



Nine Schools Receive Hard Corps Scholarships

AT THEIR annual meeting, held in conjunction with the Managers Conference in early January, the WIH Hard Corps reported funds totaling \$4,900 would be distributed among nine schools for hotel oriented scholarship use. Half of that amount had been contributed by the Hard Corps membership with the other half matched by a WIH corporate contribution.

The Hard Corps membership is composed of those WIH members successfully completing one of the annual Management Seminar sessions. The group's concept was instigated by former WIH Chairman, **Edward E. Carlson** in 1959 with scholarship funding as one of its principle objectives.

DISTRIBUTION of this year's funds, which goes directly to the schools for their student beneficiary selection, were distributed to Cornell University, Michigan State, University of Denver, Washington State University; University of Hawaii; the Ecole Hoteliere of Laussane, Switzerland; British Columbia Institute of Technology; City College of San Francisco and Seattle Central Community College.

Guest speaker for this year's meeting was **Vince Galvin**, Chairman of Hospitality and Personnel Services Director for Seattle Central Community College who talked on the value of scholarships which have become increasingly vital due to raising costs in education. The importance of the Hard Corps program was further emphasized by the report that six former members no longer associated with WIH have continued to make contributions to the scholarship fund.

OFFICIATING at the meeting as the Hard Corps, permanent Board of Trustees were officers; **Jack Elliott**, President; **Bob Rieflin**, First Vice President; **Bruce McKibbin**, Second Vice President; **Jim Wilson**, Secretary; and **Russ Nickel**, Treasurer and Scholarship Chairman.

Thurston-Dupar Award to Anna Mitchell



STILL somewhat in a state of surprised shock, Anna Mitchell receives congratulations from (left) WIH Chairman and Chief Executive Officer Lynn P. Himmelman and WIH President Gordon Bass on her Thurston-Dupar Award win. Announcement of Anna's Award recognition had been made just a few minutes before this picture was taken during a Management Conference luncheon.

"INSPIRATIONAL" was indeed a key word in the selection of **Anna Mitchell** as the Thurston-Dupar Inspirational Award winner for 1971.

Anna, an Accounts Receivable Clerk with the Olympic Hotel, was honored with this coveted WIH employee award distinction in early January. The Award presentation was made by **Lynn P. Himmelman**, WIH Chairman and Chief Executive Officer, during luncheon ceremonies at the Olympic and in the presence of Western International Hotel Managers and others attending the annual Management Conference.

During her 11 years of service at the Olympic, where she started as a Golden Lion restaurant Cashier, Anna's words of encouragement, optimistic attitude and determination have often inspired others to strive toward greater achievements.

THERE'S the story of the young Golden Lion Busboy at the Olympic Hotel and an aspiring actor, for instance, who dreamed of a Theatrical Career. After some encouraging morale boosting sessions with Anna, the young man, **Greg Morris**, went on in pursuit of his goal

to become a star of the "Mission Impossible" TV series.

Other Olympic employees such as Bartender **Frank Lasula** (who two years ago won the F&B "Most Outstanding Drink Recipe" award in a WIH hotel competition) and now Reservations Manager of the Mayflower, **Frank Alexander**, were also greatly encouraged in their career goals by Anna Mitchell.

In the performance of her accounts receivable responsibilities, she is recognized by her co-workers as a hard working and dedicated employee. Machine posting and coding of charges is a somewhat tedious and unglamorous assignment, but **"meticulously reliable"** is how Anna's supervisor **Edna Greeney** describes her work. **"Always a smile and a courteous greeting makes working with her a pleasure,"** Edna adds.

ANNA'S participation in civic, community and church affiliated affairs is an inspirational chapter in its own.

She was a Boy Scout Den Mother for two years and a PTA officer for four. For the past five years she has been a worker

(Continued on Page 3)

front!

A monthly publication for the employees of

Western International Hotels

Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca..... Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

At the Continental Plaza **Jim Henwood**, formerly manager of the Chicago '93 Restaurant, has been named Front Officer Manager, and former rooms manager **Tom Parveneh** has been promoted to Assistant Manager . . . **Larry Capps** was named Piccadilly Bar Manager at the Antlers Plaza . . . at the Mayflower **Frances Rowe** is appointed to Credit Manager from accounts receivable; **Phillip E. Stoy** moves from accounts receivable to Assistant Controller; and **Roger McKall** is named Chief Clerk from room clerk . . .

Transfers

Martin Levy, formerly from the Ilikai Hotel, has joined the Continental Plaza staff as Manager of the Chicago '93 Restaurant . . . **James Mogush**, formerly assistant restaurant manager at the Space Needle, is named Assistant Manager at the Century Plaza . . . transferring from the Antlers Plaza to the Olympic in the same position as Executive Sous Chef is **Heinrich Steffen** . . . **Allen Emmons**, formerly with the Engineering Department at the Antlers Plaza, transfers to the Houston Oaks as Chief Engineer . . . **Gary Mabee**, formerly national sales manager at the Olympic is now National Sales Manager for the Mayflower . . . new Front Office Manager for the Mayflower is **John Hardaway** who was formerly with the Ilikai . . . **Jeffrey Marks**, formerly sales representative with the Los Angeles Regional office, has been named Director of Sales for the Miyako Hotel

New

Appointed to the position of Sales Manager for the Washington Plaza is **Ron Olstad** . . . two new Sales staff additions to the Crown Center Hotel now under construction in Kansas City, Mo., are **Bruce Falls** and **Terry Clark, Jr.**

INTERNATIONAL

Gary Cook, formerly Director of Sales of the Dusit Thani Hotel in Bangkok, has joined the staff of the Camino Real Mexico City in the position of Director of Marketing . . . Miss **Leticia Arratia** has been placed in full charge of the Central Mexico City Reservations office . . . **Leo van Osch** has been appointed Director of Marketing and Sales for the Carlton Hotel in Johannesburg.



