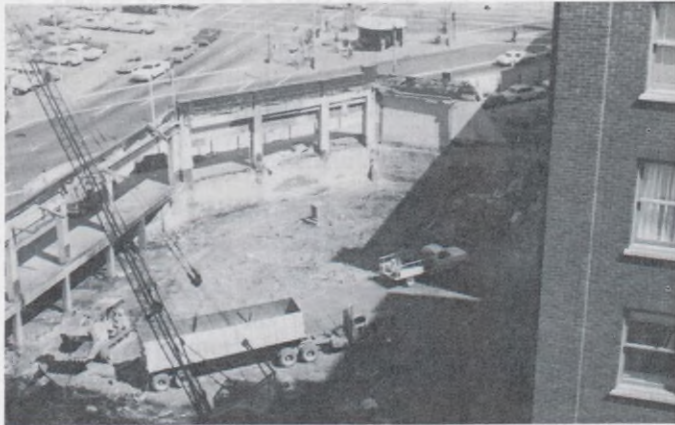
MEANWHILE, work is going on in the nine-story tower section, expanding the banquet and meeting room areas to replace convention hall facilities lost in the razing of the older building. At the same time, a general renovation program is also under way in the tower building.

The combination of the new wing, the present motor inn, and existing tower facilities will bring to 200 the total number of rooms upon completion.



Shown above are the delegates to the first WIH Accounting Division Conference in six years which was held at the Benjamin Franklin Hotel on June 22 and 23. This was also the first such gathering to be incorporated into Western's newly inaugurated series of WEST-ED staff training programs. The two-day meet was attended by accounting department representatives from various Western Hotels in the United States and Canada, as well as from the Seattle Accounting Center offices. WIH Treasurer, Frank Reid, acted as General Chairman for the Conference. The agenda presented such pertinent topics for discussion and review as Administration and Accounting for Retirement Plan, Personnel and Personnel Practices, Insurance and Credit and Credit Collections. Panel discussions and question and answer periods interspersed the topic presentation agenda.

Front! News Pictorial



WITH A CORNER of the Benjamin Franklin Hotel shown at the right this shot was taken of some of the activity now underway for Seattle's new Washington Plaza. The site pictured is the former hotel garage, one of the buildings being razed for the new construction.



BY POPULAR DEMAND from the girls he left behind; When Jim Pope was transferred from the Continental Plaza to the Ilikai, he may have gone out of sight but not out of mind to his former accounting office staffers. A special request, personally signed by ten Continental Plaza accounting members, was forwarded to your editor from PR gal, Roberta Watson of the Ilikai, to have Pope's picture printed in Front! Here he is, gang . . . Front!'s pin-up of the month!



TOP GRADUATING STUDENT, Miss Evelyn Hodgins from the B. C. Institute of Technology's two-year course in Hotel-Motel and Restaurant Management receives the B. C. Hotel Association's medallion and prize at the Institute Convocation. The presentation was made on behalf of the Association by Bill Bryant, General Manager of the Bayshore Inn. Miss Hodgins is now working in the accounting office of the Georgia Hotel.



CELEBRATING HIS CENTENNIAL and cutting his 100-candle birthday cake is one of the St. Francis' most famous employees, Larry Lewis. Larry, a banquet waiter at the hotel, not only continues to work a full day, but also rises every morning at 4 a.m. and runs 6.7 miles around San Francisco's Golden Gate Park. Highlight of Larry's anniversary celebration was an all expense paid trip to Hawaii, a gift from his many friends and the St. Francis.



IN 1923, GEORGE BRUNER went to work at the Olympic Hotel as an electrician while it was still under construction. Two years later, in 1925, George decided to stay on as a permanent member of the hotel staff and subsequently rose to the position of Chief Electrician. In June of this year, after 44 years with the Olympic, George retired and was feted with a farewell party given by hotel staffers, many of whom he had been associated with throughout much of his Olympic career.

SHOWN OPPOSITE WITH Alaska's Senator Howard Pollock are six of the seven Anchorage-Westward employees who recently received their American citizenship papers. From left: Esteban Agpaa, Salad Master; Elaine Schmidt, Housekeeper; Atsuko Vanderwood, Hotel Barber; Senator Pollock; Yoko Brooks, Housekeeper; Yoko Johnson, Housekeeper; and Tony Ruegg, Executive Chef. Not shown is Roland Heinmann, Sous Chef.



