



MAINTENANCE MANAGER WINS BROCKMANN-CARLSON AWARD



"... MOST exciting day of my life!" Brockmann-Carlson Award winner Margarito Ramos Velazquez (left) with Joern Sroka, Senior Vice President WIH de Mexico and Jose Brockmann, WIH de Mexico, President.

"THIS is the most exciting day of my life! I had no idea that I deserved this honor . . . I have only been doing my best, thinking always that that was still not enough. I am proud of working for such a fine, growing company."

These words, spoken haltingly but with deepest sincerity, expressed Margarito Ramos Velazquez's reaction to one of the most memorable occasions of his hotel career.

Ramos Velazquez, Maintenance Manager for the Majestic Hotel in Mexico City, had just been presented with the Annual Brockmann-Carlson Award for 1971.

The coveted Brockmann-Carlson Award, which is patterned after the WIH Thurston-Dupar Inspirational Award, is presented annually to an employee as selected from hotel nominated candidates representing all WIH de Mexico properties. It takes its name from Mr. Jose Brockmann, President of WIH de Mexico and Mr. Edward E. Carlson, former Chairman of WIH. Both men are founders of the WIH de Mexico Company. The Award program itself was proposed by Alfred Freudenthaler, Executive Vice President

of WIH de Mexico, in 1969 and adopted the following year.

According to Majestic Hotel General Manager Sabastian Rincon Gallardo, Ramos Velazquez was selected as that hotel's candidate because of his, "dedication to his work, his honesty, and his outstanding attitude of comradeship towards the rest of his fellow employees."

Ramos Velazquez has been an employee of the Majestic ever since it opened some 35-years ago. He has held various positions which includes Kitchen Assistant, Sales Office Assistant, a member of the Laundry Department staff and eventually Manager of the Laundry Department.

During this latter period Ramos Velazquez attended night school taking courses in the mechanics of diesel engines, boilers and general maintenance. In 1966 he was appointed Maintenance Manager for the Majestic.

Ramos Valazquez was presented his Award plaque and certificate plus a cash award check by Joern Sroka, Senior Vice President WIH de Mexico during the course of the Annual WIH de Mexico Managers Meeting in December.

Gretchen Mathers Named First Women Appointee To F&B Position



Although a number of women occupy top positions in other departments, what's it like to be the first woman appointee to a top Food and Beverage administrative position within a major WIH property?

For Gretchen Mathers, who was appointed Director of Restaurants for the Washington Plaza as of February 14, it was a "tremendously exciting opportunity, not just for myself personally, but as further recognition of the increasingly important role women can play in the industry if given the challenge."

The vivacious and outgoing Miss Mathers professes little sympathy with the militant approach generated by some factions of the woman's lib movement, but she does believe that sex should not necessarily be a barrier towards career growth.

It is her contention that the selection of an individual for positions of responsibility, such as in administration, should be based largely on that person's qualifications and ability.

In her new position at the Washington Plaza, Gretchen will have the opportunity to demonstrate her abilities in the administration of five food operations . . . the Beef and Oak room restaurants, the Library Lounge, Room Service and the

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front!

A monthly publication for the employees of

Western International Hotels

Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121

Gabe Fonseca..... Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

Transfers

Kurt Wuest is named Executive Chef of the Mayflower from executive chef of the Ilikai . . . **Jack Harrison**, formerly banquet manager of the Olympic, is now Catering Manager of the Anchorage Westward . . . **Larry Dustin**, formerly of the Profit Improvement Center at the Washington Plaza, is Administrative Assistant for the Crown Center Hotel in Kansas City . . . named Executive Assistant Manager at the Anchorage-Westward is **Robert Hawes**, formerly senior assistant manager at the St. Francis . . . former director of sales at the Miyako, **Tom Judy**, is named Sales Representative for the Chicago Regional Sales Office . . . **Dominique Michel**, former assistant housekeeper at the Bayshore Inn is named Assistant Executive Housekeeper at the Mayflower . . . new Executive Assistant Manager at the Bonaventure is **Constantine "Dino" Vondjidis**, former F&B Director at the Calgary Inn . . . **Michael Wiseman**, former chief clerk at the Benson is named Assistant Manager at the Miyako . . . **Philip Chesley** moves from the Olympic to the Mayflower in the same position as Assistant Manager . . . **Frits Gehner** joins the WIH F&B Division as Cost Control Supervisor from F&B controller at the Winnipeg Inn . . . **David Karcher** joins the L.A. Regional Sales Offices as Regional Sales Representative from desk clerk at the Olympic . . . former management trainee at the Olympic, **James Galloway** is named Regional Sales Representative for the Chicago Regional Sales Offices . . . named Restaurant Manager for Victor's, the new roof-top restaurant to be opened at the Hotel St. Francis, is former Olympic Golden Lion Restaurant, manager, **Gaston Nicoud** . . .

