

## THE PRESIDENT'S CORNER



It is with a great deal of pleasure that we feature on the cover of FRONT!—for the first time—a property of our new associate, the Hotel Corporation of America. And it's especially gratifying to select New York's famous Plaza Hotel.

In a city brimming with landmarks, none is better known than The Plaza. It's more than a place to sleep or dine—it's a place to meet your friends and to celebrate important events. We can say with pride that it is to New York what our St. Francis is to San Francisco, The Olympic to Seattle and The Davenport to Spokane—to name just three examples.

You don't have to work in a hotel as large and imposing as the Plaza or the St. Francis to create this feeling. A well operated, friendly hotel in Boise, Idaho or Kittery, Me. can be just as important to its community as the big city hotels are to theirs. Part of the fight is won through attitude. Your neighbors won't think of your hotel as an important landmark unless you start the ball rolling by feeling that way yourself.

This is a most important objective for 1966 and all of us should work toward improving the image of our hotel with local residents as well as the out of town visitors. Much has been done towards this goal and we want to congratulate you on this score.

EDWARD E. CARLSON  
President

Western International Hotels

# front!

a bi-monthly publication written and edited for employees of Western International Hotels

### COVER

A Central Park view of the elegant Plaza Hotel on Fifth Avenue, in New York City.

### ALL NEW YORK IS PROUD OF THE PLAZA Page 3

Alphonse W. Salomone, vice president and general manager, takes us on tour of The Plaza.



### W. I. H. SHENANIGANS!

Page 6

A permanent photographic album of your most informal moments!



### GOING WESTERN

Page 8

This month FRONT! has gone to no less than 24 hotels to bring you some scenic sights worth seeing. If you don't find yourself here, look in "Western Camera Clicks" on page 13. We think we snapped just about *everyone* this time!



### SOUTH OF THE BORDER

Page 14

With shouts of ole and a quick flamenco dance, we pointed the FRONT! camera to the land of sunshine, silver, serapes and swank Western hotels down Mexico way.



## front! CORRESPONDENTS

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

Alameda, *Alfredo LaMont, Jr.*—Anchorage-Westward, *Bill Mueller*—Bannock, *Pat Brown*—Baranof, *Dan Ketchen*—Bayshore Inn, *Ralph Biggar*—Benjamin Franklin, *Betty Bowen*, *John Corey*—Benson, *Jean Rhine*—Boise, *David Spradling*—Calgary Inn, Caravan Inn, *Mildred Banwell*—Century Plaza, *Jayne Kear*—Continental Plaza, *Marian Belstra*—Cosmopolitan, *Louis Martinelli*—Davenport, *Gayle Jewell*—Fairbanks Inn, *Ann Payne*—Finlen, *Arlene Holland*—Georgia, *Robert McCauley*—Guatemala-Biltmore, *Dianne Benford*—Ilikai, *Barbara Rickles*—Imperial Inn, *Audrey Crawford*—Leopold, *Analee Brethour*, —Maurice, *John N. Grant*—Northern, *John Wallin, Jr.*—Oasis, *Ruth Avery*—Owyhee, *Clyde White*—Rainbow, *Esther De Vault*—St. Francis, *Sherry Baker*—Sir Francis Drake, *Mary Ann Linxwiler*—Space Needle Restaurant, *Steve Stock*—Western International Hotels Executive Office—*Anne Swensson* ■ Western Hotels Industry Services—*Walt Matysik*.



LANDMARKS OF NEW YORK

## THE PLAZA HOTEL

DESIGNED BY HENRY J. HARDENBERGH IN FRENCH RENAISSANCE STYLE, THE PLAZA OPENED ITS DOORS ON OCTOBER 1, 1907. AMONG ORIGINAL RESIDENTS WERE MEMBERS OF THE GOULD, HARRIMAN AND VANDERBILT FAMILIES. AN EARLIER PLAZA HOTEL OPENED AT THIS LOCATION IN 1890 AND WAS DEMOLISHED IN 1905 TO MAKE WAY FOR THE PRESENT STRUCTURE.

PLAQUE ERECTED 1963 BY  
THE NEW YORK COMMUNITY TRUST

# All New York Is Proud of *The Plaza*

By ALPHONSE SALOMONE  
*Vice President and General Manager*

The Plaza, over the years, has become more than a hotel; it is a landmark of New York City and a source of pride for all of us connected with it. To operate The Plaza is to maintain a tradition of opulence, splendor and the finest service, which has made our hotel one of the most unique and most famous in the world today.