Front! International

Senorial Swings in Mexico City!

"Like New York, like London, Like WOW!"

This exciting advertising catch-line is recognized throughout Mexico City and is immediately identified with the fabulous new restaurant complex, the Senorial.

Created and operated by Operador de Restaurantes Western, a subsidiary of WIH de Mexico, the Senorial is hailed as the real "swinger" of the cities' many excellent night spots. It features the finest entertainment, dining, wining and dancing in a unique combination of three distinct atmospheres under one roof and is located in the heart of Mexico's entertainment district.

FROM THE MOMENT a guest is graciously greeted by the doorman, attired in red topper and tails and leopard skin vest, and is ushered through the dramatic entry, the evening's adventure begins. The first room entered is a comfortable, luxurious lounge. It is like an elegant living room where one may relax and enjoy a cocktail before a blazing fireplace while awaiting a table assignment.

Leading off this lounge area and



down "entertainment street", one first encounters the Leopard Room. (See photo above). This chic dining room, in smart leopard skin decor, seats 155 and features a gourmet menu served French Service style by tail-coated waiters. Entertainment is provided by the music of top show bands brought in from Europe. The largest cut-glass chandelier in Latin America revolves slowly above the dance floor, producing a very striking lighting effect.

FURTHER ON DOWN "entertainment street" on the right is the "Elefante Rose" or Pink Elephant Lounge, serving cool libations and even cooler jazz by the best of the progressive Mexican artists and imported groups.

At the end of "entertainment street" is the cozy Black Pearl Piano Bar which features continuous live entertainment.



THE HAPPY COUPLE [center] is Hiroyuki Yamaako, Banquet Department clerk and his lovely bride, Yoko Tsutsumino, former information clerk, both of the Palace Hotel in Tokyo. Their wedding ceremonies were held at the hotel. The bride appeared in the elaborately embroidered kimono shown [for the wedding she had worn a traditional Western wedding gown]. The couple was blessed and congratulated by many friends and hotel staffers, including Goro Mizobe, Moriyé Tachibana, and Masao Yoshihara.

Miramar Executive Visits U.S., Canada Properties

The Front! editorial office was honored in mid-June by the visit of Mr. Manuel Woo, Senior Assistant Manager in charge of sales of the Miramar Hotel in Hong Kong.



Mr. Woo has recently completed a three month training course in Hawaii's famed East-West Center on Travel Industry Management and Hotel Management. From there, he went on to Seattle as his

first stop on a sales promotional trip and a tour of WIH properties in the United States and Canada.

An energetic and highly personable individual, Woo is also quite a linguist, an ability which he finds invaluable in his daily contacts. He speaks English, Chinese, Japanese and Spanish.

He joined the staff of the Miramar in 1962 as Public Relations Officer. In 1963 he was promoted to Assistant Manager and in 1966 he was appointed to his present sales position.

Woo finds his job a particularly fascinating one and takes a great deal of pride in being a member of the Miramar staff.

Mr. Woo and family, wife and two small boys, live in Kowloon.



A COCKTAIL BUFFET honoring the local government Tourism Representative, Mr. Licenciado Villarreal, for his activities was given recently by the Virrey de Mendoza Hotel in Morelia. Villarreal was presented with a scroll by hotel manager, Mariano de Miguel. From left: Licenciado Castro, Secretary to the Mayor of Morelia; Jose Brockmann, President of Western International Hotels de Mexico; Licenciado Villarreal, the honored guest; and Mariano de Miguel, Manager of the Virrey de Mendoza.

FOOD AND BEVERAGE SEMINAR FEATURE

F and B Seminar Stimulating Success

Your Front! editor can personally testify to the huge success of the Food and Beverage Seminar held at the Century Plaza in late June. He was there for the three-day session and gained a huge extra seven pounds to prove it!

But, aside from the generally shared caloric holiday, it was the "food for thought" in the exchange of ideas, new products and procedure knowledge, and the opportunity to air mutual problems that provided the real weight of the conference.

Assembled under the Century Plaza's magnificent roof were WIH chefs from the United States and Canada, representing some of the hotel world's greatest culinary talent. Also in attendance were many of the company's top Food and Beverage people, including Catering and Food and Beverage managers. New this year, on an experimental basis, were a number of hotel purchasing agents.