New

Joining the staff of the Calgary Inn as F&B Director is **Chuck O'Leary**. **Doris Bridges** joins the staff of the Continental Plaza as Assistant Director of Housekeeping.

International

Thomas Beykovsky, former manager of the Colon Internacional in Quito is named Manager of the Camino Real, Cabo San Lucas . . . named Executive Assistant Manager at the Camino Real, El Salvador is **Willi Dietz**, former night manager at the Bonaventure . . .



Executive Offices Report:

One of the several things we have in common with our sister company, United Air Lines, is our mutual regard for attitudes of friendliness.

With United, this "friendliness" image is heavily promoted in their familiar "Friendly Skies" slogan.

We, too, have promoted this company image in our public communications with perhaps somewhat less fanfare, but nevertheless with equal sincerity.

But an image, after all, is only a reflection of something concrete. More importantly is the fact that we do practice friendliness in our day to day contact with our guests. We "practice what we preach."

It is the way our Doormen greet arriving guests, for instance. The warmth in a Telephone Operator's voice as it sounds to a caller. The smile offered by a Maid encountering a guest in the hallway. Or the way a Western International Waitress says, "Have a pleasant day!" And while we want to be friendly to our customers, it is also important that we express these friendly attitudes with each other.

We are proud to acknowledge that it is our reputation for friendly hospitality, as much as anything else, that has placed us in such high regard with our guests and within the industry.

In terms often used by marketing people, our "point of difference" is our people. We put it, "people make the difference." Perhaps we should amend this to emphasize that it is our "friendly" people who really make the difference.

The objective of our Company is not to be the biggest . . . just the best and the friendliest.

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; 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 Wendler; The Miramar, Edward Y. Hsu; Miyako S.F., Kristina Templeman; Olympic, Fran Vitulli; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, Rita de Rubio; WIH de Mexico, Carolina Mijares; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.

MATHERS APPOINTMENT

(Continued from Page 1)

employee Cantina. As for background experience qualifications, she comes well prepared to assume the position.

Soon after she graduated from Washington State University with a Bachelors Degree in Food and Nutrition, Gretchen was employed by the Stouffer Food Corporation. After completing the Company's employee training course, she was placed in charge of Stouffer's "Top of the Six's" Restaurant in New York City. (This restaurant, in conjunction with a second Stouffer's restaurant in the same building, were among the largest grossing restaurants in the United States in the '60's) At this time, Gretchen was only 21 years of age.

To diversify her job experience, Gretchen then went to work for General Foods Corporation in White Plains, New York, as a Home Economist with their Institutional Food Services Division.

In 1966, she returned to her home in Seattle and joined WIH as Administrative Assistant for the Food and Beverage Division offices. During the following six years, Gretchen was directly involved in the various activities of the Division's operations including the administration of the quality control kitchens, the production of the F&B bulletins and in lending her personal assistance in opening restaurant operations of new properties.

A very energetic woman, Gretchen displays a positive enthusiasm when she talks about the challenges of her new position.

"A lot of hard work and long hours are involved," she admits, "but I have the advantage of working with a great team of professionals."