Built in 1907, the extravagant spaciousness and high ceilings gives The Plaza an advantage over modern hotels that must, of necessity, skimp on space, due to modern-day costs. This 19th Century Renaissance structure stands as a castle on Fifth Avenue, adjacent to New York's Central Park, existing in a little world of its own, almost isolated from the skyscrapers that engulf the city.

The Plaza combines the splendor and graciousness of by-gone days with every modern convenience conceivable. Our Grand Ballroom, long the scene of society balls, has been called the most beautiful ballroom in New York. True, its decor is of a past era, with its exquisite chandeliers and high ceiling, but

even our most nostalgic guests do not object to the fact that it is air-conditioned. The Baroque Suite, the Terrace and Reception Foyer, the State Suite are all world renowned for their tasteful grandeur and elegance. A guest room at The Plaza is not an ordinary mass-produced-type hotel room. Each room is different and contains an individual flavor. There is a home-like quality about the rooms and about the hotel in general—the kind of home we would all like to live in.

At night, The Plaza offers The Persian Room, one of the finest supper clubs in New York with some of the most famous entertainers. It was opened in 1934 to celebrate the end of prohibition and is still going strong today. Sophisticated New Yorkers clamor to see Julius Monk's review at Plaza 9. His show is always topical and witty. If you are in the mood for violin music in a romantic atmosphere, The Palm Court After 8 is preferable. Excellent pastries and liqueurs are served in this most dreamy setting. Or, you might have dinner at The Edwardian Room by candlelight, with a view of Central Park and the Fountain.

The Plaza, once a refuge for only elite society, today attracts a multitude of people from all over the world: from business-

(Above left) Alphonse W. Salomone, vice-president and general manager of The Plaza, receives an award from James T. Gill, president of the New York Board of Trade which honored the Hotel Corporation of America for refurbishing The Plaza while retaining its "distinctive charm and appeal." (Above right) Plaque commemorating The Plaza's history. (Below left) L to r: Arthur Brodsky, accounts manager; Jeannette Conliffe, secretary in comptroller's office, and William J. Thor, assistant comptroller. (Below right) L to r: Doorman George Cirner; Hilary (Bob) Bower, assistant manager in charge of uniformed services, and Harold Sweeney, dean of doormen who has been at The Plaza for 37 years.





men, to foreign dignitaries. We are truly an international hotel. Last year visitors from 75 nations stopped here, including the Prime Ministers of Canada, Malaysia, Israel, Greece and Jordan. It is no wonder that 80% of our staff is multilingual and 32 languages are spoken.

Personal service is always of prime importance at The Plaza. We believe that the smallest touches add up to the finest service. It takes more than decor and atmosphere to make a guest feel comfortable. Each guest finds foil wrapped mints each night at his bedside and "good night" printed in 9 languages. Whenever possible, our staff is instructed to address our guests by name. After dinner in the stately Oak Room, the check is presented in a leather folder. These small things all add up to make the guest's stay a memorable one, and make him want to return.

Catering to the varied tastes of our guests is nothing less than a monumental task, and our Executive Chef, Andre Rene

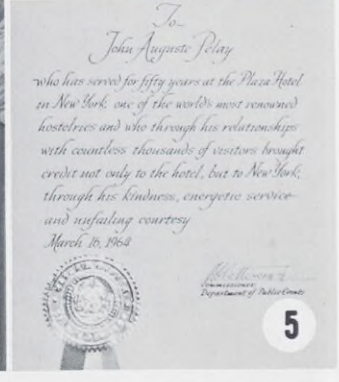
meets this task as he strictly supervises his 105 cooks. Only copper pots are used, which conduct heat more evenly. Last year our guests consumed 55 tons of filet mignon, 20 tons of shrimp, 83 tons of fowl, and 4 tons of crabmeat. We use almost no frozen foods as do other deluxe hotels. The food is always of the finest quality, and prepared exquisitely. The Plaza's food-fare is an epicurean's delight.