The theme of this year's Seminar, "The Name of the Game is Profit", was, in many ways, of direct concern to our purchasing people.

While "profit" was the name of the game, "quality" was the basic ground rule. This was heavily emphasized in the session's opening remarks by Vice President Joe Callihan, Director of Food and Beverages. Throughout the entire session, from group meetings to casual coffee-break conversations, it was the maintenance and improvement of WIH's reputation for quality that remained an underlying factor.

Professor Matthew Bernatsky of the Cornell University School of Hotel Administration delivered the keynote address on the subject of profits versus percentages. His highly stimulating remarks provided much of the "thought food" ingredients for the agenda that followed.

Generous servings of "thought food" continued to be dished out and rapidly digested by the delegates, as a full round of general sessions and individual discussion group meetings followed. These were interspersed by instructive and informative lectures on such pertinent subjects as personnel training and food and beverage controls and cost accounting. In addition, new food products and culinary and bar equipment were presented and displayed for personal inspection.

Adhering to the "profit" theme, many new avenues of buying and op-

erating efficiency and the usage of time and labor-saving "convenience" foods were explored and thoroughly discussed.

One of the mid-conference highlights was the presentation of the Golden Chalice and Silver Spoon Awards, as well as the awarding of the wine sales travelling trophy. (Details and pictures on the opposite page.)

The Seminar sessions were climaxed with the President's formal dinner, superbly prepared and served by the Century Plaza staff under the direction of Century Plaza host chef, Walter Roth.

F and B Awards Given Olympic Sweeps Silver Spoon

One of the most eagerly awaited highlights of the annual Food and Beverage Conference is the presentation of the annual F & B Division Awards. These are the coveted "Silver Spoon" and "Golden Chalice" award presentations.

The Silver Spoon award is given for dining area menus for the following eight categories: Breakfast, Coffee Shop or Dining Room Lunch, Coffee Shop or Dining Room Dinner, Specialty Room Lunch, Specialty Room Dinner, Room Service, Specialty Food Service Areas (Poolside, Lounge, etc.) and Special Menus (Promotions, Banquets, etc.). Each classification is further broken down into these two categories: "Content of menus, variety, phrasing and description" and "Menu layout and appearance, including artwork", for a total of 16 award classifications.

Judging is done by F and B Conference members, two votes per hotel, selecting from submitted menus on display. The greatest number of award scrolls went to the Olympic Hotel for a total of six winning menus. Two scrolls each were won by the Antlers Plaza and the Cosmopolitan. The six remaining scrolls were awarded one each to these six hotels: Bayshore Inn, Calgary Inn, Continental Plaza, Benson, Oasis and the Bonaventure.

The Golden Chalice Award contest is divided into these two classifications: 1) Outstanding Drink Promotion, won by the Davenport Hotel for the drink labeled the "Matador", and 2) Outstanding Drink List, won by the Ilikai's Canoe House.

A special award, a personally engraved silver cocktail shaker, is also presented to the WIH bartender for the winning original beverage recipe.

Milo McDowell Wins With A "Piccadilly Punch"

"You could have knocked me over with a stir stick when they told me I had won — I know there were several other really good entries!"

This was Olympic Beverage Manager, Milo McDowell's comment to Front! when interviewed regarding his winning the second annual Food and Beverage contest for the best new drink recipe.

Milo's delightful drink, a refreshing cooler labeled "Piccadilly Punch" was judged tops in taste and appearance from among 32 original drink recipes submitted by bartenders and beverage managers throughout WIH in the United States and Canada.



Fred Putnam, WIH Beverage Supervisor [right] congratulates Milo McDowell on prize drink recipe.

Although Milo's surprise in coming up winners was genuine, he is no novice at inventing successful beverage concoctions. For years, hotel guests and Seattleites alike have enthused over his original drink creations that have appeared on the Olympic bar menus.

His specialty room drinks such as the Olympic's Terrace Room "Terrace Coolie" (for which he also designed its unique ceramic container) and the Piccadilly Corner's "London Fog" are among the most popular with room guests.