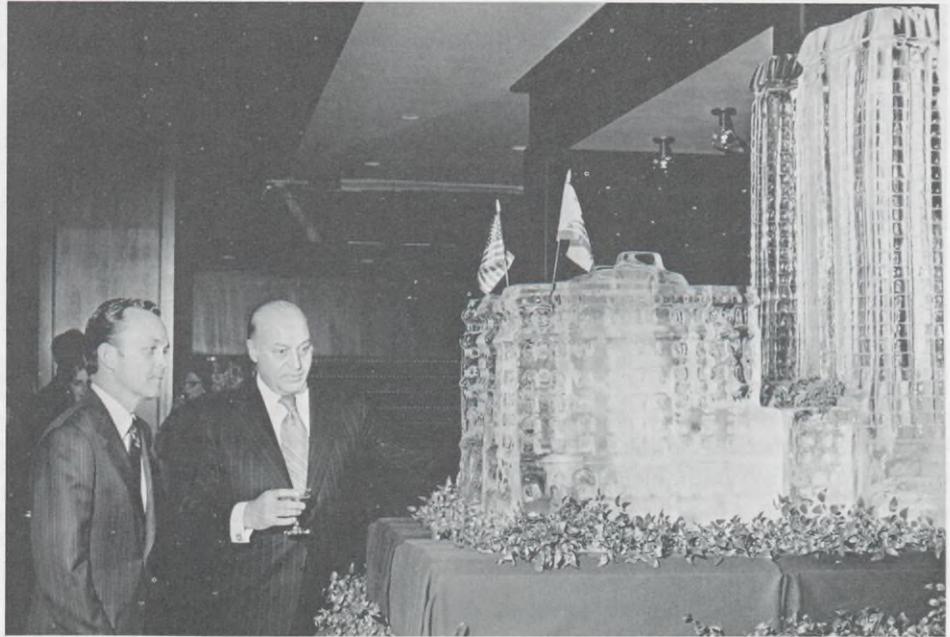
She is excited about the innovations that are taking place in the food service industry, particularly in its directed appeals to younger markets, and says, "there are some merchandising ideas I've read about and have in mind that I would like to try in further developing our own market."

A great part of Gretchen's responsibilities involve employee training, an area in which she has a strong personal interest.

Gretchen's career-minded activities extend to participation within outside professional groups. She is a particularly active member of the Home Economists Association of Washington and has held the position as Chairman for the group.

Such outside activities may now have

Gala Events Mark Hotel St. Francis Lobby, Carriage Entrance Opening



ICE PALACE. A magnificent ice carving of the Hotel St. Francis greeted guests attending the Hotel's lobby opening champagne preview. At

left is Hotel Vice President and Managing Director Bill Quinn with San Francisco Mayor Joseph Alloto.

THE gala social occasion, marking the opening of the strikingly beautiful new guest lobby at the Hotel St. Francis, centered around a "last guest first" theme.

That is, those guests attending the "Farewell to the Mural Room" luncheon last year, (the Room's final event before it was transformed into part of the new lobby) were invited back for the preview opening. The group which comprised most of the guest list were members of the San Francisco Symphony Foundation.

A spectacular ice carving of the Hotel St. Francis, which included the \$40 million Tower, was placed on exhibit during the champagne preview. Guests also took guided tours of rooms on the 23rd floor of the new Tower. They rode the glass enclosed Tower elevators that revealed breath-taking views of the city and the bay during the exciting 1000 foot per minute ride.

Earlier festivities the same day celebrated the opening of the hotel's new carriage entrance. A highlight of this affair was the arrival of celebrities via horse and carriage, driven by a top hatted coachman. The Victoria carriage used was built in 1904, the same year the original Hotel St. Francis opened.

to be somewhat curtailed, however, as she devotes more of her "free time" to her new career. A career that revises an

The 'Real Steele'



IN THE January issue of *Front!* we published a picture of Gloria Powell, Los Angeles Regional Office Secretary, enjoying an Acapulco holiday at the Caleta.

In the photo was another girl that we identified (according to our Mexico correspondent) as Pat Steele, Chicago Regional Offices Secretary.