Behind all of this gracious living that our guests enjoy, is our staff who work tirelessly, day and night. 973 full-time and 100-odd part-time employees contribute their widely diverse skills: from chandelier polishers (we have 1,650 crystal chandeliers and myriad mirrors), to chicken boners, to furniture cleaners, to an army of maids and waiters. Many employees have been at The Plaza for decades and it is evident that they have great loyalty to the hotel, and pride in the outstanding service that they provide.

The Plaza operates as a small city with a wide variety of

(1) Chief Supervisor Eugenia Fitzgerald with her busy switchboard staff: l to r—Vira Ruffo, Mary Boland, Helen Smith, Jean Schade, Rita George and Carolyn Strachota. (2) The Oak Room's affable head waiter, Victor Pons. (3) Newlyweds Rosemary and James Koskinen met at The Plaza where they both got jobs on the same day. Fittingly, of course, their wedding reception was at the hotel which has been so much a part of their lives. He's a senior desk clerk; she's secretary to the maitre d' of the Persian Room. (4) Room service waiter, Mario Cordoves. (5) Maitre d' John Fossati (far right) and Persian Room staff.





services within the hotel, including a beauty parlour, theater ticket service, drug store, barber shop, photographer, public stenographer, jeweler, shoe repair, laundry and florist. In short, The Plaza is a little world in itself with every service and every convenience imaginable.

I have been describing The Plaza today, but just a few years ago, things were different. The castle on Fifth Avenue faced the possibility of being torn down to make way for more lucrative enterprises. The hotel was simply showing its age and was not competing with the modern towers that were being built. Under the management of Hotel Corporation of America, however, The Plaza was completely restored, and no expense was spared to bring the hotel back to its former prominence. Patronage was broadened and extensive restoration took place. A total of \$9 million has been spent, to date, which includes the building of an exciting new Trader Vic's restaurant. The staff was increased to strengthen the principle of personalized

service. Today, and we expect in the future, The Plaza will remain a successful business enterprise, and a great hotel, in this city and in the world.

Passerby who stroll through the lobby may look up and see a portrait of Eloise, the fictional heroine of Kay Thompson's best-seller, who lived at The Plaza, bringing mischief and minor disasters wherever she went. One might think how strange it is to see this impishly grinning child amidst these grand surroundings—not so strange at all, for The Plaza is incongruous. While The Persian Room swings, the Palm Court basks in mellow nostalgia. While the structure is renaissance, the plumbing is modern. The same hotel that attracted the Beatles, attracted Enrico Caruso.

This is why I can say to you that we are proud of The Plaza and her fine tradition. We watch new deluxe hotels, which appear like glass rectangles, go up all around us. They are taller than The Plaza, but we are prouder.

(1) Andre Rene, executive chef. (2) Emory Smith, The Plaza's chief mail clerk since 1924. (3) General Manager Salomone congratulates two half-century employees: John Christaforon (left), with The Plaza since 1913, and John Pelay, veteran of 51 years. (4) Bell Captain Pelay receives stock certificates from the boss, while Commissioner James O'Brien waits to present a certificate (5) in behalf of Mayor Robert F. Wagner. (6) The Plaza's culinary crew display their trophy won at the Long Island Culinary Exhibition. Standing (l to r) are Joseph DePeyret, chef garde manager; Andre Rene, executive chef; Herman David, assistant banquet chef; Ferdinand Metz, banquet chef; Franz Wielander, breakfast chef; Joe Trombetti, executive sous chef; John Alagua, trainee, and Arthur Irminger, pastry chef. In front are Bernard Hermann, assistant saucier; Richard Burns, night chef, and Reinhard Rose, saucier.





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## W.I.H. SHE I

(1) When the Cannon Hunters Association of Seattle met at the Ben Franklin, General Manager Ralph Van Noy got a bang out of it! (2) Bill Mueller croons at The Anchorage-Westward's Halloween dance. (3) Larry Crosby and Lydia Meese at The Calgary Inn's Halloween party. (4) Bob and Carol Larsen of The A-W are more ghastly than ghostly. (5) The George Piottos and Walter Chells whoop it up at The Calgary Inn soiree. (6) Bellman Bud Barrett warbles at The Anchorage-Westward jamboree. (7) Lovely (?) Don Burkhart and Scott Sherritt tootle at the Employees' Council



4



5



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# E NANIGANS!

dance in Anchorage. (8) Alan Naluai of The Ilikai's popular Surfers ogles Gail Spinola, while Pat Sylva, Clayton Naluai and Joe Stevens play on. (9) Dwight Call greets a friendly guest at The Calgary Inn. (10) Miss Hawaii bedecks Doorman Carl Johnson of The Georgia. (11) Did Paula Grewall of The Georgia see the monster at the left? (12) Mrs. Bill Mueller and Bill Ellis of The A-W get a charge out of one another. (13) Bob Lindquist, Joan Bice and Harry Henke go REAL Western at The Northern.