Executive Offices Report:

Each year in early January, we hold an important meeting of our officers and management people.

Among other things, these annual affairs provide us with the direction for establishing our corporate goals during the year ahead.

This year, at our meeting in Seattle, we had selected as our Conference theme, "Sales plus Application of Ideas plus People equals Greater Profits." As a basic goal, profitability is, of course, vital to the healthy maintenance and continuance of Western International's operations as it is with all businesses.

As the meeting progressed, however, it became obvious that a rearrangement of the stated priorities toward achieving profitability needed to be made in the theme wording.

In the various report presentations and in our discussions and future projections the one word that received greatest emphasis in all our deliberations was "people." All of our efforts revolve around the people of our WIH family and each of us, perhaps in varying degrees, is personally involved in contributing towards the profits of our hotel and of our company. Among other ways, this is demonstrated in how we perform our jobs, our direct involvement in controlling of costs, and very particularly, in our attitude toward our guests.

Clearly, "people" was the key to our conference objectives and the key word in our theme. By Conference conclusion this was put into better perspective and our theme had been rephrased to: "People plus Application of Ideas plus Sales equals greater Profits."

As we look to 1972, it is you—the family members of WIH—who will stimulate our forward progress!

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

Correspondents

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

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

THURSTON-DUPAR AWARD (Continued from Page 1)

for both UGN and Cancer Drives and has worked on a Voter Registrations Board for ten years.

As an active member of her New Hope Baptist Church, Anna has served as church Secretary and Sunday School Teacher, as choir member and choir secretary, and was once selected as the Washington State delegate for a National Baptist Convention.

THE LESS fortunate, both locally and internationally, have benefited from Anna's tireless organized assistance efforts. She has spearheaded two world clothing drives to help overseas needy and has been a representative of a Mission Society to help the sick and hungry. Most recently, she has been involved in Seattle's "Neighbors In Need" program spending a part of her weekends sacking potatoes and collecting food stuffs for the City's hungry.

In selecting Anna Mitchell for their Thurston-Dupar Award candidate, the Olympic committee noted, "Her completely reliable work record is coupled with a uniquely unselfish commitment to the pressing needs of our central city minorities. Our research on her was not easy—Anna does not speak openly of her contribution—but as we talked to friends and relatives, the long list of community involvement was revealed and the calibre of this extraordinary fellow employee clearly illustrated."

In summing up, the Committee included this statement on their Award Selection Form and in bold letters, "This kind of people make the difference!" Undoubtedly, her fellow employees at the Olympic who have known Anna would heartily agree.

IN ADDITION to her Award plaque, Anna received a two-week all expense paid vacation at the WIH hotel of her choice in the United States, Canada or Mexico for herself and her husband.

The Thurston-Dupar Inspirational Award is presented each year to the WIH employee who has made the "Greatest contribution of service to the community, hotel guests and fellow employees." It takes its name from Mr. S.W. Thurston and Mr. Frank Dupar, two of the founders of Western International Hotels.

PROFESSIONAL hair stylist, Paul of Broadway, demonstrates hair care techniques to Century Plaza employees. ▶

Women Employees Learn Beauty, Grooming Secrets

ALONG with its popular image as "The World's Most Beautiful Hotel," the Century Plaza might now add, "And, The Most Beautifully Groomed Women Employees."

This newest claim can be largely attributed to the result success of a hotel sponsored beauty clinic held at the Century Plaza last November. The free clinic, "PROJECT: NEW YOU—What a Way to Glow," was made available to all women employees who wished to attend and was conducted by some of the top beauty experts in the field. The two-day session offered lectures and demonstrations on such areas of personal grooming as the use of make-up, hair care and new ideas on diet and exercise.

The clinic program was developed by Personnel Director **Eve Fisher** following a similar clinic held earlier at the hotel for the Appearance Counselors group of United Air Lines. (One program session, in fact, was conducted by **Katie Hill**, an Appearance Counselor for United Air Lines Stewardesses and a former Model Editor for Vogue magazine.)

Commenting on the idea behind the beauty clinic program, Eve said, "Everyone from switchboard operators to waitresses and maids to reception hostesses represent the hotel in the public. Their contributions in projecting the attractive image of the Century Plaza is vitally important. Further, any women will tell you that when she looks her best and feels her best she will want to do her best." Then she added, "The clinic was a great success and for those attending it has given them a new awareness of the importance of their roles as Century Plaza employees."



