



## SPACE NEEDLE CELEBRATES 5th



A recent Space Needle Restaurant Anniversary celebration party held at the Space Needle's observation deck found this lineup of attractive restaurant waitresses ready to serve. From left: Jan Howard, Rose Asselin, Edna Tornby, Edith Purcell, April Ryan, Georgia Syverson and Jeanette Pugachoff.

Five years ago the restaurant crowning the symbolic Space Needle tower of the Seattle World's Fair opened its door to fair goers. From the beginning, its novelty attracted space-age conscious crowds to the magnificent view observation deck and to its unique revolving restaurant. Restaurant guests were doubly delighted when the quality of the food and the gracious, efficient service greatly exceeded their expectation. But in this lies the secret of the Space Needle Restaurant's continuous success even long after the fair attraction had become a pleasant memory.

Today the Space Needle Restaurant is recognized as one of the world's most outstanding specialty dining rooms. Much of the credit goes to the highly skilled, hard working staff, many of whom have been with the Needle since opening day.

On Tuesday, May 16, this staff attended their first Awards Banquet, held at the Ben Franklin Hotel, with over 20 members receiving their 5-

year pins. Rose Asselin, waitress, had previously been with WIH for over 5 years before she joined the Needle staff on opening day.

Front! salutes Space Needle General Manager, Basil Miaullis, and Restaurant Manager, George Johnson and his top staff on their 5th Anniversary!

### McCaffree to Manage Miyako

Charles "Chuck" McCaffree, former Executive Assistant Manager of the St. Francis Hotel has been named Manager of the Miyako Hotel now under construction in San Francisco.



Charles McCaffree

Chuck joined WIH in 1959 as Front Desk Clerk at the Benjamin Franklin. Subsequently he was transferred to the Olympic where he rose to the position of Front Office Manager. In 1964 he moved to San Francisco to become Executive Assistant Manager of the Sir Frances Drake and in March of this year he transferred to the St. Francis retaining the same position.

Thirty-one year old McCaffree is married and has two children. The Miyako is scheduled for opening in December this year.

## Keithan Appointed WIH Vice President

J. William Keithan, Jr., has been appointed Vice President of Western International Hotels as announced by WIH President Edward E. Carlson in late April.

Keithan will continue to serve as President of Western's wholly-owned subsidiary, Western Service & Supply Company, a position he has held since 1965.



William Keithan

He was first employed by Western Hotels in 1950 where his experience had been principally in food and beverage department assignments. In his capacity with Western Service his responsibilities were broadened to include the company's operations of fulfilling the hotel needs for general supplies purchasing requirements, printing and interior design services. Keithan is also a member of Western's Executive Committee.

In announcing the appointment Carlson added, "In making Bill an officer of the parent corporation, it is the desire of the officers to further utilize his experience as we undertake additional studies of new properties which are brought to us from time to time."

## Emmy Awards Broadcast From Century Plaza

Stay tuned to your ABC network on Sunday, June 4. That's when television's greatest show, the presentation of TV's highest accolades, the Emmy awards will be made.

This year the show will have an added importance for all WIH people since the West Coast presentation portion of the show will be made from the Century Plaza Hotel. For this of you who have not seen this impressive hostelry, here is a chance to see at least portions of it on your home screens.

"They Get Them Told —

You Keep Them Sold"

Part III of the continuing series on "HOW YOUR COMPANY OPERATES" and featuring the Business Development Division appears on pages 6 and 7 of this issue.

# front!

A monthly publication for the  
employees of

Western International Hotels  
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca .....Editor

LJTHO IN U.S.A.

## President's Corner



Each issue of *Front!* brings us new reports of the growth and progress within our Western family as we plan and build to keep pace with today's accommodation needs.

We are naturally proud of the accomplishments of all the talented and hard-working men and women in our organization who are helping to create Western's success story. But while our eyes are on the future, we also must not lose sight of some basic philosophies of the past that have guided us to these present successes.

One such philosophy is that developed from our desire to encourage continued guest patronage of our properties. It is based on what we had once termed the "house of friendship" that each one of us has helped build within our individual properties. As in our own homes, it is an expressed attitude of sincere, warm friendliness that makes guests want to linger longer, want to return again and want to tell their friends about. We show it in many ways throughout the guest's stay with a gracious courtesy, a pleasant smile, a helpful attitude. It is the outward gesture of our appreciation for his welcome patronage.

As we continue to expand so must we also continue to build onto this "house of friendship" philosophy. For it is this special quality of hospitality, recognized and anticipated by our guests, that has encouraged their return to our more established proper-