Milo has been a member of the Western family and with the Olympic for over 30 years. He first joined the hotel staff in 1935 as a waiter in the old Tap Room. A year later, he became a bartender for the hotel and in 1955 he was appointed Beverage Manager. Presently, he supervises a regular staff of 25 bartenders.

A biennial travelling trophy for wine sales was presented during the Conference to the Calgary Inn, the second time in a row, for their outstanding wine sales record during the past six months.

Scheiss, Zimmerman Named To Master Chefs Academy

Chefs Rene Scheiss of the Olympic Hotel and John Zimmerman of the Calgary Inn were presented with gold medallions during the Food and Beverage Conference which signified their membership in WIH's exclusive Academy of Master Chefs. To become a member, a chef must have served as an Executive Chef for five years and have had continuing experience through all kitchen departments previous to that.

Scheiss joined Western in 1959 as Sous Chef for the Olympic and worked at the Space Needle and the Benson before he returned to the Olympic as Executive Chef in 1966.

Zimmerman joined the staff of the Calgary Inn when it opened in 1964 in the position of Executive Chef. His previous experience had been in Canada and in Europe.

Tachiyama Appointed to F and B Committee

Newest member of the Food and Beverage Committee, as announced at the recent F and B Seminar, is Jack Tachiyama, Purchasing Agent for the Benjamin Franklin Hotel.

Commenting on the appointment, F and B Committee Chairman, Joe Callihan stated: "Jack's qualifications will not only benefit the group because of his purchasing experience background, but as a former chef for Western, he brings with him a pretty thorough understanding of our kitchen operations."

Jack joined WIH at the Boise Hotel as a dishwasher in 1943. He worked himself up through the kitchen staff ranks, including pantryman and cook, reaching the top as hotel chef. In 1958 he was transferred to the Oasis in Palm Springs for a season adding to his culinary skills under the direction of the distinguished WIH chef, Reinhold Keller. From there, Jack worked as a travelling chef for various Western properties.

In 1960, for health reasons, he was forced to leave the kitchen and embarked on a new career as Purchasing Agent for the Benjamin Franklin.

Jack is married and the proud father of two sons. His eldest son, Gary, was selected last year as a winner of the Bruce Pierce Memorial Scholarship Award. Son, Dwight, is working this summer, as did his brother last summer, at the Benjamin Franklin as part time bellman and storeroom clerk.



John Luvisotto [right], Food and Beverage Manager of the Calgary Inn, accepts the "travelling trophy" awarded primarily for the increase in wine sales in WIH competition during the last six months. This was the second win in a row for the Calgary Inn. At left is WIH Vice President, Robert Dupar, and center, is WIH Vice President and Food and Beverage Director, Joe Callihan.



Gordon Boeder [left], Food and Beverage Director for the Ilikai, accepts the "Golden Chalice Award" for best wine list menu for the hotel's Canoe House restaurant from Vice Presidents Dupar and Callihan.



Norm Lavin [left], Olympic Food and Beverage Manager, looks pleased as he accepts one of the six "Silver Spoon" scrolls awarded to the Olympic Hotel for menu originality and content, and receives congratulations from Vice President Dupar.



Bill Wells [left], Purchasing Agent for the Davenport Hotel, accepts the "Golden Chalice" award plaque from Vice Presidents Dupar and Callihan for best promotion of a drink, the "Matador", featured in the hotels Matador Room.



WIH Academy of Master Chefs members gather in Century Plaza Hotel kitchen for a publicity portrait during Food and Beverage Seminar.



Jack Tachiyama, Purchasing Agent for the Benjamin Franklin Hotel, is appointed to the WIH Food and Beverage Committee [see story this page].

WIH PERSONALITY PROFILES

GUST LUND—Finance Manager is Dog Fancier.



In the hotel world, he is known as Gust Lund, Financial Manager of the Leopold. In the dog world, he is more readily recognized as Tammikin Kennels, Reg.

An ardent dog lover, Gust has been breeding champion canines for the past ten years, and for the last five, he and his wife Shirley have been raising and breeding the somewhat rare Australian terriers exclusively. Starting with a male and a female imported from Australia as beginning stock, they have been producing U. S. and Canadian prize-winning pups ever since.

At present Gust owns and houses about 35 of these "Aussies", ranging in age from a week old litter to the ten year old Australian champion "Tinee Town Sweet William", who was famous in Australia as a sire of many champions.