Rampone Named Purchasing Manager for Canada



JOHN RAMPONE (left) gets some background assistance for his new position from **Bob Rieflin**, Manager Western Service and Supply Co. Ltd. at Seattle offices.

JOHN RAMPONE, formerly Purchasing Agent for the Bayshore Inn, has been named to the newly created position as Purchasing Manager for Western Service and Supply Company, Ltd. of Canada.

He will work directly with Canadian hotel suppliers, the Purchasing Agents of the five WIH Canadian properties and in close association with **Bob Rieflin**, Manager Western Service and Supply Co. Ltd. in Seattle. Rampone, who took over his new position as of January 1, will maintain offices as a tenant of the Bayshore Inn.

John joined WIH as a Busboy at the Georgia Hotel in 1959. He worked up rapidly to Banquet Waiter and Room Service Waiter and just prior to the opening of the Bayshore Inn in 1961, he joined that Hotel's staff as a Kitchen Steward.

In 1964 he was appointed as Assistant Purchasing Agent and two years later was named to his most recent position as Bayshore Inn Purchasing Agent.

John Rampone's wife **Felix**, presently holds the position as Executive Housekeeper for the Georgia Hotel.

Western Service and Supply Company, Ltd., is a wholly-owned subsidiary of Western International Hotels.

United's Credit Union Benefits WIH Employees

MANY employees of Western International Hotels within the United States are currently enjoying a very tangible benefit in connection with our United Air Lines partnership.

Recently completed arrangements now provide for WIH membership eligibility in United Air Lines Employee's Credit Union. United's Credit Union, which has been in operation for 35 years, is the Nation's second largest with assets of some 88 million dollars.

The concept for this association began last May when the Management of Western International and United's Credit Union officers met to determine how the United Credit Union could be of service to WIH employees. The individual Credit Union's then operating in some of the hotels were, in most cases, too small to offer full service efficiency. A credit union is essentially a people business. People helping people. And the more people involved, the more effective the organization and the more benefits to all members. Therefore, the combination of size and ability to serve its members made the selection of the UALECU a natural choice as the credit union service for the hotels. (Present international regulations, unfortunately, do not permit United to extend its Credit Union services beyond Western International's United States operations. However, the possibility of including WIH Canada employee participation is being investigated.)

IN JUNE and July, United Air Lines employees' Credit Union Management held meetings explaining its benefits to the employees of all Seattle based properties and offices as well as in Portland and San Francisco. Similar meetings were held during the following months with employee groups for the remaining U.S. hotels.

Credit Union representatives servicing the various WIH hotels and offices are: **Alta Bloomer**, Seattle area; **Lois Anderson**, Anchorage-Westward; **Doug Smith**, Continental Plaza; **Jo Madden**, Antlers Plaza, Cosmopolitan; **Gladys Koehn**, Century Plaza; **Jean Feely**, Portland area; **Dave Wright**, San Francisco area, with representatives for the Mayflower and Houston Oaks yet to be named.

According to **Ed Langel**, UALECU

Dutch Kitchen Opens at Hotel St. Francis



DUTCH "Maids", Waitresses Vi Gibson and Linda Cowan, join Netherlands Consul General Jan Van Houten and Bill Quinn, General Manager of the Hotel St. Francis, in a bread "breaking" ceremony marking opening of the new Dutch Kitchen.

DELICIOUSLY mouth-watering smells of freshly baking breads and pastries drifted out the Post Street entrance.

Inside the restaurant a gala atmosphere prevailed as admiring guests and visitors mingled with Waitresses in colorful Dutch costume.

Then at 10:00 a.m. on January 10, the "Bread Breaking" ceremonies began, presided over by Netherlands Counsel General **Jan Van Houten** and **William Quinn**, General Manager of the Hotel St. Francis.

General Manager of the Chicago based Credit Union headquarter offices, approximately 1798 WIH employees have joined the Credit Union investing some \$474,000 in savings.

AMONG the benefits offered through UALECU membership are: financial counseling to members, easy payments toward saving or loans through payroll deduction, low interest loans with the added feature of family protection in the form of creditors life insurance for the duration of the loan at no additional cost, high dividend payment on savings and same day loan and same day savings withdrawal service in most cities. Further, itemized statements of accounts are mailed to members following dividend payments which are made on September 30, and March 31.

Langel stated that any eligible WIH non-member may obtain full membership information from their hotel Credit Union representative.

The ceremonies inaugurated the opening of the Hotel's delightful Coffee Shop restaurant, the Dutch Kitchen.

A HIGHLIGHT of the Dutch Kitchen centers around an old-fashioned bakery idea which allows guests to watch fresh pastries and bread items being created on a specially designed "dough table" located in front of a large working oven while they dine.

The charming Dutch theme is carried throughout in both decor and staff costuming. The authentic Waitresses' dress is from the province of Zeeland, and their lace hats are like those worn in the province of Volendam. Busboys wear the traditional garb of the men of Urk.

ARCHITECTURAL features include antique iron and copper chandeliers of Dutch origin and Dutch glazed ceramic tiles in rust and amber provide a backdrop for antique hutches and tallboy cupboards. The hand carved Dutch Kitchen signs at the entrance utilize a three dimensional technique and depict Dutch shoes and wooden ladels.