## Benjamin Franklin

Sales Secretary Lynn Larson and Doorman Don Masten pose with pro golfers Don Cherry and Dave Marr in Seattle for a major tournament. Practice putting in the hallways was permitted!



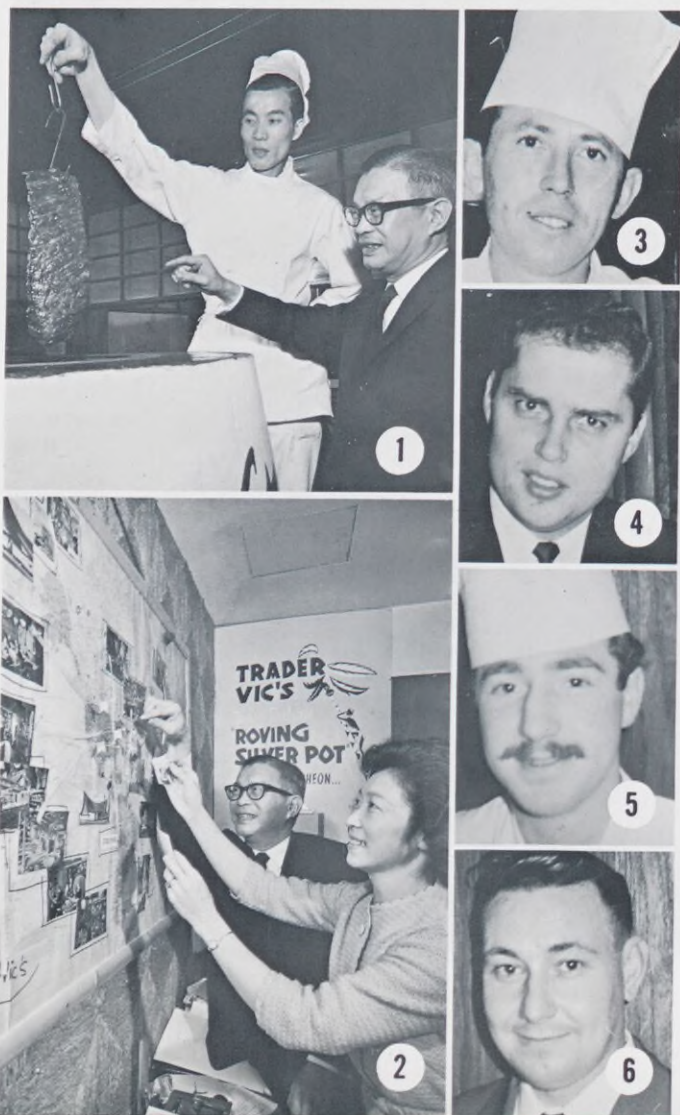
## Leopold

Elvira Graves (center) is feted on her retirement as catering manager. Charlotte Whitney (left), her replacement, and Gina Tucker of the W.I.H. food and beverage division, help her celebrate.

# GOING

## Bayshore Inn

(1) "Murphy" Chinn, Trader Vic's manager, checks ribs with James Mark, and (2) sticks pins with Secretary June Chor. (3) Night Cook Wilfried Schabe. (4) Clay Schumann, new assistant manager at Trader Vic's. (5) Newly appointed sous chef, Wolfgang Gourdriaan. (6) Bill Harrison, the Terrace Grill's only male waiter: a noble experiment.



# WESTERN

## Cosmopolitan

(1) New assistant catering manager, Jack Gaines. (2) Financial Manager Gene LeChance with his trophy for a hole-in-one, his first in 50 years of golfing. (3) Switchboard-tenders Marie Adams, Linda Milburn and Chief Operator June Taylor. (4) Jack Elliott, Chris Leventis and Lou Martinelli greet popular singer Patti Page.