Now, we received a letter from Pat who says; yes, she was at the Caleta, and, no, the girl in the photo was not her but a friend of Gloria's. As a matter of fact, Gloria and friend had left the hotel shortly before Pat's arrival.

Enclosed with the note was the above photo of the "real Steele." Our apologies to Pat and to Gloria's "mystery friend," for the mixup. (Maybe the best thing is for all you gals to go back to Acapulco for another group photo just to set the record straight?)

old maxim to demonstrate that a woman's place is—wherever her qualifications and ability will take her.

AH&MA Career Development Program Offers Self-Development Opportunity

IT WAS emphasized as the "number one priority" at the recent WIH Managers Meeting.

The February 1st edition of INSTITUTIONS magazine, a leading publication of the food and lodging industry, devoted major editorial content to the topic.

And throughout the industry it has become a matter of vital and growing concern in all areas of operation.

At issue . . . the need for greater industry-wide concentration on the training and development of personnel to meet the challenges of a growing, and increasingly more complex hotel business.

Probably no other industry offers as much opportunity for individual growth and advancement as does ours. With such opportunities becoming increasingly available, all that is needed are more and better qualified individuals to fulfill position requirements.

For the past few years, Western International Hotels, through its WEST-ED program series, has actively promoted employee training principally through Division group sessions. But as effective as these programs are, they have been necessarily limited in scope. The availability of a study-training program locally administered on a continuing basis was needed for the further benefit of employees interested in the pursuit of hotel career training.

Now, the American Hotel & Motel Association's Educational Institute has come up with a major break-through in hotel training availability through a new group study course program. It is known as their "Career Development Program" and is operated by local Career Development Chapters in major cities throughout the United States and in Montreal, Canada.

CHAPTER OPERATIONS

Briefly, these Chapter operations work like this:

Interested members in a lodging community who have chartered a Chapter elect officers and a Board of Governors from among their membership. A minimum of 15 members are necessary to form a Chapter.

The Educational Institute provides all curriculum and text materials on courses to be taken for accredited certification. Chapter members decide which courses are to be scheduled at a particular time, and, normally, the course will be taught in weekly two-hour sessions for a ten-week period. An outside lecturer, perhaps an instructor from a local school of Hotel Administration, or a qualified Chapter member is selected to teach a particular course. Depending on the nature of the course, lesson periods involve lectures, role-playing and class discussions, concluding with an Institute examination. Upon completion of a single course students receive a course certificate. With the completion of a 10-course study program, an Institute diploma is awarded. Courses are varied, covering a wide range of a hotel's operational activities from Front Office Procedures to Hotel-Motel law and from Human Relations to Supervisory Development.

Participating Chapter members pay a small annual dues fee in addition to course charges. **However, WIH management, realizing the value of these courses and to stimulate employee participation, has agreed to reimburse employee members their annual dues fee if they have successfully completed at least one course a year. Further the cost of all courses will also be reimbursed to any employee member upon the successful completion of the**

course. In addition, WIH Offices through each hotel's management have agreed to pay a \$25 bonus to any employee who has completed a course with a grade of B or better! (This is a policy which has also been in effect in regard to employees taking the Institute's correspondence courses.)

EMPLOYEES ELIGIBLE

Any employee in any level of hotel or Regional Office responsibility may be eligible for participation in their local Career Development Chapter program as application is made through their hotel's Personnel Offices. It is not necessary, however, to enroll in each course that is being offered at a particular time. All members receive AH&MA Institute publications including the monthly Institute JOURNAL.

Established Career Development Chapters in WIH cities include Seattle, Portland, San Francisco, Denver, Washington, D.C., Los Angeles and Montreal. Currently, WIH members holding office in their local Chapter include **Kim Chappell**, Executive Assistant Manager of the Benson, as President of the Portland Chapter; **Peter Smith** Management Trainee at the Olympic, as Vice President of the Seattle Chapter; and at the Montreal Chapter, the Bonaventure's Executive Housekeeper **Margaret Anderson** serves as Secretary and the hotel's Sales Manager **Lorne Evans** is Treasurer.

A follow-up article in next month's issue of Front! will explore Chapter organization, current activities and membership reaction within some of those local Career Development Chapters involving WIH employee participation.