Entrances to the Dutch Kitchen are located both within the hotel and from the building exterior on Post Street. It is open from 6 a.m. to midnight for full breakfast, lunch and dinner service as well as in-between snacks.

The Dutch Kitchen was designed and executed by **Herb Bentley**, Senior Interior Designer for Western Service and Supply in Seattle.

1972 MANAGEMENT CONFERENCE

Theme Sets Guidelines Toward Greater Profits

THERE were some noticeable differences apparent in the presentation of this year's Annual Management Conference.

It was briefer, more tightly scheduled and less formal than had been the pattern of recent years. It was also one of the most productive and idea stimulating.

The Conference, meeting in general session at the Olympic Hotel in Seattle from January 4 through 6, was attended by top hotel management people from throughout Western International, as well as Corporate Officers and selected staff members from Division offices. And lending to the international flavor of the group mix was the presence of such honored guests as **John Baljeu**, General Manager of the Wentworth in Sydney, Australia; **Edward H. Carrette, Jr.**, President Hotel Guatamala Camino Real; **Douglas B. Hoffe**, Managing Director Carlton Centre, Ltd., Johannesburg, South Africa; and **Yuji Tsutsumi**, President of Prince Hotels, Tokyo.

WIH Chairman and Chief Executive Officer, **Lynn P. Himmelman**, gave emphasis to the working theme guiding the program agenda to follow, "Sales plus Application of Ideas plus People equals Greater Profits," in his opening address. This theme, as further defined in the Conference program, would involve, "Education, information, and stimulation from each other and from qualified speakers to encourage ideas which will increase sales and produce greater profits."

Himmelman complimented the group on the past year's (1971) performance rating it as a "good year" for Western International.

EXECUTIVE Vice President **Harry Mullikin** in following Himmelman's introduction, projected an overall view of 1972 as related to the Company's goals and objectives. The top priority, as outlined by Mullikin, was in the training and development of personnel. The number two priority was to increase sales, and the third was in the continuing control of costs and increasing of profits. How the Marketing Division planned to direct their

efforts toward increasing sales was the subject of presentations by **Bruce McKibbin**, Vice President Marketing, **Bill Newman**, WIH General Sales Manager and WIH Advertising Director, **Willis Camp**. A program of intensified sales activity with particular concentration in the Regional offices was envisioned as part of the "immediate action" sales goals for the coming year. Greater sales training efforts and the probability of "beefing up" the WIH sales force were also programmed.

Ideas that could be applied toward increasing sales were contained in the talks by the two outside guest speakers . . . **James Hartigan**, Vice President for United Air Lines and **Ernie Renaud**, President of the restaurant marketing consultant firm of Ernie Renaud Associates.

Hartigan revealed some of the approaches United is taking to meet the demands of what he termed, "The Changing Markets." United's newest marketing program, Hartigan explained, was based largely on the results of recent market research which could be applied to some extent to WIH.

A marketing peek into the future was also offered by Renaud who talked on "The Public's Future Dining Habits." These future dining habits, according to Renaud, would be strongly influenced by the younger "fingerfood" generation who, while they will continue to seek out quality, will demand a more adventurous and more casual dining experience.

SENIOR Vice President **Bill Keithan** of the Design and Construction Division introduced a series of presentations on new construction and current new property involvement activity of our company. Individual presentations ranged from the tower addition to the Anchorage-Westward to the Camino Real hotel construction in San Salvador, and a progress report of the Carlton Hotel in Johannesburg to a preview of the Grand Palace Hotel opening this month in Tokyo.

A presentation by Senior Vice President **C. R. Lindquist** on employee relations emphasized Western International's continued concentration in such areas as

employee training, maintaining working condition standards, and in benefits. Better communications, employee recognition and the greater involvement of employees in hotel and group activities were also stressed as a determined effort.

THE three luncheon sessions were particularly outstanding Conference events. The first of the group luncheons was highlighted by the presentation of the Annual Thurston-Dupar Inspirational Award (See story page one). On the second day, members not attending the Hard Corps session were the invited guests of the Rotary Club luncheon. Guest speaker was Manager's Conference attendee, **Douglas Hoffe**, Managing Director of the Carlton Centre in Johannesburg.

Featured speaker at the final Conference luncheon, held at the Washington Plaza's Westlake Room, was **Edward E. Carlson**, President and Chief Executive Officer of United Airlines. Carlson spoke on some of the changes that have taken place within United since his selection to head the organization and touched on its future direction. His brief "return home" visit was greeted by a standing ovation from his audience of former associates.

A senior officer's panel, moderated by WIH President **Gordon Bass**, during which Conference attendees submitted questions to be answered by the panel, climaxed the final session.

Mullikin, Quinn To New AHMA Posts

HARRY MULLIKIN, WIH Executive Vice President, has been appointed to the post of Treasurer for the American Hotel & Motel Association. Announcement of Mullikin's appointment was made in December when the group met for their annual convention. Mullikin has been holding the elective post of AHMA Secretary for the national organization since December of 1970.

WILLIAM G. QUINN, WIH Vice President and General Manager of the Hotel St. Francis, was named President of the California Hotel & Motel Association in action taken by the State group also in December. Previously, Quinn had served as Vice President for the California Association.