## Calgary Inn

(Left) The pride of the Queen's Cavalry with Doorman Curzon Jones. (Right) Hotel barber Steve Florko gives a trim to Nick Corea, shoeshine expert.



## Benson

(Left) Eileen Brooks in new Piccadilly Bar garb. ((Right) The Portland Round Table honored Dr. Burt Brown Barker, noted Oregon historian, on his 92nd birthday. Waitress Irene Muller served the group's luncheon as she's done for ten years. At right is Betty Herman, Dr. Barker's granddaughter-in-law.

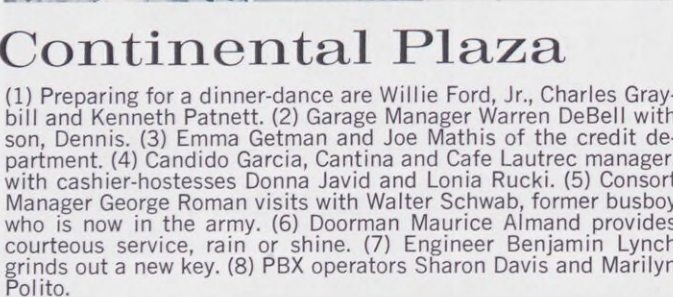
## Boise

(1) Desk Clerk Don Heavrin poses with band leader Larry Elgart. (2) Waitress Pat Toney serves Authoress, Pearl Buck. (3) Auditor Ruth Hahn and Bonnie Wallace, manager's secretary. (4) Bell Captain Virg Mitchell, 25-year veteran. (5) Jim Minic, new Lampost Room bartender. (6) Banquet Manager Clint Fackler (right) makes arrangements with Cancer Society officials for the Northwest Cancer Conference.

## Anchorage-Westward

(1) Ken Makepeace, Petroleum Club bartender, has chalked up 15 years of service at the hotel. (2) Employees recently bid goodbye to Chef Lou Capilla, re-assigned to The Oasis. (3) Helga Watterson, new reservations typist. (4) Pin-winners for five years' or more service are (l to r): Bill Mueller, Bill Ellis, Pete Balog, Dennis Davidson, Marie Johnson, Andy Jensen, Helen Sullins, Joe Snyder, Pearl Sandburg, Feemi Mattson, Steve Glowa, Rachael Becker, Thordis Laznovsky, Helen Ivie, Marian Hornback, Lola Larson, Genevieve Griffith, Ken Makepeace, Maybelle Benedict and W.I.H. VP Gordon Bass.





## Continental Plaza

(1) Preparing for a dinner-dance are Willie Ford, Jr., Charles Graybill and Kenneth Patnett. (2) Garage Manager Warren DeBell with son, Dennis. (3) Emma Getman and Joe Mathis of the credit department. (4) Candido Garcia, Cantina and Cafe Lautrec manager, with cashier-hostesses Donna Javid and Lonja Rucki. (5) Consort Manager George Roman visits with Walter Schwab, former busboy who is now in the army. (6) Doorman Maurice Almand provides courteous service, rain or shine. (7) Engineer Benjamin Lynch grinds out a new key. (8) PBX operators Sharon Davis and Marilyn Polito.



## Finlen

(Left) Coffee-time for Frances Reindle, Ethel Cummings, Albina Campanella and Dorothy Morgon. (Right) New Gun Room waitress, Maryse Mathieu.