The Australian terrier origin dates back to the early 1800's, where they were bred to tend sheep and were also used as guard dogs for Australian mines. These instilled traits make them devoted to their owners and protective of the home. According to Gust, they are credited with high intelligence, are a sturdy and hardy breed, and have a marvelous disposition that is shown in their eagerness to please.

While Gust is the first to admit that he'll never get rich by raising these dogs and that the work involved takes most of his spare time, the dividends are rewarding with a kennel full of love and affection and a closet full of ribbons, trophies, certificates and awards.

Gust Lund began his career with Western Hotels at the Winthrop in Tacoma in 1948. He has been with the Leopold since 1950, holding a variety of positions — desk clerk, liquor controller, front office manager, and presently as financial manager. Gust is shown above with "Sweet William" (left) and "Pandora", a female.

SAMUEL MCGREGOR—"Surfing Sam" of Pier 7

The golden sands of Hawaii proved a stronger lure than the golden state of California to Navy man Samuel Austin McGregor. So after his four year Navy obligation in the Islands were completed, he returned to California just long enough to marry and bring his lovely bride Stephanie back to his new-found island paradise.

In November of 1964, he made a second happy decision when he joined the staff of the Ilikai Hotel as a ste-



ward. As a trainee in the Food and Beverage Department, Sam has worked in practically every phase of this operation. This well-rounded experience has proven invaluable in his present position as Assistant Manager of the Ilikai's Pier 7 Restaurant.

His great interest and enthusiasm for his work is matched by an equal passion for the great Hawaiian water sport . . . surfing. On off-duty hours, (he presently works evenings) and especially when the surfing conditions are at their best, "Surfing Sam" can be found riding the huge breakers fronting the Ilikai or in one of the other favorite surfing sports of the Islands.

Recently, Sam and two other Ilikai restaurant managers received local recognition and commendation from the community for a clean-up campaign they instigated and carried out. Debris that had collected in the Yacht Harbor behind the hotel had become an eyesore. Acquiring a 2½-ton truck one early Sunday morning, the three industrious staffers proceeded to fill the truck with rubbish, leaving behind them a sparkling clean ocean front for others to enjoy.

MICHAEL KRANZ — Adds Continental Touch to Continental Plaza.



Michael Kranz, Director of Food and Beverage at Chicago's Continental Plaza, is Parisian-born, of German heritage, and has just recently become a United States citizen.

Mike attended elementary and high school in Berlin and received his degree in hotel administration from a college in Heidelberg. He served as an apprentice for three years in Berlin and then worked in the Ritters Park Hotel, Bad Homburg, and the Bellevue Palace in Berne, Switzerland, in the room service, restaurant and catering departments. He broadened his experience then as a front desk clerk in the Grand Hotel D'Angouleme, Angouleme, France. Next, he accepted a position at the Ritz Hotel in Barcelona, Spain, moving from front desk clerk to night auditor and later, assistant manager. After 2½ years in Spain, his immigration visa for the USA came through.

It was 1959 when he became a waiter at the Olympic Hotel. In 1960, he transferred to the Multnomah in Portland in the capacity of assistant to the dining room manager. There, he moved from dining room manager to catering manager. Returning to the Olympic in Seattle, he spent four months as its banquet manager before heading to Mid-America.

The Continental Plaza, a toddling infant of 8 months, immediately responded to his firm hand in food and beverage and the confidence has never been shaken. One major accomplishment of U.S. citizen Michael Kranz was the opening of a new restaurant in the Continental Plaza — the Chicago Grille. To this project he brought all the experience his 34 years have gleaned and it has been considerable.

In December, 1960, Mike married Nebraska-born Alice Reber, and they have one child, Elizabeth, age 4½.

Front! Features

RECIPES I LIKE BEST

Just recently transferred from the windy city of Chicago to the trade winds city of Honolulu is Kurt Wuest, new Executive Chef of the Ilikai.



CHEF WUEST

While at the Continental Plaza as Executive Chef since 1964, Wuest had earned a reputation as one of Chicago's most distinguished chefs

Kurt's recognition came as no surprise to those who recognize his as a typical WIH success story.

After completing his schooling in his native Wildeg, Switzerland, Kurt was too young to begin an apprenticeship in his chosen field. He worked as a bellman in a local hotel until he reached the requisite age for apprenticeship and admission to a trade school in Zurich.