MAYFLOWER — Paul Mackie of the Mayflower Hotel Florist Shop (right) and Walter Charron of the Nosegay Flower Shop adjust the pine and balsam "roping" entwining one of the crystal Chandeliers in the Great Hall of the White House during this past holiday season. The Mayflower Hotel Florist Shop was among the eleven Washington area floral designers selected to assist in the White House decorations.



ST. FRANCIS — Lending a helping housekeeping hand during the opening of the hotel St. Francis tower guest rooms were Hanne Dittler, WIH Director of Housekeeping (second from left) and Pamela Robinson, Director of Housekeeping for the Benson (right). With assignments completed, the gals pose for a farewell photo with the hotel's staffers (from left) Inge Krieg, Assistant Director of Housekeeping, (Dittler) Jean Hendricks, Director of Housekeeping and Runi Spickschen, Assistant Housekeeper.



ANTLERS PLAZA — In association with a local theatrical production company, Canterbury West, the Antlers Plaza has been presenting a series of dinner theater events in the hotel's Ballroom since last November. Latest of these popular guest attractions was the presentation of "Man of La Mancha" in late January. Charged with handling ticket sales are Sales Secretary Cathy Hillyer (left) and Catering Secretary Ruth St. Germain.



BONAVENTURE — The medallion Dieter Peikert is wearing around his neck reads, "The Best Cook of Montreal," and on the back the inscription reads, "From the Gourmets of Montreal." Dieter is not a cook but a Captain in the Le Castillon dining room. However, a prominent Montreal businessman, who has been a regular Le Castillon guest since 1967 and often served by Dieter, has been so impressed with Dieter's manner and service excellence that he had the medallion specially made for presentation to him.



ANCHORAGE-WESTWARD — Towering above the Anchorage skyline the 22-story Anchorage Westward tower addition readies for its early May opening. When completed, the tower structure will be the tallest in all of the State of Alaska.



CENTURY PLAZA — Hotel Banquet Waiters have been participating in what is probably a WIH employee activity "first"—a chess tournament! For some time now, several of the Waiters have been occupying their time between guest service and clean-up in chess competition at the Employee's Cantina. Winners of a recent tourney are pictured above as they receive their trophies during the hotel's Christmas party from General Manager Dan McClaskey, (right). The Chess Champs Banquet Waiters from left are: Mario Cabrera, Guillermo Centeno, Adolfo Ceja, Angel Pardo, Rogelio Delgadillo, and Jose Silva.



ST. FRANCIS — During a training session prior to the opening of the Dutch Kitchen restaurant Executive Chef Klaus Scheftner (second from left) calls the crew's attention to an overhead receipt card, but is upstaged by a Front! photographer. To left of Scheftner is Executive Sous Chef Carl Ederle and to his right are cooks George Turner, Jerry Saroyan and Rudy Sison.



CROWN CENTER — the distaff—and a lot prettier—side of the Crown Center's sales team are represented by Sales Secretaries (from left) Gail Newman, Carol Hook and Barbara Dorsey. The gals, pictured in front of a Crown Center development display unit, are presently occupying temporary quarters near the Kansas City, Missouri site where the hotel is to open in the spring of 1973.

NEWS-PICTORIAL



BENSON — With Valentine's Day still some time off apparently there were some Benson staffers who couldn't wait to celebrate the occasion. Left, Benson "Sweet-heart" Bill O'Neil, Chief Engineer gets the full treatment from London Grill Waitresses Thelma Wallace and Sue Dyer and finds this TLC preview to his liking!



OLYMPIC — The Hotel's Front Office gals jumped the Spring style scene when they blossomed forth earlier this year in new orange and brown uniforms. Above, Front Office Cashier Debbie Sturza gets some adjustment assistance from Front Officer Supervisor Marlene McCandles and Cathy Schaeffer, Senior Reservation Clerk.



(Left) **CONTINENTAL PLAZA** — On the occasion of his first visit to the Continental Plaza, U. S. Vice President Spiro Agnew gets a "top brass" welcome from hotel General Manager Jack Vaughn (left) and Resident Manager, Phil Hughes.

FRONT! INTERNATIONAL



BANGKOK — Thai wedding ceremonies uniting the Hotel's Assistant Executive Chef Walter Baumgartner with the former Miss Yeamjai Suntaravibhata, were recently performed at the Dusit Thani's Vimarn Room. Above, General Manager William Bryant performs the ceremonial tradition of pouring lustral water over the groom's hands.



HONG KONG — Although United Air Lines does not route to Hong Kong, it has given the company some lobby publicity with an illuminated sign featuring both WIH and United. Above Miramar officials and WIH officers pose for a photograph backdropped by the lobby sign. From left: Albert Young, Manager; Edward Y. Hsu, Sub Manager, Rudy Choy, Manager of the Hotel Miramar; Executive Vice President Harry Mullikin and Senior Vice President C. R. Lindquist of WIH; Peter Tang, Assistant Manager; Peter Wong, Assistant Manager and Atsuo Matsui, Sub Manager of the Hotel Miramar.



Hotel Grand Palace Opens This Month



WESTERN International's newest hotel affiliate in Tokyo, the **Hotel Grand Palace**, will celebrate its public opening in late February.