## COMINGS AND GOINGS

Larry J. May, formerly Senior Assistant Manager of the Davenport has been named Executive Assistant Manager of the Benson . . . New Assistant Manager in charge of Front Office Operations at the Davenport is Burr Miller . . . Norman Howard, a recent graduate from the School of Hotel Management at Washington State University, has been appointed Night Assistant Manager of the Davenport . . . Jack Vaughn, former Director of Rooms Division at the Century Plaza has been promoted to Executive Assistant Manager of the Continental Plaza . . . replacing Vaughn at the Century Plaza as new Director of Rooms Division is George Williams . . . Joe Gilbault, former Executive Assistant Manager of the Benson has been promoted to Executive Assistant Manager of the St. Francis . . . New appointments at the St. Francis Hotel include John Houldsworth to the position of Credit Manager and Per Rasmussen appointed Room Clerk . . . Several new appointments at the Calgary Inn are as follows: Peter Martin, formerly Senior Assistant Manager at the Bayshore Inn has been appointed Executive Assistant Manager — Hans Weidenfeld has been pointed Grill Room Manager and Room Service Manager—former Front Office Clerk, Peter Jacoby, is new Purchasing Agent — Dieter Welsh is appointed Sous Chef — Jim Buehler appointed Steward — Margaret Glinz appointed General Cashier — Anne Miller appointed Sales Representative and Stan Ray, former Sales Representative, has been promoted to Sales Manager . . . Former Assistant Manager at the Anchorage-Westward, Bob Hawes, has been appointed Front Office Manager of the Olympic . . . New Assistant Manager of the Olympic is Dick Biehm . . . Douglas W. Torrey moves from his former position as Golden Belle Manager at the Northern to Cafe Plaza Manager at the Antlers Plaza . . . Bob Simpson has been appointed Senior Assistant Manager of the Century Plaza, and Dick Fyock has been promoted to Rooms Department Manager of the Century Plaza . . .

ties and helped direct their patronage to our newer properties.

**Edward E. Carlson**

**President**

**Western International Hotels**

## Meet Your Correspondent—

**TOM BEYKOVSKY — Guatemala  
Biltmore**

Front's "man in Guatemala" has led a truly international life. He is Tom Beykovsky, Executive Assistant Manager and *Front!* correspondent for the Guatemala Biltmore.

Tom was born in a little town in Czechoslovakia near the Hungarian border and when he was three years old he migrated with his parents to Ecuador in South America. After he completed high school he went to Switzerland where he attended the hotel school in Lausanne. Upon graduation Tom returned to Ecuador and then to San Francisco where he continued to pursue his hotel career. These ambitions were interrupted by four years in the U.S. Air Force—two of them spent in Japan.

In 1960 he joined Western as Assistant Manager of the St. Francis. In October 1966 he was transferred to Captain at the Space Needle Restaurant in Seattle for a very brief period and in December he went on to Guatemala to take over his present position.

**JACK SCOTT — Georgia Hotel**

Amiable, ambitious Jack Scott is the recently appointed *Front!* correspondent from the Georgia Hotel. A more important recent appointment is his new position as Director of Sales for the hotel . . . a significant advancement in his comparatively brief hotel career.

Jack joined W.I.H. at the Georgia five years ago in 1962 as a room clerk. Just before this most recent appointment, he held the position of Front Office Manager.

Jack was born in Fort Williams, Ontario and for the past seven years he and his family have made Vancouver their home. He is extremely sports-minded and is particularly interested in basketball, a sport he was most active in during his school days.



## Correspondents

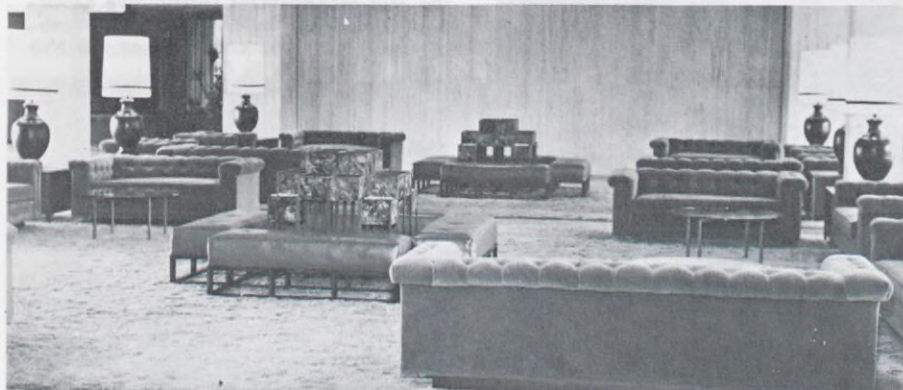
This is the list of *Front!* correspondents. Please get in touch with your correspondent if you have any news for your paper:

Alameda, Michel Sauve; Anchorage-Westward, Bill Mueller; Antlers Plaza, Ollie Dodson; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Mike Bowes; Benjamin Franklin, Mark Zanner; Benson, Ruth Turner; Bonaventure, Corinne Saint-Denis; Bannock, Lois Ford; Baranof, Don Ketchen; Calgary Inn, Ted Curtis; Camino Real, (Juarez), Miss Lourdes Lopez. Camino Real (Tampico), Elena Calderon; Caravan Inn, Daphne Dicino; Carefree Inn, Jane Miller; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Conahuto-Western, Violetta Klein; Cosmopolitan, Jack Gaines; Davenport, Gayle Jewell; Fairbanks Inn, Arlene Day; Georgia, Jack Scott; Guatemala-Biltmore, Tom Beykovsky; The Ilkai, Roberta Watson; Imperial Inn, Audrey Crawford; Leopold, Analee Brethour; The Miramar, Robert Yue; Northern, Con Carter; Oasis, Willow Martin; Olympic, Jo Braarud; Owyhee, Clyde White; 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



**LUXURIOUS . . .** describes the richly carpeted, beautifully decorated and handsomely furnished rooms and suites of the recently opened Metropolitan Airport Hotel in Detroit.