His first on-the-job experience was gained at the Schweizerhof Hotel in Berne, Switzerland, and it was followed by a stint with a number of Swiss resort hotels where he learned various phases of cooking.

His culinary career moved then in the traditional pattern of moving from one hotel to another — always learning, encountering new ideas, experimenting with new methods.

With his decision to leave Switzerland, he worked aboard the Holland-America Ship Line. The next plateau for Chef Wuest was the Hotel De La-Salle in Montreal, which was followed by Chateau Lake Louise in Alberta, Canada. He was then appointed the night chef at the Empress Hotel in Victoria.

It was at this point that he joined Western International Hotels as Sous Chef at the Georgia Hotel in Vancouver. He was then transferred to a Western hotel in Idaho, where he served as Executive Chef for two years.

When Western opened the famous Space Needle for the Seattle World's Fair, Chef Wuest was paged, and he took the novel outside elevator up to the top of the tower to work for one year and a half.

In 1964, he made his Continental Plaza kitchen debut, where he remained until his newest assignment at the Ilikai.

BAKED VEAL CUTLETS WITH SPANISH SAUCE

INGREDIENTS

- 2 cups Spanish sauce (below)
- 6 (4 oz.) breaded frozen veal cutlets
- 2 cups large curd cottage cheese
- 2 tablespoons tomato paste
- 1 tablespoon Parmesan cheese

PREPARATION

Cover bottom of a buttered baking dish with Spanish sauce. Place veal cutlets on top, which have been sauteed until golden brown. Mix cottage cheese and tomato paste. Top each cutlet with the cheese-tomato mixture, sprinkle with Parmesan. Place in a 375 degree oven for 20 to 25 minutes.

SPANISH SAUCE

- 1 onion
- 1 green pepper
- 6 large mushrooms
- 1 clove garlic, sliced thin
- Butter
- 2 whole canned tomatoes
- 1 teaspoon tomato paste

Salt and pepper to taste. Saute onion, green pepper, mushrooms and garlic in butter until soft but not brown. Add tomatoes and tomato paste. Salt and pepper to taste and simmer for 10 minutes. Serves 6.

Lobby QUIZ

How well have you read this issue of Front!? Test your memory . . . take this quiz.

QUESTIONS

1. New WIH Sales and Reservation offices were opened in what two cities?
2. Who is eligible for the Bruce Pierce Memorial Scholarships?
3. The recent Food and Beverage Seminar and Accounting Conference are part of the WIH educational program called _____?
4. Recently appointed a Vice President to WIH is _____?
5. What is "Idea Dollars"?

ANSWERS

1. New York and Chicago.
2. Qualifying WIH employees and their children.
3. WEST-ED.
4. Former Amfers Plaza General Manager, Joe Mognush.
5. You will find out soon!

HEALTH TOPICS

Overweight and Diets

By Dr. Kenneth F. Schaefer

Have you ever dieted because you were too heavy? Chances are that you have. Chances are that you gave it up after a while, also, and regained some or all the weight you lost.

All other things being equal, there is no doubt but that the typical overweight person will die before the typical average weight person. Life insurance company mortality statistics have led to the formation of average weights for a specific height. It must be remembered that these tables are definitely "averages". They are developed by combining all weights for a single height and age group. Yet, despite the fact they are averages, they are not necessarily ideal weights. Most authorities agree that it is desirable to be somewhat underweight as a normal state, rather than average.

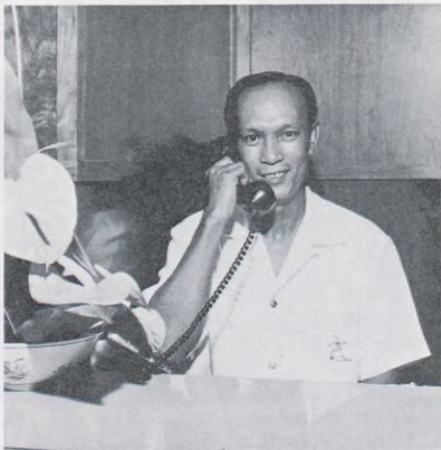
How does a condition of overweight cause harm? Well, first, it makes the heart work harder just to push the blood through the additional tissue the body carries. Secondly, the various body organs do not operate as efficiently, since they are fat, too. Thus, fat people do not just have extra weight in their abdomen, arms, legs, cheeks and other visible portions of the body, but the fat cells infiltrate

all organs of the body and make it harder for these organs — heart, liver, kidneys, etc. — to do the jobs they have to do. Thirdly, the presence of excess weight predisposes a person to diseases such as diabetes, gall bladder disease, heart trouble, and others.