The 23-story, 500-guest room property is centrally located overlooking the Imperial Palace grounds and within blocks of its sister property, the Palace Hotel. (The WIH representation contract with the Palace Hotel has been terminated as of December 31.)

Some of the guest facilities offered by the Grand Palace include five restaurants and two bars including the rooftop Crown Restaurant and Bar lounge. Other dining facilities feature a Chinese and a Japanese restaurant, an English Grill and a Coffee Shop. Underneath the Hotel are parking facilities for 200 cars.

Meeting facilities include 25 banquet rooms with its largest, the Rose Room, accommodating up to 2,500 persons for receptions and 800 for dinner service.

Each of the spacious guest rooms are sound proofed and are equipped with bath, shower, color TV, radio, refrigerator, ice water and thermo controls.

Masatomo Yoshihara is President of The Hotel Grand Palace Co., Ltd. and **Moriye Tachibana** is the hotel's Executive Vice President and General Manager.

SINGAPORE — Beauty in a beautiful setting. Miss Janette McLeod, Australia's Model of the Year, (left) appropriately chooses the beautiful Shangri-La as her hotel during a visit to Singapore. Miss McLeod was accompanied on her tour by the fashion editor of a leading Australian woman's magazine (center). Pointing out some of the finer points of the hotel's decor to the two charming visitors is Shangri-La Sales Manager Tan Swee Leong.



FRONT FAMILY FEATURES

REMINISCENCES OF AMERICAN HOTELS

(or, "You've Come A Long Way, Baby!")

THE following article by Max O'Rell appeared in the publication, *North American Review* dated January, 1891. It depicts the writer's impressions as a guest of hotels in the United States in the early 1890's. Contrast this with Western International operations of today, particularly in the areas of service friendliness and hotel dining and we're sure you'll agree as one current advertising slogan points out, "we've come a long way, baby!" Step back now to the so called "Gay 90's" for the first installment of this article reprint.

THE American hotels are all alike. Some are worse.

Describe one and you have described them all.

On the ground floor, a large entrance hall strewn with cuspidors for the men, and a side entrance provided with an awning, a sort of triumphal arch, for the ladies. On this floor the sexes are separated as at the public baths.

In the large hall, a wide counter behind which solemn clerks, whose business faces relax not a muscle, are ready with their book to enter your name and assign you a number. A small army of porters ready to take you in charge. Not a salute, not a word, not a smile of welcome. The porter takes your bag and makes a sign that your case is settled. You follow him. For the time being you lose your personality and become No. 375, as you would in jail. Don't ask questions. Theirs is not to answer. Don't ring the bell to ask for a favor if you set any value on your time. All the rules of the establishment are printed and posted in your bedroom; you have to submit to them. No question to ask. You know everything, and nobody else in the house does. Hence forward you will have to be hungry from 7 to 9 a.m., from 1 to 3 p.m., and from 6 to 8 p.m. The slightest infringement on the routine would stop the wheel; so don't ask, for instance, if you could have a meal at 4 o'clock; you would be taken for a lunatic, or a crank, as they call it in America.

BETWEEN meals you will be supplied with ice-water ad libitum.

No privacy. No coffee-room, no smoking-room. No place where you can go and quietly sip a cup of coffee or drink a glass of beer with a cigar. You can have a

drink at the bar, and then go and sit down in the hall among the crowd.

Life in an American hotel is an alternation of the cellular system during the night and of the gregarious system during the day; an alternation of the penitential systems carried out at Philadelphia and at Auburn.

It is not in the bedroom either that you must seek anything to cheer you. The bed is generally good, but only for the night. The room is perfectly nude. Not even "Napoleon's Farewell to His Soldiers at Fontainebleau," as in France, or "Strafford Walking to the Scaffold," as in England. Not that these pictures are particularly cheerful; still they break the monotony of the wallpaper. Here the only oases in the brown or gray desert are cautions.

FIRST of all, a notice that, in a cupboard near the window, you will find some twenty yards of coiled rope which, in case of fire, you are to fix to a hook outside the window. The rest is guessed. You fix the rope, and—you let yourself go. From a sixth, seventh, or eighth story the prospect is lively. Another caution informs you of all that you must not do, such as your own washing in your bedroom. Another warns you that is, on retiring, you put your boots outside the door, you do so at your own risk and peril. Another is posted near the door, close to an electric bell. With a little care and much practice you will be able to carry out the instructions printed thereon. The only thing wonderful about the contrivance is that the servants never make mistakes.

(Continued Next Month)

HOTEL NAME PUZZLE GAME

IN last month's puzzle all of our hotels in Mexico and Latin America with a "Camino Real" identification were listed.

This month's puzzle contains the names of all the other hotel properties in Mexico, Guatemala and Ecuador. Each of these distinctively named properties hidden in the puzzle may be spelled forward, backward, or up and down. Draw a circle around a name when you find it and record it below.

You should end up with 15 hotel names.