**ELEGANCE . . .** is the keynote of the spacious and airy Metropolitan Airport Hotel lobby. Two glassed-in court yards on either side provide light and a view of the garden plantings. The lobby decor color scheme is blue and gold.

### Seattle Hosts PATA Conference

The annual Pacific Area Travel Association Conference (PATA) was held this April in Seattle (the first time in the United States) and brought more than 500 delegates from 29 Pacific Rim Countries. The conference followed a three day workshop in Alaska at the Anchorage Westward.

Significantly, WIH people and facilities contributed greatly to the success of the affair. WIH President, Edward Carlson, served as Chairman of the United States Host Committee. Al Schilling, General Manager of the "host" Olympic Hotel was Chairman of the Facilities and Services Committee and Willis Camp, WIH Advertising and Public Relations Director served as Vice Chairman of the Host Committee.

Many of Western's Pacific-minded hotel people were in attendance including Dan London, Jim Durham, (Ilikai Hotel), John Hickman, Rudy Choy (Miramar Hotel) and Hirokata Ito and Masao Yoshihara of the Palace Hotel.

The philosophy of the PATA group is to promote travel to and within the Pacific area.

### Join 'PICK-IT-UP' Club

**Were you a "pick-it-up" this month?**

For years WIH people have belonged to an unofficial organization called the "PICK-IT-UP" Club. To become a member, all you had to do was pick up cigarette wrappers, gum wrappers, matches, scraps of paper, etc., dropped by careless guests and properly dispose of them.

It not only keeps public areas looking neat but for the more avid members it also helped keep them slimmer through the middle. What brings this to mind now is an item in the "Golden Angel Review," the guest services department news bulletin for the Century Plaza. According to the item, they appear to have a very active "Pick-It-Up" Club chapter.

How active a member are you in your hotel? Your pride in your job and your hotel is reflected to a guest by even such small items as uncluttered hallways and other public areas. Next time you see a "pick-it-up" staring up at you, go ahead — join the club, pick it up!

### Metropolitan Airport Hotel Accents Deluxe Quality

The Metropolitan Airport Hotel in Detroit is described as the first deluxe hotel in the United States to be located within an airport complex.

It is much more than that, however, as shown by these on-the-spot photos, at left, recently submitted to Front! In its luxurious appointments, elegant atmosphere and handsome design the hotel rivals any of Western's finest properties. It is also completely sound-proofed, air conditioned, and provides color television.

Front! salutes Manager Jim Kent and the staff of the Metropolitan Airport Hotel on the success of their recent opening of this unique major property. It is one which all WIH family members can recommend with pride.

### Missing Makeup Is A Makeup Mixup

Revlon Cosmetics, the sponsors of a beauty school group, meeting at the Georgia recently ended their session with high praise for the hotel's hospitality. So impressed were they with the catering department, in fact, that they offered to donate all remaining samples to Catering Manager Herman Schaad's expert staff.

The gals were delighted with the news especially when it was discovered by some staffers that there were two large unopened cartons of beauty aids to select from.

Unbeknownst to them however, a rival cosmetic manufacturer, Yardley, was scheduled to have their beauty school session in the same room the following morning.

The scene shifts to later that evening when the Yardley representative prepared to set up her displays for the following day and discovered that all of her merchandise had disappeared.

The combined rejuvenation creams of both firms could not have helped the rapid aging processes experienced by Schaad when notified of the mixup as he frantically tried to contact his staffers — most of whom had already left their jobs for the day. Several hours later, a sufficient number of staffers were contacted and had promised to return the items before the school starting time the following morning.

While the Yardley representative was greatly amused by the incident, Schaad still shudders at the barest hint of certain toiletry fragrances.

# Front! News Pictorial



**FENCING THEM IN.** Pretty Erna Turek, secretary to Northern Hotel Manager Brent MacDonald, appears "a rose among the thorns" as she plucks a strand of barbed wire from the stack. The wire is being used by the Northern as part of a promotion mailing being sent around the nation to attract more tourists to the state.



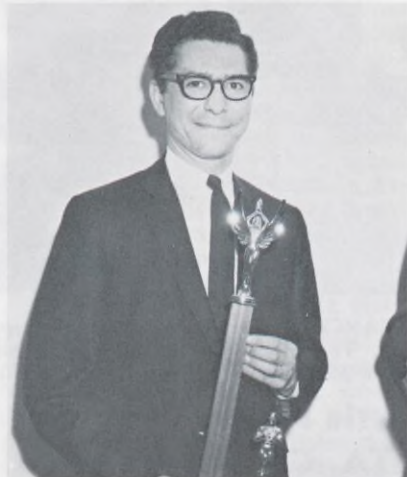
**WINNER GETS CRAB.** Bill Newman, Director of Sales at the Olympic Hotel presents a "prize," the king crab used on the buffet table, to one of the winners of the Annual Secretaries' Contest sponsored by the Olympic and Western Airlines.



**TWO TIME WINNER.** For the second year in a row Richard R. Mendoza, maitre d' of the Davenport's Matador Room, won first place in a public speaking contest for the State of Washington. The contest was held in connection with the Mid-Management Distributive Education Conference held in Yakima, Wash., in April. Rich also competed at the National Conference in Chicago.