Actually, obesity is an addiction, an addiction to over-eating. As with other addictions — alcohol, drugs, and, to a lesser extent, smoking — there is usually an underlying psychologic disturbance.

The best way to lose weight is to follow your doctor's advice and let him guide you. Generally, this will mean something no more complicated than less food and more exercise. Many fads have developed in dieting, and many names and slogans have been given to the various diets. Oftentimes the more esoteric fads are more useful as "conversation stimulators" rather than weight reducers. But they all have in common the focusing of attention on eating habits with suggested methods of control, and to this extent, they definitely have merit.

Front! Photo Album



Peter Sagadraca was recently appointed Bell Captain of the 1400-room Ilikai Hotel complex. He has been a member of the hotel staff since 1964 as a Bellman.



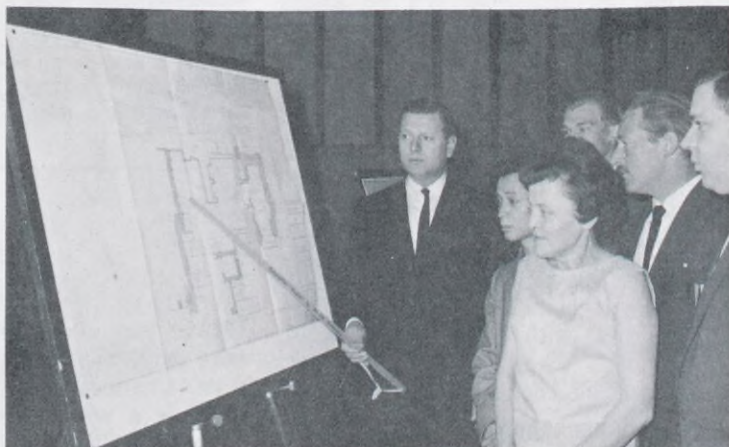
Bertha Florence, Banquet Waitress for the Benjamin Franklin Hotel, lends a hand in the kitchen for a big affair.



Pretty Beverly Fricke, secretary to WIH Treasurer Frank Reid, prepares a report for the WIH Accounting Conference held in Seattle last June.



While visions of choice filets dance through his head, Northern Hotel cook, Chuck Sanders appraises one of the prize livestock specimens exhibited in the hotel lobby during the Montana Stockgrowers Association Convention.



Arthur Gades, Executive Assistant Manager of the Bayshore Inn, gives a detailed description of the hotel's 50-million dollar expansion plans for the benefit of employees.



Peter Jacoby, Purchasing Agent for the Calgary Inn, is caught in the act of doing a little interior decorating in his new office.



Wearing her charming waitress uniform and displaying the room's luncheon menus is lovely Belya Aghion, waitress at the Bonaventure's Le Bourgade Coffee Shop.



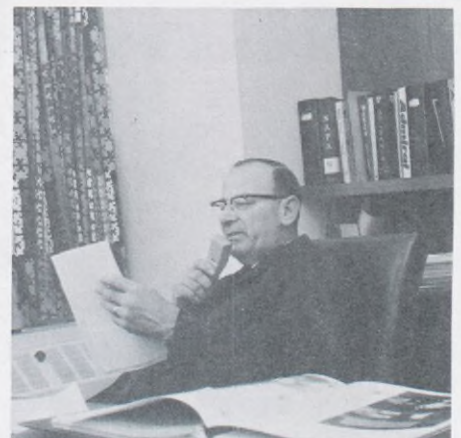
Recently celebrating his 20th anniversary with WIH is Chef Earl Holt of the Caravan Inn. Previously, Chef Holt had been practicing the art of fine cookery at the Owyhee for 2 1/2 years and with the Northern for 17 years.



John Scott, Night Auditor for the Fairbanks Inn, checks a few final figures as he gets ready to call it a night.