R U T E L S I N M E X I C O C
A G E S E R U A T L O N S R O
J U R U T A T E B I O O U T L
L A D U A D E M A L A C N D O
A T R L I G M Z C F T S E R N
I E D O A R G N A T X A L L I
R M D S A J S O P R I V M K N
O A T T G U A T U R G N I N T
T L D R B C M N L O P O R R E
C A L E T A Q R C S T D A I R
I B U S V D W X O T Z E D T N
V I R R E Y D E M E N D O Z A
T L C I T S E J A M O A R L C
H T S O D H O U L S E D F U I
E M A S O A U G I T N A O L O
N O W K G P A R B L I S T T N
F R A N C I S A U N T O R J A
D E C O R T E S R K V P N D L

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

INN BASKET

CONGRATS H.M.! — It was the time of the year for the “Man of the Year” awards and Western International had one such recipient. He was Executive Vice President **Harry Mullikin** chosen as the “Hotel Man of the Year” by Western Hotel-Motel News as reported in their December issue. The publication services the accommodation and restaurant industry throughout the 13 western states, British Columbia and Baja California.

T. V. TO C. C. — Trader Vic's is coming to the Crown Center. When the Crown Center Hotel opens in Kansas City in 1973, its main restaurant in the lobby wing of the 750-room property will be Trader Vic's. Like the 18 other restaurants in the United States, Canada and Europe bearing the Trader Vic's name (including four located in other WIH properties), the Kansas City version will feature Polynesian foods and decor. Trader Vic's distinctive style of cookery and unique beverages is also a featured dining attraction on a number of United Air Lines flights.

ALL IN THE FAMILY — The San Francisco Regional Sales and Reservations offices have taken our “partners in travel” relationship with United Air Lines to heart by moving in on the family. As of January, Regional Manager, **George Marquez** and his group have established offices in the United Air Lines building across the street from their former home at the Hotel St. Francis.

NAME CHANGE — WIH de Mexico has gained another Camino Real . . . but not a new hotel. It's just that the Los Tres Rios Inn in Culiacan has officially changed its name as of the first of the year to **Camino Real Tres Rios**.

SORRY, HEINZ — It wasn't a puzzle game or a mystery contest . . . but a printing error. Last month on the Front! Pictorial page we ran a photo of trophy-winning Pastry Chef **Heinz Zeller**. Chef Zeller, who is not only tops in the edible pastry department but is also known for his outstanding showpiece pastry creations, is a member of the Washington Plaza staff.

PEOPLE Make The Difference

ANTOINE ZOLINSKY — Reservations Manager
Hotel St. Francis



SINCE **Antone Zolinsky** assumed the position of Hotel St. Francis Reservations Manager in 1966, his Department has processed room accommodations for untold hundreds of thousands of guests.

Of these, there have been perhaps a mere handful at best who have expressed any dissatisfaction in the handling of their reservation or in their room request expectations. In any case, these rare situations have been speedily resolved to the guest's satisfaction.

That's quite a claim for as large and as busy an operation as is that of the Hotel St. Francis. Such a remarkable “batting average” demands a dedicated conscientiousness and tremendous sense of organization.

It is these qualities, among others, that the Hotel management had recognized in Tony that helped earn him his Reservations Manager position.

Born in Galipolli, Turkey and raised in Paris, Tony got his first taste of the hotel world at the Hotel Megellan in Paris. He worked as Reception Clerk with his main responsibilities involved in greeting guests of the hotel and taking care of their specific needs.

Then, friends in San Francisco, who had contacts with the St. Francis, sponsored him for a U.S. Visa which also guaranteed him the position of Mail and Information Clerk for the Hotel. This was in October, 1965.

The following year, the Hotel management needed someone to take charge of the rapidly expanding operations of its Reservations Department. Tony appeared a likely choice and he was given the opportunity to channel his efforts towards developing the office.

DUE to the high occupancy rate of the St. Francis, Tony's first job was to maintain control of the house count so as to insure neither overbooking or underbooking of rooms.

He devised new systems of control including a daily 7-day forecast. This is an itemized forecasted account of the number of arrivals and departures for the following seven days. Primarily, it serves as a daily guide for all departments to insure proper staff planning each day.

According to **Mike Kalyk**, Senior Assistant Manager, Tony's accuracy rating

has been amazingly high . . . usually within one-tenth of one percent of the actual occupancy rate!

A highly personable individual himself, Tony displays a genuine liking and deep sense of consideration for guests and fellow employees. Whether it is a large convention group or an individual hotel guest visitor, he feels it part of his duty to see that they have a pleasant stay. To assure that every guest is given the service they deserve takes time and effort. From this standpoint, Tony has a reputation for working far into the night blocking rooms and suites and even staying until the following day's arrivals to be certain that the guests are satisfied with his selection.

HE HAS received, as has the Hotel management, numerous letters of appreciation for his special efforts from Hotel guests, including one treasured note from President Nixon. This was in regard to room accommodations in connection with a State Dinner at the hotel honoring President and Mrs. Park of South Korea.

Tony takes the same special interest in his relations with the nine employees of his department as he takes with his guests. This consideration he extends to some thoughtful remembrance on the occasion of their birthdays.

Such dedication to his position and the hotel does not leave Tony much time for outside activities. However, he does have a few special hobbies. He is a collector of antiques . . . particularly European silver and porcelain pieces. Most of his acquisitions are made at auction sales and his main interest lies in pieces which are hallmarked and can be traced to origin.