**WAITRESS WINS AWARD.** Chosen "Waitress of the Year" by the Calgary Tourist & Convention Association is Genevieve Andrianokos of the Calgary Inn shown here receiving the winning plaque. Another Calgary Inn employee, Curzon Jones, received the "Doorman of the Year" award from the same organization.



**ADMINISTRATIVE ACHIEVEMENT.** Candido Garcia, Executive Steward at the Century Plaza, was one of four persons from the entire Los Angeles business community honored by the National Business League for his achievement in earning a position of administrative responsibility. The League annually recognizes persons of a minority race (Candido is of Latin-American heritage) who have risen to positions of significance.



**HOTEL SECRETARIES HOSTED.** William Quinn, General Manager of the St. Francis entertains the hotel secretaries at a luncheon during National Secretaries' Day. Shown from left are: Jackie Bender, Quinn's secretary, Claudine Aubelay, executive office receptionist, Sally Tooley, secretary in public relations, Margo Helm, catering department and Quinn.



**MEANWHILE, AT THE ILIKAI . . .** National Secretaries' Day was celebrated by the presentation by Manager Lee Jenks of red carnation leis to hotel secretaries from left: Nancy Ellsworth and Valerie Smith, Sales Department; Cheryl Van Slate, Reservations, Jane Connell and Nancy Bradley, Accounting, Jane Gaza, Catering, Lani Custino, Executive Office, Tina Yee, Catering and Nina Rapozo, Executive Secretary.

**Front!** Special Feature



With the ladies bedecked in floral leis this award-winning group from the Cosmopolitan poses for their portrait on April 20.



Pictured at the Sir Francis Drake Awards Dinner on March 27 are long time employees from left: Henrietta Mattozzi, 30 years; John Doherty, 25 years; Connie Kurthy, 35 years; Mary Sinclair, 35 years; Frank Walsh, 35 years; Lillie Thomas, 15 years.



This group of employees at the St. Francis Hotel were awarded their 20-year pins during the hotel's recent awards dinner.



Two young "oldtimers" (left) Norm Lavin, F&B Executive Asst. Mgr. and (right) Frank Salud, Head Pantryman in the Golden Lion Restaurant, each with 35 years service at the Olympic receive congratulations from General Manager Al Schilling.

**Front! Cameras Click At Awards Banquet**

Once a year, usually around the hotel's anniversary date, Western's hotels honor their employees with a Service Award Banquet. This is a very festive occasion and during the ceremonies those employees who have enjoyed five years — or multiples of five years — service are awarded appropriate service pins. Pictures of some of these most recent banquets submitted by Front! correspondents are shown here.



Marion Murray, Secretary to Manager Keith Hardman of Trader Vic's, receives her 5-year service award pin from Vice President Bob Lindquist at the Ben Franklin Awards Banquet.



Executive Chef, Kurt Wuest, of the Continental Plaza received his 10-year pin and congratulations from WIH Executive Vice President, Gordon Bass.

**FRONT! INTERNATIONAL**

Due to the lack of contributions from Front! correspondents in the International Division of WIH, the regular section, "Front! International" usually appearing on this page is missing from this issue.

We apologize to our Western friends in Mexico, Guatemala, Venezuela, Japan and Hong Kong for this lack of coverage. We hope that with our forthcoming issues, however, we will continue to offer a full news page of stories and pictures telling us about what is going on in our international hotel family.

## BUSY BEHIND THE SCENES AT WIH

# BUSINESS DEVELOPMENT DIVISION

## Part III – They Get Them Told – You Keep Them Sold.

Throughout our Western world, Western International Hotel lobbies present a daily scene of bustling guest activity. Singly or in groups, people are observed hurriedly passing through, relaxing comfortably, or clustered around the front desk and cashier's counter as they check in and out.

**Who are these people and where do they come from? But most important, why did they choose our hotel?**

The people . . . they are anyone and everyone, ranging from a little old lady on a weekend shopping visit, to a large international convention group, from a young couple on their honeymoon, to a plane-hopping businessman, and from a family on vacation to a travel agency's tour group.

They come from . . . well, pick a spot, almost any spot, on the world globe and you will find your answer.

As for choosing our hotel . . . for many, the decision can be traced directly or indirectly to the highly persuasive activities of the WIH Business Development Division.

Within this division is the policy-making Business Development Committee, a group whose prime concern is developing new ideas and system that can better sell the facilities and services of WIH to potential individual and group business customers. The intent is to get WIH properties so well known and accepted by the public, and to present such an attractive appeal, as to influence the selection of a WIH facility over any of the competition in the area.

**That's a big order, but it's being done successfully every day through direct contact by the WIH sales department and, more indirectly, by the advertising and public relations department, both functioning under the business development division.**

### HICKMAN HANDLES SALES

John Hickman, General Sales Manager, heads the WIH sales department at the Seattle offices. The concern of this department's operations extends throughout the major marketing areas of Western's World. This involves working with our regional sales offices in the United States and Canada as well as with similar offices in our International Division

operation. Because of the office's far-flung locations — from Mexico City to Los Angeles and from Tokyo to Toronto — Hickman's travel itinerary reads like the combined schedules of the world's major airlines!

Hickman also works closely with the Hotel Corporation of America sales offices and with other booking accommodation firms that represent us. The department's prime marketing contact is travel agencies and the private or commercial business and conventions groups that represent potential volume sales for WIH.