Bill Holtzinger, Manager of the Space Needle souvenir shops, arranges a gift item in his attractive counter display.



Leigh MacArthur, Purchasing Director for Western Service and Supply, starts off his busy day by taking it from the top and working down on his desk pile up.



It's a girl! Al Irsing, Bellman of the Sir Francis Drake, gets the news that he is a new papa while Bell Captain, Ray Siciliano, and 18-year veteran of the Drake is ready to offer his congrats.



Dial the Cosmopolitan for a cheerful "Yes Sir" from either of these fast operators, Marie Adams [left] and Jane Taylor, Chief Operator.



Ted Philips, Kitchen Mechanic for the Century Plaza, looks much too engrossed in his job to stop for a smile for the Front! camera.



Nash Gomez, Anchorage-Westerward Bartender, holds trophy for winning the annual Businessmans Brush Beard Contest. This was his second win in a row and fifth consecutive for the A/W.

Norm Lavin, [right] Olympic Hotel Food and Beverage Manager, and one of the judges in the recent Food and Beverage "Original Drink Recipe" contest, finds it difficult to make a decision.



Benson boss, Dwight Call, prepares a sign directing guests to temporary parking facilities as the present lot is being used by a neighboring bank under construction.



Hotel Profile

SPACE NEEDLE . . . The 1962 Seattle World's Fair projected into the budding space age with its futuristic theme, "Century 21". The crowning attraction that symbolized this theme was the Space Needle tower soaring over 600 feet above the Fair grounds, topped with a revolving observation deck and restaurant.

ITS CONSTRUCTION gained world wide attention and comment. In fact, in one instance, the idea of an elevated revolving top structure seemed especially intriguing to an about-to-be-wed Connecticut couple who wrote the Space Needle management: "My fiancée and I have been considering various designs and locations for our future home . . . we have become extremely interested in your unique restaurant. We should like to inquire as to future plans for this building at the termination of the Fair. Would you consider selling or renting, and if so, what would be the approximate costs involved? . . ."

FORTUNATELY FOR THE thousands of discriminating diners who continue to patronize this superb and unique Seattle restaurant, the Needle was neither rented or sold after the Fair. It has, in fact, continued to build its reputation as one of the most distinguished members of the WIH family. As recently reported in *Front!*, the Space Needle restaurant has just celebrated its fifth and most successful year of operation.

WHILE ITS UNIQUE structure and ever-changing views of the city, the mountains and the water have made the Needle a "must" with tourists and Seattleites alike, it is the excellent cuisine and fine service of the restaurant that has remained the prime attraction. Perhaps the restaurant would be almost equally successful if it were located on the ground, but it must be

admitted that to reach its high-in-the-sky location, "getting there IS half the fun". From the Needle base, outside view elevators whisk guests to the top in 43 seconds at a speed of 800 feet per minute, while they thrill to the rapidly expanding panorama beneath them. Once inside the restaurant, they are graciously ushered to a view table and are served by waitresses in attractive, specially designed "space suit" uniforms. As the restaurant revolves at an almost imperceptible 360 degrees per hour, the guest may savor a superb selection from a varied menu that includes the finest of beverages and enjoy the continuously unfolding vista while he dines.

AFTER DINING, he may stop at the Space Needle souvenir shop, also operated by WIH, for an attractive memento of this fantastic experience. Or he may ride up one more floor to the top observation deck for a leisurely stroll and more spectacular viewing.

Spacemen and Women

Here are a few of the Space Needle people who, in their daily orbit, offer their particular brand of "space" hospitality to restaurant visitors and guests.



This smiling group from left is Hans York, snack bar, Katie Abbott, lobby girl, and Ken Childs, Chief Steward.



SPACE NEEDLE



Space-suited Space Needle waitresses from left: Ruth McFarland, Carol Faithful and Margie Imes.



Pantry girls Akiko Apsel and Maggie Ferkes prepare ingredients for a salad.



Bob Hale, left, and Jerry McKee are two hard working members of the Purchasing Department.



Bill Ritchie is Space Needle Broiler Cook.



From the Needle's Steward department are from left: Stella Handcock, Joe Carvo, Duane Berry and Yolanda Larin.



Attractive Pam McCarthy and Nancy Emery are Souvenir Shop staffers.



Holding champagne bucket is Space Needle Captain, Larry Salterelli.