Meanwhile, for further information regarding Career Development Chapter participation in your area, contact your hotel's Personnel Manager.



CROWN CENTER — Jim Durham (left), Vice President and Managing Director of the Crown Center property, briefs his hard-hatted staff prior to a tour of the hotel's Kansas City construction site. Staff members from left are: Margaret Irminger, Market Research Coordinator; Bruce Falls, Sales Manager; Barbara Dorsey, Sales Secretary; Patty Cheatham, Reservations Supervisor; Bill Nuhn, Sales Manager; Terry Clark, Sales Manager; Ed Jordon, Sales Manager; Gail Newman, Sales Secretary; Bruce Lucker, Director of Sales; and Larry Dustin, Administrative Assistant.



CENTURY PLAZA—General Manager Dan McClaskey (left) presents Property Maintenance Manager Marvin Glenn his second place award plaque on behalf of the Soap and Detergent Association's nationwide Environmental Cleanliness Achievement Award Competition for 1971. Glenn's award was made for a minimal cost piece of equipment he designed for cleaning rest-rooms and for a time saving innovation for cleaning ornamental chandeliers. As part of his award, Glenn also received a \$150 check from the Association.



NEWS-PICTORIAL

(Left) **HOUSTON OAKS**—United States Vice President Spiro Agnew (left) is welcomed to the hotel with a warm handshake from Executive Assistant Manager, Jon Schultz. Also offering their greetings are Larry May, General Manager, and at right, Tom Heder, Senior Assistant Manager. The Vice President was in Houston to address the National Association of Home Builders Convention and was a guest of the Houston Oaks during his stay.



SEATTLE—"People Make the Difference" was the topic title of Executive Vice President Harry Mullikin's (upper left) address to the Seattle Chapter of the American Hotel & Motel Association Career Development group in January. Mullikin's "case history" presentation was based upon the uniquely successful management-employee relations approach as experienced in the development of the Century Plaza. Following the presentation the membership had an opportunity to pose questions about management decisions and their origins. With Mullikin (who has recently been named National Treasurer of AH&MA) are Seattle Chapter officers: Verlene Riddle, Secretary; Bernie Olson, Treasurer; Peter Smith (Olympic Hotel) Vice President; (Kneeling) Sam Saleh, President; with Larry Morris, Assistant Personnel Director for WIH.



GEORGIA — (Right) Hotel Sales Secretary Beverly Leclair always figured she could keep her head above the crowd . . . until she met up with recent hotel guests, Huber (Geese) Ausbie and Theodis Ray Lee, team mates of the famed exhibition basketball group, the Harlem Globe Trotters.

Meanwhile . . . another world famed sports figure selects the Georgia as his hotel headquarters while in Vancouver. He is Boxing Champion Muhammad Ali shown above during a press conference at the hotel with Director of Sales John Brohman.



WIH Regional Sales and Reservations Offices

THERE are nine offices altogether . . . seven in major cities throughout the United States and one each in Toronto and Tokyo.

Except for the familiar WIH symbol and name identification on the door, each of these offices many look no different from others in their building locations and even the largest of these is staffed with no more than a dozen members.

Yet, the activities of this comparative handful of people account for several million dollars in hotel sales revenue annually!

These importantly productive individuals are members of Western International Hotels Regional Sales and Reservations centers. Basically, they function much like the department counterparts in each WIH hotel except that these people represent ALL Western International and affiliated hotel properties in their sales and reservations efforts.

For instance, on a given day **Tom Hurley**, Regional Sales Manager for the New York office, may be promoting the attractions of the Century Plaza as the convention site for an association group headquartered in Manhattan. Meanwhile, the Los Angeles office Regional Sales Manager, **Sherm Elliott** may be "pitching" the Caleta in Acapulco as the ideal spot for a tour group meeting to a Southern California travel account. And, in the Toronto offices, Reservation Supervisor **Anne Claydon**, might be confirming a reservation for Vancouver's Bayshore Inn.