While the WIH sales department and the regional sales offices are directing their efforts toward acquiring this volume business for all Western properties, individual hotels also have their own sales people to promote group business for their specific properties. In conjunction with the WIH advertising department, the corporate sales department provides sales promotion material and consultation services for these individual hotel managers and their sales departments.

Supervising the WIH reservation department operation and maintaining hotel rate structure data are additional sales department responsibilities.

While the sales department people are presenting the WIH story directly to influence group or volume sales, how is "the word" brought to all those prospective individual or family guests scattered throughout our Western World?

### ADS DELIVER MESSAGE

Willis Camp, WIH Director of Advertising and Public Relations, makes this his particular concern. Working closely with Cole & Weber, the corporate advertising agency, Camp is assisted by his staff, including Administrative Assistant Barbara Sand, and the agency's account executive, Peter Hemp. He uses many tools of advertising to deliver our sales message. Radio commercials, newspaper ads, highway billboards and direct mail inserts are among the media used to entice prospects. Four-color, full page ads, such as those now appearing in United Airlines Mainliner magazine and in the Canadian, U.S. and Mexican editions of Time magazine, do their part to attract reader

interest and desire. Ads are also placed in specialized trade publications, such as those directed to travel agents, to influence tour and travel sales. Guest magazines and in-hotel promotion pieces, elevator and counter cards, keep guests informed on other WIH properties, services and facilities.

At the local level, the corporate advertising department works closely with the individual hotels on their particular advertising and marketing programs. These are not home office "ivory-tower solutions." Whenever possible, Camp, often accompanied by Hemp, personally visits the hotel and consults with its management before recommendations are made. As a result of this thorough in-depth investigation, an advertising program can be tailored directly to the hotel's needs. New hotel properties, where no previous advertising program history exists, are especially benefited by this service.

This department also works with Sales in assisting with their sales promotion needs and with the Guest Services Division in the presentation of the FRESH seminars.

### P.R. TELLS WIH STORY

Keeping the name of WIH, its development activities, and its personnel changes in the public eye, is the responsibility of Ruth McCloy, WIH Public Relations Manager. Stories of what's going on in Western's world are fed regularly to newspapers, consumer magazine and hotel industry trade journals.

Another responsibility of the Business Development Division is the production of Front!, the WIH employee publication edited by Gabe Fonseca. Front!, supplemented by occasional company orientation and slide presentations, helps keep employees better equipped to satisfy guest inquiries about their hotel and their company.

**Business development, in its fullest sense concerns and involves all of us. In all areas throughout the hotel where we have contributed in some way to the guests' pleasure, satisfaction and well being we too have done a successful business development "selling" job for our hotel and for WIH.**

### On The Job With Some Of Our Business Development People

(Left) Recently appointed International Sales Manager of the Camino Real in Mexico City is Amine Awad (standing). He is shown here with John Hickman, WIH General Sales Manager during a recent sales conference in the Seattle offices.



(Right) Willis Camp, WIH Director of Advertising and Public Relations confers with Administrative Assistant, Barbara Sand, on the progress of an advertising schedule being prepared for a WIH property.

(Center) These members of Western International Hotels regional sales staff operate from offices located in the Century Plaza in Los Angeles. Standing are Regional Sales Managers Carl Hudgens and Sherm Elliott. Seated is office secretary, Heather Jackson.



(Bottom Left) Peter Hemp, Account Executive of the corporate advertising firm, Cole & Weber, Inc., works closely with Willis Camp and other members of the Business Development Division on advertising and promotion programs.

(Bottom Center) Virginia Rhoton, Administrative Assistant for the WIH Sales Department, supervises the IBM sales lead program for the company. Here, she is preparing an inter-hotel monthly reservations survey, another of her departmental responsibilities.

(Bottom Right) Ruth McCloy, WIH Public Relations Manager, checks out a story supplied to Front! with Editor, Gabe Fonseca. The story, an announcement of the opening of a new WIH property, has also been released by Ruth to various newspapers and trade publications.



## WIH PERSONALITY PROFILES

### RUSS NICKEL — Finds A "Better Way" With Kitchens

The framed plaque on the office wall of WIH's kitchen planning expert, Russ Nickel, quotes Thomas Edison, "There's a better way to do it — find it."

This sums up to a great extent Nickel's attitude toward his job and is a basis for the enthusiasm with which he approaches it.

Since the inception of the department in 1961, Russ has been finding "better ways" for making WIH hotel kitchens more efficient, easier to maintain and furnished, as budgets allow, with the most up-to-date equipment.



It's "back to the drawing board" for Russ Nickel (standing) and Assistant Keith Bellman.

The Kitchen Planning Department, in Western Service and Supply's Seattle offices, was formed about six years ago largely through the instigation of Bill Keithan, President of Western Service, and Harry Mullikin, then WIH Food and Beverage Manager. They, among others in the company, had long recognized the need for a service within the organization devoted to updating and maintaining maximum kitchen design efficiency in present properties and planning the best possible facilities for new hotel construction.

#### HIGHLY QUALIFIED

The decision to appoint Russ Nickel to tackle the assignment was, indeed, a fortunate one. Not only was he qualified from a design viewpoint, but his intimate knowledge of kitchen operation was an invaluable asset in understanding the needs from the kitchen personnel viewpoint. Since he left high school in 1946, Russ spent several years working in restaurants and dining rooms. His experiences ranged from bus boy, waiter, baker's helper, short order cook, dishwasher, and purchasing to Sous Chef.