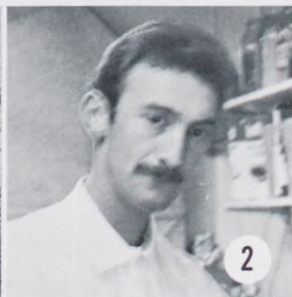
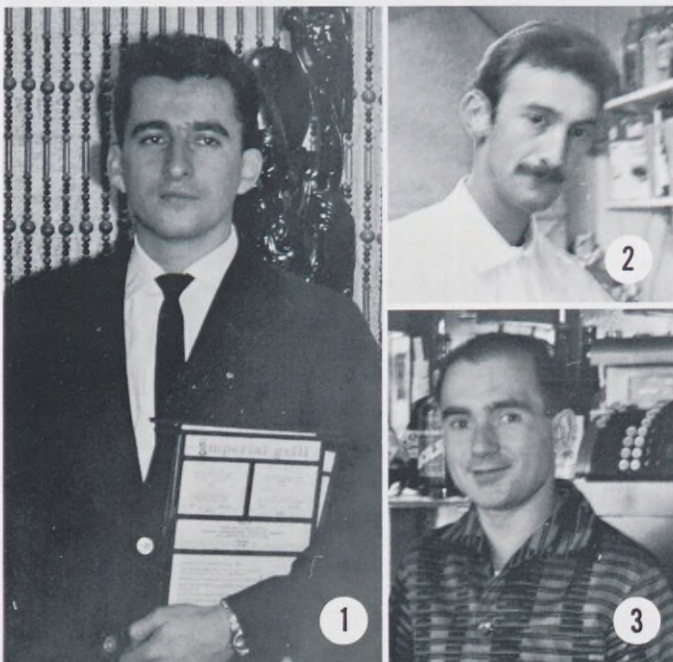


## Caravan Inn

(Left) Mildred Banwell, director of sales and public relations, gets a phone demonstration from Joe Dean of the Mountain States Telephone Company. (Right) Managing Director Norman Conkle and Loyd Brooks, chief maintenance engineer, check plans for the new Caravan Inn construction.

## Imperial Inn

(1) Jacques Leonard, assistant maitre d' of the Imperial Grill. (2) Gervais Henric on duty in the kitchen. (3) Bartender Jose Portas. (4) Participants in the Western International Hotels Golf Tournament this fall included (l to r): Bill Dwernichuk (Georgia), L. P. Himmelman (W.I.H.), Xavier Hetzman (Georgia), Bill Wright (Benson), Leigh MacArthur (W.S.S.Co.), Jack Evans (Georgia) and Hal Carey (Multnomah). The Imperial was host hotel.





## Olympic

(Left) Olympic Hotel chefs went all-out for the joint W.I.H.-H.C.A. reception announcing the new marketing program to the travel trade. L to r are: Ed Genhart, Paul Muller, Executive Chef Rene Schiess, Sous Chef Rico Jorci and Nelson Humphries. (Right) Christine Foreman was named waitress-of-the-day by Radio Station KIXI during National Restaurant Month.



## Bannock

(1) Front desk clerk, LeRoy Churchill. (2) Verda Gibson was named waitress-of-the-year by the Pocatello Chamber of Commerce. (3) Dean Davies, new dining room captain. (4) Busboys Dennis Jones and Gordon Crystal.

## Ilikai

(Top) The Ilikai's float which won a third prize in the Aloha Week parade. Princess Aileen Makahilahila of the housekeeping department graced the colorful creation built by Shoichi Uyehara and Ernest Oya of the maintenance crew. Bell Captain Carl Camvel drove the jeep under all the beautiful mums. (Bottom left) Elizabeth Corpus and Joy Bush in their new Pier 7 nautical uniforms. (Bottom right) Napua Stevens, social director (standing), and Lillian Brum, communications chief (right), select materials for Princess Aileen Makahilahila's Aloha Week gown.



## Rainbow

(Top left) Night Auditor Pat Hurley. (Bottom left) Housekeeper Laura Larson (standing) and Marie Sargent, assistant seamstress, have been on The Rainbow staff for 28 and 22 years respectively. (Right) Rainbow Cashier Cheryl Turner introduces young Shirley Roberts of Calgary to the Silk & Saddle's famous "Lollipop Tree."



## Sir Francis Drake

(1) Enid Armstrong of the reservations office. (2) Tom Barker, manager of Drake's Tavern. (3) Irene Poff of housekeeping. (4) Gordon Stennes, director of sales. (5) Lee Barson, secretary to the general manager. (6) Mixologist Chet Widener of Drake's Tavern.



## Carefree Inn

(1) Sous Chef Phil Zarro and Cook Norman Zece turn out the food, and (2) Mac McEwen serves it. (3) Frank Pasqual, maitre d' of the Coronado Room. (4) Front Office Manager George Boyd with Clerk Alan Hansen. (5) Housekeeper Doris Rauton and Roberta La-Moureux. (6) Jim Cochran mixes a "Cactus Kicker." (7) Ruth Elbert of the accounting department.