While a greater part of the hotel business generated by these offices may be gained locally, the regional marketing territory for which each office is responsible may cover quite an extensive geographical area. **George Marquez**, San Francisco Regional Sales Manager might also be found knocking on doors as far away as Salt Lake and Denver. Sales Managers **Roger Smith** of Washington D. C. and **Tom Hurley** of the New York office

will include large parts of the United States Northeast, Southeast and South on their sales call itineraries. And the major metropolitan centers of Eastern Canada are familiar contacts for Toronto's Regional Sales Manager, **Barry Macdonald**.

VAST MARKET

The point is that "out there" are vast numbers of people—as individuals and as groups—who, for various reasons and at various times, will require the use of a hotel's function and accommodation facilities.

It may be a group of professional, political or fraternal association members planning a convention. Or a corporate group arranging for a sales meeting or requiring exhibit space to show off their product line to distributors in various cities. It may be a travel wholesaler requiring blocks of rooms in several hotels for tour groups, or a local travel agency booking accommodations for their clients. Then, of course, there is the vast individual travel market for both business and pleasure.

A lot of this hotel space need can be developed into potential business for one or more of our Western International hotels and affiliated hotel properties.

The challenge then, is to selectively contact as much of this market potential as possible to persuade their use of our hotel "product." Since the Regional Offices represent all WIH properties, they offer a number of hotel locations that may be appropriate to a client's needs. But even with this selection, such considerations as rate acceptance, the adequacy of meeting facility requirements, and space availability must be taken into account.

The challenge is further complicated by a number of other factors including the competitive sales efforts by other hotels or hotel groups. Some of this competition is better known to the public than is the Western International Hotel name, especially where WIH does not have hotel properties. Indeed, to be able

to sell a prospect on an unfamiliar "brand" name and not be able to show him a sample of the product (except through pictures) requires a very special sales talent and a highly professional salesman.

Each of the Regional Offices are staffed with such highly professional members, many of whom have had previous experience in individual hotel Sales Departments. Most of the Sales offices will also include one or more Sales Representatives in addition to the Sales Manager. In the larger offices, such as in Los Angeles, Sales Representatives may be assigned particular accounts or territories for sales effort.

PROSPECTS CONTACTED

Prospects are contacted in a number of ways. Perhaps the most common—and usually the most effective—is the personal call. Often it is by telephone solicitation. Direct mail—either a personal letter or with a prepared mailing piece accompanied by a note or form requesting a response—may be used. Most of the time it is a combination of all three of these methods as each situation warrants.

The important thing is to know whom to contact . . . the appropriate decision making people in each organization. But even before any contact is scheduled, it is necessary to know something about the organization and, particularly, to have some idea of its hotel facility needs. With the thousands of potential prospects located within each regional territory, this requires a tremendous amount of research record keeping, and setting of priorities.

In the case of Association groups this data gathering job is made a little easier. The person to contact is usually the Association Executive whose job it is to handle the convention and other meeting details for his group.

Quite often the Regional Office Sales Staff works directly with the sales managers of the various WIH properties.

'...a comparative handful of people accounting for millions of dollars in hotel sales revenue annually.'



AT SAN FRANCISCO OFFICES . . . George Marquez with Secretary Paula Knight, Reservations Supervisor Sheila Salas and Reservationist Jackie Parson.



AT LOS ANGELES OFFICES . . . Sherm Elliott chats with Reservationist Jane Ann Tapia.



AT WASHINGTON D.C. OFFICES . . . Roger Smith (right) with crew from left: Reservationist Rosie Cota, Secretary Mary Couch, Reservations Supervisor Mildred Haynes and Sales Representative Rene De Marco.



AT TORONTO OFFICES . . . Barry Macdonald and from left: Reservations staffers Rosemary Miller, Claire Bridle, Ann Claydon and Georgina Moyle.



IN TOKYO . . . Akio Hirao and staff represent WIH in the World's Largest City.



AT NEW YORK OFFICES . . . Tom Hurley begins a new day in his mid-town Manhattan office.