Russ attended the Hotel Management School at the University of Denver and received a BSBA degree in Hotel and Restaurant Management. He stayed on as an instructor at the school where he became involved in architectural drawing, mass feeding procedures and food preparation.

Until a little over a year ago, Russ operated as a one-man department. Now, as his work load and the company have expanded, he has added a very able assistant staff member, Keith Bellman, whose prime responsibility is as a draftsman. A more recent department addition is secretary, Claudiane Tribou.

#### RANGE OF OPERATIONS

The department's service operations extend, with a few exceptions, throughout Western's world. New kitchen plans now in the works include the Washington Plaza Hotel in Seattle, and the Bayshore Inn addition. Recently completed jobs were the kitchen food facility layouts for the Miyako Hotel now under construction in San Francisco, the Antlers Plaza and the Yacht Harbor addition to the Ilikai. One of the most impressive renovation projects undertaken was the recently completed thoroughly remodeled kitchens of the St. Francis.

Teamwork, Russ stresses, underlies the success of the department's planning efforts. No project is undertaken without the continued consultation and cooperative assistance of the hotel manager, the hotel chef, the area vice president, WIH management and the Food and Beverage division.

A "bug" on sanitation, Russ is constantly on the lookout for methods and materials that will make kitchen cleanliness easier to maintain. The department maintains a vast library of equipment suppliers and construction material catalog files. In his "purchasing agent" capacity, Russ handles related equipment purchase orders for many of the hotels.

#### BEVERAGE, DINING AREAS

In the beverage areas, the department's services also extend to bar equipment supply and back of the bar design layout and operation. In the dining rooms, too, the department assists in the layout and operation of service stands for the dining room personnel.

Russ Nickel is one of the oldest full time members of the Food and Beverage Committee for WIH, the policy making body of the Food and Beverage Division.

### NAPUA STEVENS — Active Hostess of Guest Activities



No finer choice for Director of Guest Activities for the Ilikai could have been made than that of Hawaiian born Napua Stevens. A gracious, charming and strikingly handsome woman, Napua has been delighting guests of Honolulu's most beautiful hotel for over three years in this "hostess" capacity.

In the casual tradition of the Islands, she is most familiarly known as Napua. More formally, however, her full name, Harriet Kawaiala Ka-ionapuaopiilani (Napua) Stevens Poire, reads like the family tree of her European-Hawaiian heritage. She is a direct descendant of the ruling families of the islands of Hawaii, and Maui and was born in Kohala on the island of Hawaii.

Though married and having a family of three children, Napua's interests range far beyond the usual housewifely duties. Among her many outside activities she has taught classical hula, cooking and educational programs dedicated to perpetuating the Hawaiian language and customs. She has written a newspaper column for a Honolulu paper, appeared on radio, including her own show, and conducted a television cooking class. A talented songstress, Napua has appeared in the famed "Hawaii Calls" radio programs and was the vocalist with a hotel nightclub orchestra for three years.

Her greatest passion, however, lies in her dedicated efforts to perpetuate the traditional Hawaiian language and customs. In this connection she has become an active member of the Historic Sites Commission, the Bishop Museum Association and the Committee for Preservation of Arts & Culture and Hawaiian Language.

# Front! Features

## RECIPES I LIKE BEST

Chef Raymond Muzard of the Avila Hotel in Caracas, Venezuela, has been with the hotel since 1965.

He was born in Loriet, France, and took his apprenticeship at the Hotel du Commerce in Orleans, Loriet from 1945 to 1948. During the tourist season he also worked at a resort hotel, the Hotel Plage & Golf at La Baule, France.



CHEF MUZARD

In 1949 he went to Paris in the capacity of Commis Garde-Manager at La Colisee Restaurant on the world-famous Champs Elysees. This was followed by a year in the military service in Algiers.

Returning from the service, Muzard worked in various restaurants, resorts and hotels in Switzerland, Tangiers and France, including the distinguished Masion Prunier Restaurant in Paris. In 1958, at the Hotel Cecil in Tangier, he was appointed Chef de Cuisine. He returned to France in 1960 and until he went to Caracas in 1965 honored the kitchens of some of the country's leading hotels with his culinary talent as Chef de Cuisine and, on one occasion, as Pastry Chef. One of Chef Muzard's favorite recipes, the classic Veal Cordon Bleu, is given below for the benefit of Front! readers.

### Veal Cordon Bleu

#### INGREDIENTS

- 1½ lbs. of milk fed Veal cut in 12 thin slices (approximately 2 oz. each)
- 6 oz. Swiss Cheese cut in 6 slices of 1 oz. each
- 6 oz. of York Ham cut in 6 slices of 1 oz. each
- 4 oz. flour
- 4 eggs
- 8 oz. bread crumbs
- Salt, pepper, butter

#### PREPARATION

Pound the veal slices until very thin. On 6 of the slices place 1 slice of Swiss cheese and then on top of the cheese place 1 slice of York ham. Cover with the remaining 6 slices of veal.

Salt slightly and dip in flour. Dip in the 4 well beaten eggs and then into the bread crumbs.

Saute in a frying pan in which you have previously heated the butter to a golden brown. Cook from 8 to 10 minutes, medium heat.

Serve with potatoes and vegetables.