WITH the opening of the hotel's 600-room Tower, Tony will be faced with even greater opportunities to meet and service hotel guests. His approach to this prospect is the same as that when seeking out a rare antique to add to his collection . . . a wholehearted enthusiasm in the pursuit of a new challenge!

HAVE A GOOD DAY!

This familiar WIH greeting comes across in the smiles of . . .



. . . **ADRIAN SLIEDRECHT**, the Benson Hotel's busy Catering Manager.



. . . **CAL MARTOS**, jovial Bartender at the Space Needle Restaurant.



. . . **JAMES SAUSOMAN**, young Dinner Cook at the Northern Hotel.



. . . **GLORIA FRIESEN**, charming Room Service Cashier of the Winnipeg Inn.



. . . **ANNETTE DUCKERING**, WIH Marketing Division Secretary and office Receptionist.



. . . **JEAN HOYNY** and **JULIA MEYER**, attractive members of the Hotel St. Francis Sales Department Staff.



. . . **BRUNO PATASSINI**, Bayside Room Manager and Assistant Room Manager **JOE HORVATH** of the Bayshore Inn.



. . . **TOM STANFIELD** Assistant Manager and Front Office Clerk **RAY BRUM** of the Antlers Plaza. (Right to Left)

FRONT! VISITS THE...

Savoy Room

OF THE HOUSTON OAKS

"Wines and spirits glowed in their fluted and cut glass decanters . . . the light of wax candles reflected the shine of mahogany and brass. It was the age of elegance . . . the Georgian era. This room is dedicated to that period."

THESE lines preface the first page of the dinner menu at the Savoy Room, the specialty restaurant of the Houston Oaks Hotel. They suggest the inspiration for the period decor and design philosophy of this superb dining room.

But even before the dining guest has read this menu notation, an awareness of the Room's "age of elegance" character has become pretty well established.

It is an awareness that begins at the restaurant's domed foyer entrance. While still absorbing this area's several decor attractions—the magnificent wine display cabinet for instance, or the ornately framed antique wall mirror—guests will find themselves most graciously welcomed to the Savoy by the Room Host.

Then, as the guests proceed into the dimmed room ushered by their seating Captain, an awareness of several decor and atmosphere impressions begin to emerge.

The immediate impression might be one of inviting warmth and relaxing intimacy. Contributing to this atmosphere is the extensive use of warm wood paneling; the wall display groupings of engravings and colorful prints; the comfortable look of the upholstered high-backed chairs, and the intimate glow of candle lit tables.

By the time the guests have been seated, yet a third favorable impression may have been noted. It will have to do with the interesting approach taken in the room layout and in the seating arrangements. The dining space has been broken into three distinct areas with each area visually related through the use of open screening devices. Within each of these areas seating arrangements have been designed to offer intimate banquettes for two, booths for small groups or room tables to accommodate two guests or up to twelve or more for large parties.

For the Savoy Room guests these brief walk-through impressions have served as

Dedicated to the "Age of Elegance"

a delightful introduction to dining anticipations. The best is yet to come!

DINING BEGINS

The Savoy dining experience begins with such personal touches as cut roses for each lady guest, personalized match books on the table for those making advance reservations, and complimentary Quiche Lorraine appetizer served before dining or with cocktails.

The extensive menu emphasizes a continental cuisine. Each item is expertly prepared and beautifully presented under the direction of Executive Chef **Waldo Brun**. Among the more popular items is the Room's own version of Bouillabaisse and the Rack of Lamb Rosemary which gets a flaming treatment at the table.



EIKE SCHRAMM, Savoy Room Manager, believes in continuous on-the-job training for all Room employees.

Eike Schramm, Savoy Room Manager, is a great believer in continuous on-the-job training of all his Room employees . . . and it shows! At both luncheon and dinner, Room Captains wear double-breasted tuxedos. Waiters are attired in short coats

in the daytime switching to the formal look of tails at dinner service. Schramm is assisted in his room management responsibilities by Assistant Manager **Leo Robles** and Seating Captain Host **Adly Faragalla**.

POPULAR FOLLOWING

Luncheon is served at the Savoy each week day from 11:30 til 2:00 p.m. Major luncheon patrons are local businessmen and lady shoppers from Neiman-Marcus and other Galleria Mall stores as well as hotel guests.

Dinner is served each evening from 6:30 p.m. to 11:00 every night of the week. Because of its reputation for being one of THE fine restaurants in the City of Houston, the Savoy enjoys a popular following from among the city's most knowing diners. Almost every night the room is filled to capacity with no reservations accepted after 7 p.m.

Seating capacity for the Savoy is limited to 145 persons. The adjoining Lounge, which also features luncheon service, seats 85 persons.

Recently, the Savoy Lounge underwent some changes that greatly extended its previous patronage which had been somewhat limited to dining patrons. A new entrance was built connecting the lounge area to a shopping level of the adjoining Galleria Mall. Both a piano bar and a dance floor were added. Music for dancing is provided by a small combo.

This Lounge entertainment has not only attracted a drop-in patronage, but it has also appealed to dining room guests wanting to extend the pleasures of a most memorable evening out.