## Oasis

Opening The Oasis for its 40th season were (l to r): Auditor Larry Burns (12th year); Fred Bjornberg, maintenance man (8th year); Housekeeper Viola Harrison (2nd year); John Weik, head gardener (14th year); Jack Gleason, front office manager (3rd year); Chef Lou Capilla ((back again after service at the Space Needle and The Anchorage-Westward); Joe Long, dining room manager (from the Multnomah); Ray Sendejas, head barman (22nd year), and Ruth Avery, reservations manager (5th year).



## Owyhee

(Left) Banquet waitresses (l to r) are: Joan Parovincial, Ruby Offutt, Oma Owsley, Audrey McKee, Mabel Urry, Margaret Lee and Zelma White. (Right) Chef Earl Holt and Commissary Steward Gordon Twilliger.



## Space Needle

(Left) Pausing to pose are Sada Light, Wilbur Loo and Lillian Samuelson. (Top right) Lobby girl "Mama" Cortez. (Bottom right) Waitress Sandra Guard.

## Davenport

(1) Chef Dean Atkinson receives the 1965 Thurston-Dupar trophy from Catering Secretary Beth Turk, the 1964 winner. (2) Executive VP Gordon Bass congratulates Bellman D. R. White on achieving 45 years of service. (3) Jack Braucht of West Coast Air Lines with Gayle Jewell of The Davenport at a monthly "Travel Planner Dinner." It was also her birthday!





## Georgia

(1) A bevy of maids. Back row (l to r): Helen Westerberg, Elsie McDowell, Barbara Bernard and Lena Watson. Front row: Jane Rachel and Rachel Parker. (2) Waiter Frank Partaik. (3) Information Clerk Lynn Hayman with Singer Johnny Mathis. (4) Karen Butcher, Coffee Garden cashier. (5) Front office charmers Margaret O'Sullivan and Diane Thorne-Collison. (6) Irene Pirovolus, Minnie Thorner and Nick Kollias of the Coffee Garden staff. (7) Caesar Dymmel, Bill Dwernichuk, George Siverson and Helmut Hoebig exchange an obvious joke. (8) Art Phillips paints himself into a corner. (9) Maintenance men Arnold Adderley and Dave Burgess. (10) Eddie Jackson splices. (11) Executive Housekeeper Margaret Williamson with staffers Joyce Trevithick (assistant housekeeper), Won Way Hop, Shirley Jackson and Evelyn Milne. (12) Kitchen staffers of the Cavalier Grill: Richard Rogers, Richard Hays and Xavier Schurtenberger.