## LOBBY QUIZ

How well have you read this issue of Front!? Listed below are five questions taken from information appearing in some of the news stories. Test your memory by taking this easy quiz.

### QUESTIONS

1. What well known WIH property recently celebrated its fifth anniversary?
2. How many years service does it take before WIH employees qualify for their first service pins?
3. Charles McCaffree has been named Manager of what yet unopened Western property?
4. According to the article the "best medicine" for maintaining youth and retarding the aging process is - - - -?
5. Recently appointed Vice President of WIH, Bill Keithan, is also President of what WIH subsidiary organization?

### ANSWERS

1. The Space Needle Restaurant
2. Five years
3. The Miyako in San Francisco
4. Exercise
5. Western Service and Supply Company

## Health Topics

Dr. Kenneth F. Schaefer, Medical Director of the Prudential Insurance Company (underwriters of the WIH group health insurance plan) has written a series of brief articles about some of the factors that can affect our general good health. Because they will be of interest to you and to members of your family, we will publish them at regular intervals. The first article appears below:

For many years a favorite prescription of physicians has been "Take it easy and get more rest." It now appears that "Get more regular exercise" would be better medical advice, and sometimes for the same type of patient who has been advised to relax in the past. The desirability of developing good physical condition has, in recent years, become apparent in certain diseases which have previously always been associated with a recommendation of inactivity. Outstanding examples are some heart and chest conditions usually believed to be quite disabling.

Not only is exercise good therapy for certain medical conditions, but it is one of the best preventative measures available for the maintenance of good health. Individuals in good physical condition resist infections better, recuperate more rapidly from illness and surgery, and live longer, healthier lives than those who do not pursue a program of steady active exercise.

Exercise as medicine has been useful in coronary artery (heart) disease and emphysema (scarred fibrous lungs). The majority of these patients can be improved by properly supervised, gradually increased physical conditioning, and there have been some cases of coronary artery disease where both the symptoms and the electrocardiographic evidence of the condition have disappeared.

Anyone who starts on a program of physical conditioning, and who has previously been quite inactive, would do well to have a physical examination by his physician first, particularly if he is over forty. Also, anyone who has a condition for which restriction of activity has been advised should consult his physician prior to embarking on an exercise program.

A desirable program should be strenuous but not exhausting, repetitive, preferably on a daily basis, and involve as many muscle groups as possible. Thus walking, running, cycling, swimming or calisthenics are useful for this purpose. Badminton, tennis, golf, bowling and other similar sports easily fill the bill, so long as they are not "once a week" activities with no accompanying interval exercise.

The one sure way to determine if this is good advice for you is to try it for a period of at least six weeks. Unless you are most unusual, you will be amazed at the increased feeling of good health that you will experience. You will feel better, look better, work better and sleep better if you continue the program conscientiously. There is no better medicine available to help maintain youth and retard the aging process.

The wife entered her husband's office unannounced and unexpectedly found his secretary sitting on his lap. "Don't get excited," warned the husband thinking fast, "I didn't want to tell you, but business is so bad that I'm studying how to become a ventriloquist!"

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Overheard at the Grill: "Women never park a car; they abandon it!"

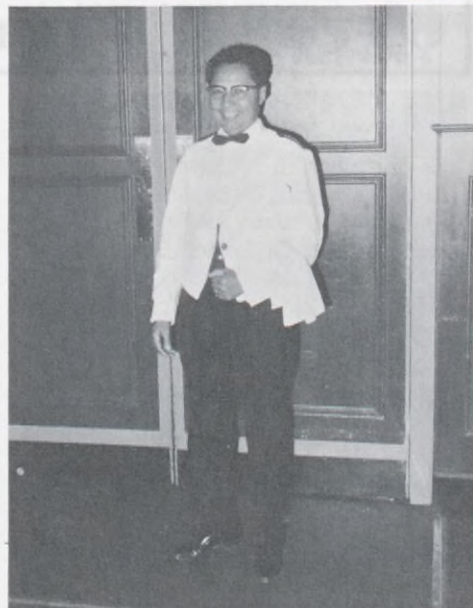
# Front! Photo Album



Waiting for their orders in the Terrace Grill kitchens are pretty waitresses Rene McCandles and Joan Leslie of the Bayshore Inn.



Pretty Claudianne Tribou does double duty as secretary to Don Allen, Design International head and Russ Nickel, WIH Food Facilities Planning manager.



Joe Ayup, room service waiter of the Cosmopolitan, has been a familiar figure to hotel guests for many years.



Gathered around the hors d'oeuvre table at the Sir Francis Drake Awards Banquet are from left: Dennis Britton, Johnny Taha, George Turner, Charles Milanes and Roley Foreman.



Georgia Roger of the Northern Hotel's Golden Belle checkroom checks out a smile as she checks in a Stetson.



Daniel Parker, linen man, helps maids, Josephine Faulkner (left) and Louise Dickens to unload towels at St. Francis linen room.



Top of The "I" hostess Aloma Baine (left) and Pier 7 hostess, Nora Pascua pose beside kiosk on the mall level of the Ilikai Hotel.



Departing WIH Executive Office staffers, Neil Browne (mailboy) who went into the military service and Anne Shawcross, formerly secretary to Bill Keithan, attend their farewell party.



Tim Sullivan and Akos Benko, room service waiters of the Calgary Inn, prepare guest fruit baskets.