Through correspondence and by phone they keep their hotel counterparts alerted to prospects or any related information that may be of interest. They will also assist in the arrangement of sales calls for those hotel sales people scheduling sales trips within their area of responsibility.

RESERVATIONS SALES

Accounting for an impressive segment of room sales produced by the regional offices is the Reservations crew. As with the sales staff, this group handles room reservations for all WIH hotels and affiliated properties. However, their concentration is on individual rather than group business.

Toll-free numbers listed in phone books throughout the area serviced by the Regional Office, immediately connects a customer with this office. The Reservationist taking the call checks the room availability at the specified hotel via the

Hoteletron System for confirmation. (Essentially, the Regional Reservations offices operations are similar to that of a hotel's reservations department as described in an earlier issue of FRONT!)

In addition to their reservations responsibilities, and as their time permits, reservationists are also called upon to assist in certain sales activities. This may involve making some personal account solicitation phone calls and checking out lead information. The production of a direct mail campaign may require their help as will any other promotion activity. The sales and reservations people in each of the Regional Offices operate as a team unit under the supervision of the Regional Sales Manager and through the Reservations Supervisor.

The Regional Sales and Reservations offices are located in Los Angeles, San Francisco, Chicago, Washington, D. C., New York, Toronto and the Tokyo Pro-

motional Office managed by Akio Hirao. Regional Reservations centers are located in Seattle headed by Corporate Reservations Supervisor Sylvia Berg, and also in Detroit headed by Regional Reservations Supervisor Shirley Zimolzak. (Soon a Regional Sales Manager will be appointed to head the Detroit office.) In addition, liaison with the WIH de Mexico Sales office in Houston, and the Mexico Corporate Marketing personnel is maintained with all Regional offices as well as the corporate Marketing Division.

All of the Regional Sales and Reservations Offices are under the supervision of the WIH Marketing Division Offices in Seattle. Regional Managers are responsible for maintaining regular reports and communications liaison with the Division staff, as well as their continuing communication with all WIH properties.

FRONT! INTERNATIONAL



SINGAPORE — Muddied but victorious . . . a friendly, but highly competitive game of football (soccer) between the junior and management staff of the Shangri-La ended in victory for the junior group above. Because the game was played during the monsoon season, an all out effort on the soggy turf ended up as a mud bath for some of the player participants.



SINGAPORE — The Shangri-La has literally gone down in history. Recently, a solid steel canister—lead lined with a bolted brass top—was placed on display in the foyer of the hotel which was later buried in the foundation of a new 36-story business building. The canister contained various items forming an impression of what Singapore in 1971 was like. The young lady above, representing a Singapore public relations agency, inserts a Shangri-La rack brochure into the canister so that Singaporeans of some far future date will have an idea of what the ultimate in fine hotels was like way back when.

CONTACT MODIFIED

WESTERN International Hotels and the Dusit Thani Corporation have agreed upon a modified contract on the operation of the Dusit Thani Hotel beginning March 1.

As of that date the Dusit Thani Corporation will assume management respon-



BANGKOK — Crowned "Miss Charming International 1972," Norway's Wenche Steen, enjoys the regal luxury of breakfast in bed at the Dusit Thani. The blond, blue-eyed Miss Steen was the judges' selection from among 32 participating international candidates, all of which were guests of the hotel.

sibilities, however, the hotel will remain affiliated with WIH through participation in the reservations system and joint international marketing.

This agreement was jointly announced in mid-January by L. P. Himmelman, WIH Chairman and Poonperm Krairiksh Chairman of the Dusit Thani Corporation.

Casparius Heads Mexican Hotel-Motel Association

IN AN unprecedented unanimous vote, the more than 800 delegates attending their Annual Convention in Acapulco in December elected **Rodolfo Casparius** as President of the Mexican Hotel-Motel Association.



Casparius, Senior Vice President of Western International Hotels de Mexico, will thus head Mexico's most prestigious and powerful hotelman's association.

Among his associates in the industry, Casparius is widely recognized for his tremendous capacity for work; his ability as an orator; and, above all, his love for the profession.

Following his election, a fellow hotelman reflected a group opinion when he commented, "He is going to make us all work, and work hard. We could have made no better choice."