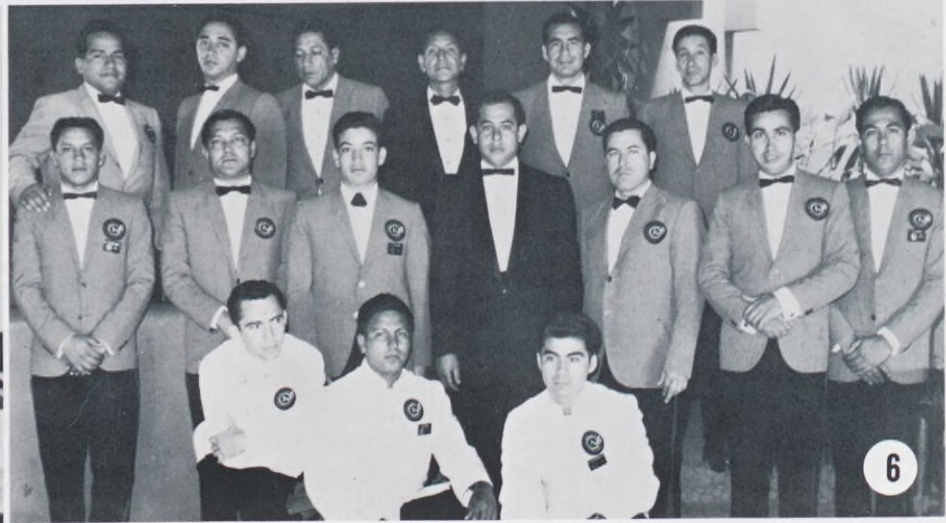
## Northern

(1) Waitress Paula Scheno, General Manager Jack Bellman and Executive Chef Al Bohley survey the Mexican fare prepared for the awards dinner. (2) Deke Hernbloom, 20-year pin winner. (3) Ten-year pins went to Eva Crosmer and Con Carter. (4) Honored for five years of service were (standing l to r): Waddy Hauck, A. G. Wendte, Irene Belue, Harry Henke (visiting from W.I.H.), Spanky Reichenberg and Al Woodrow; (seated): Gemellar Yeargin and Elizabeth Marr. (5) Savoring the food line are Catering Manager Beryl Jensen and Jayne Snyder, Golden Belle hostess. (6) Sous Chef Spank Reichenberg totes his end of a flaming sirloin of beef. The Northern hosted numerous national and international figures who came for the education of a system to detect underground nuclear explosions. (7) Duane Swecher serves hot dogs.

### WHAT'S IN A NAME?

A reminder to correspondents: Whether a man's name is Smith or Zzplunck, he likes to see it spelled correctly. Check and double-check each one and type all cutlines if you possibly can. Our printer doesn't know us all, so he can't detect any errors.

# South of the Border



(1) Some of the 65 entertainers featured nightly in The Hotel Alameda. (2) Waiters and kitchen staff members of The Hotel de Cortes wave a cheerful hello. (3) Hotel Alameda Public Relations Director Alfredo La Mont with glamorous Sylvia Pinal, Mexican movie star. (4) The soccer team of The Hotel Alameda before a match in Acapulco. (5) Michel Sauve, general sales director of Mexico Western Interatinonal Hotels. (6) The El Camichin night club and the La Diligencia bar of the Hotel Camino Real of Ciudad Juarez are well served by: Ruben Munoz, Gustavo Perez, Jose A. Gutierrez, Captain Salvador Goriaca, Manuel Garcia, Jose Benitez, Prisciliano Vargas, Carlos Gutierrez, Captain Armando Jimenez, Filiberto Gazca, Jose Gazcon, Manuel Samarron, Jose Jimenez, Jose Vidales, Lorenzo Burrola and Gabriel Valenzuela.

# The Western Camera Clicks



(1) Three H.C.A. executive chefs: Anthony Macerollo, The Mayflower, Washington, D.C.; Robert Redmond, Hotel Kenmore, Boston; Ovila Stefano, Hotel America, Hartford, Conn. (2) Managing Director Norman Conkl of The Caravan Inn takes a reading. (3) Banquet Manager Clint Fackler of The Boise. (4) Sharon Mulcahy, new manager's secretary at The Finlen. (5) Per Rasmussen, front desk clerk, St. Francis. (6) The Calgary Inn's Donna Murray. (7) Kim Mah of The Bayshore. (8) Manager Jones of The Fairbanks Inn welcomes Louie Armstrong. (9) Joe Long, manager of the Golden Terrace Room at The Oasis with Chef Lou Capilla. (10) "Murphy" Chinn in The Bayshore's Bora Bora Room. (11) Executive Chef Al Bohley of The Northern. (12) Sous Chef Spanky Reichenberg, same hotel.

## THE PLAZA

Elegant and sophisticated? Decidedly so. With a long tradition of flawless luxury, superb cuisine and extraordinary service. But Stodgy? Indeed not. *Seven* exciting specialty rooms feature everything from dinner dancing and famous night club entertainment to Viennese pastries and the exotic mood and food of Polynesia. And 1,000 splendid guest rooms accommodate the world's most renowned dignitaries . . . as well as vacationing families and businessmen by the thousands. All conveniently located on Fifth Avenue (close to smart shops, art museums, Wall Street and Broadway) in the most fashionable heart of NEW YORK CITY!

## THE ST. FRANCIS

On the opposite coastline, in the "New York of the West Coast," is an equally famous hotel with a choice location right across from Union Square—near everything visitors seek in the City by the Bay. Cable Cars stop at the front entrance to whisk guests to Fisherman's Wharf, Chinatown and other fascinating San Francisco sights, in minutes. Inside, the resplendent Cafe Medallion, the Cafe Bar, English Grill, Oak Room (for men only) Terrace Room and gracious guest rooms offer the city's finest wining, dining and comfort. In every sense, The St. Francis is SAN FRANCISCO!

*Two of the world's  
great hotels . . . now part of  
one world of fine hotels:*

**HOTEL CORPORATION OF AMERICA  
AND  
WESTERN INTERNATIONAL HOTELS**