Herman Schaad, catering manager of the Georgia, checks the records with the help of his secretary, Anne Gillham.



Margaret Sullivan, Matador waitress at the Davenport, is startled by the Front! camera to the amusement of Room Staffers Dick Engstrom and Larry Nelson (rear).



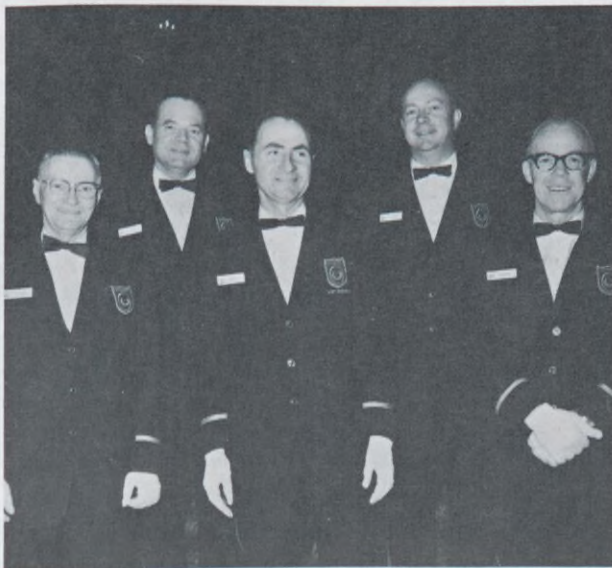
Walt Ketterling, Benson controller, looks "rattled" as he receives a gift from department employees for his recently born baby daughter.



Mabel Rosen, chief teletype clerk of the Century Plaza, prepares to transmit a reservation request.



Executive Chef, Karl Ederle, of the Space Needle Restaurant, puts the finishing decorative touches on baked whole salmon he had prepared for a buffet dinner.



Proudly modeling their new uniforms are these Olympic bellmen. Front row: Harry Ekins; Matt Stack, superintendent of services; "Skoop" Skogerson. Back row: Bob Arnett and Lloyd Carlson.



Maintenance at the Ben Franklin is in good hands with this pair around. From left: Webb Afflerbaugh and Milton Bjorklund.

## Hotel Profile

### FAIRBANKS INN . . .

Start with accommodations practically unrivalled in Alaska for luxury, comfort and hospitality. Add to it all an open friendliness and genuine warmth for which the "Golden Heart" city of Fairbanks is noted. This, in essence, is the fabulous Fairbanks Inn, the northernmost member of the WIH family.

Just a few years old, the Fairbanks Inn has chalked up some impressive Alaskan "firsts" in its operation and construction including TV in each room, an outdoor recreation area, automatic guest-style phone-system message service, as well as being the first tourist motor hotel anywhere in Alaska. The latest major expansion program, completed in 1964, gave the Fairbanks Inn the added distinction of being the most modern and largest hotel facility north of the Alaska Range with a total of 70 first class guest rooms and executive suites.

Entering the spacious lobby, the guest is first intrigued by the enormous (13'2") polar bear skin mounted on the rosewood paneled wall. His overall impression of informal elegance is quickly established as he notes the plush carpeting, the tasteful decor and the art accessories.

In the WIH tradition for superior dining excellence, the guest will find the food in the smart Husky Room the finest in the community. While relaxing in the delightful cocktail lounge, he can absorb some of the colorful Alaskan history as portrayed in the rare framed photographs of Alaska's gold rush days that decorate the walls.

Not only popular with travellers,



Cathy Rees, Housekeeper, illustrates proper bed making to chambermaids from left: Marge Boyles, Maggie Santimaw, Sandra Lemay and Linda Hamon.

the Fairbanks Inn has also become established as the "Inn" place to go for Fairbanks' citizens, the center for the local social scene.

Accommodations for group gatherings from 20 to 300 persons are available in the Gold Rush Room and the Inn maintains a busy schedule of convention, meeting, party and banquet activities.

This year, Alaska is celebrating a rousing centennial with varied activities scheduled throughout the state. The city of Fairbanks, has been selected as the official "Host City" for the celebration. Not far from the Fairbanks Inn is the 40-acre Centennial site presenting an inspired panoramic display of Alaska's history and progress. This major tourist attraction promises a very busy and exciting season for Fairbanks Inn staffers. That they meet this challenge with enthusiasm and competence is a foregone conclusion. It has been this exceptional staff spirit of enthusiasm and competence that has won so many new friends and so much return business in the past accounting for the Inn's popular success today.

### FAIRBANKS INN PEOPLE.

Shown here are some of these friendly and competent Fairbanks Inn staffers snapped on the job by Front!'s camera.



Russel Spear, Assistant Manager, relaxes from a busy schedule.



Phyllis Dahlke, waitress, and Jim Malley, Bartender, discuss a customer's selection at the Husky Room.

## THE FAIRBANKS INN



Fairbanks Inn Manager, Dave Jones, and Nelda McCloud, Desk Clerk discuss coming day's activities.



Jack Dowdy (left) and Richard Donnelly make luncheon preparations at the Fairbanks Inn kitchen.



Rosalie Thornhill, and Melba Woolridge, waitresses, fold napkins to be used by luncheon guests.



Chuck Steele, Chef, relaxes a moment while he reviews preparations for the dinner crowd.