Rudy Choy Elected To PATA Post

RUDY CHOY, Manager of the Hotel Miramar, was elected Chairman of the Allied Associate Council of the Pacific Area Travel Association (PATA) at the group's 21st Annual Conference held at Kuala Lumpur in February.



Very active in PATA affairs since its inception, Choy has served for many years on the group's Board. He was the first man in Hong Kong to join the American Society of Travel Agents (ASTA) and the first hotel man to apply for membership in the Hong Kong Tourist Association.

He has served since 1965, as appointed by the Governor of Hong Kong, to serve on the Board of Management of the Hong Kong Tourist Association. Currently, in addition to his position on the Tourist Association Board, Choy serves as President of the Skat Club, Vice President of the PATA Hong Kong Chapter and a Committee Member of the Hong Kong Hotels Association.



FRONT FAMILY FEATURES

REMINISCENCES OF AMERICAN HOTELS

This is the second part of an article as it originally appeared in the January 1891 issue of the North American Review. It depicts the impressions of the article's author, Max O'Rell, as a hotel guest of some typical American hotels of this era.

We left off last month as O'Rell was commenting on room instructions posted next to an electric bell. A typical set of guest room instructions read as follows:

★★★★★★

PRESS once for ice-water.

" twice " hall-boy.

" three times for fireman.

" four " " chambermaid.

" five " " hot water.

" six " " ink and writing materials.

" seven " " baggage.

" eight " " messenger.

In some hotels I have seen the list carried to number twelve.

Another notice tells you what the proprietor's responsibilities are, and at what time the meals take place. Now, this last notice is the most important of all. Woe to you if you forget it! For if you should present yourself one minute after the dining-room door is closed, no human consideration would get it open for you. Supplications, arguments, would be of no avail. Not even money.

"What do you mean?" some old-fashioned European will exclaim. "When the table d'hote is over, of course you cannot expect the menu to be served to

you; but surely you can order a steak or a chop."

No, you cannot; not even an omelette or piece of cold meat. If you arrive at one minute past three (in small towns, at one minute past two), you find the dining-room door closed, and you must wait till six o'clock to see its hospitable doors open again.

WHEN you enter the dining-room, you must not believe that you can go and sit where you like. The chief waiter assigns you a seat, and you must take it. With a superb wave of the hand he signs to you to follow him. He does not even turn round to see if you are behind him, following him in all the meanders he describes amidst the sixty, seventy, sometimes eighty, tables that are in the room. He takes it for granted you are an obedient, submissive traveller who knows his duty. Altogether I travelled in the United States for about ten months, and I never came across an American so independent, so daring, as to actually take any other

seat than that assigned to him by that tremendous potentate, the chief waiter. Occasionally, just to try him, I would sit down in a chair I took a fancy to. But he would come and fetch me, and tell me that I could not stay there. In Europe the waiter asks you where you would like to sit. In America you ask him where you may sit. He is a paid servant, and therefore a master in America. He is in command, not of the other waiters, but of the guests. Several times, recognizing friends in the dining-room, I asked the man to take me to their tables (I should not have dared go by myself), and the permission was granted with a patronizing sign of the head. I have constantly seen Americans stop on the threshold of the dining-room and wait until the chief waiter had returned from placing a guest to come and fetch them in their turn. I never saw them venture alone and take an empty seat without the sanction of the waiter.

THE guests seem struck with awe in that dining-room, and solemnly bolt their food as quickly as they can. You would think silence was enjoined by the statue-book. You hear less noise in an American hotel dining-room containing five hundred people than you do at a French table d'hote accommodating fifty people, at a German one containing a dozen, or at a table where two Italians are dining tete a tete.

(Continued next month)

WESTERN WORLD PUZZLE GAME

WESTERN International Hotels operates or is closely affiliated with hotel properties in twelve countries. The names of all twelve countries can be found among these letters. Test yourself on how many you can name and how quickly you can locate them. The name of each country may be spelled forward, backward or up and down. Draw a circle around a name when you find it and record it below.

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

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



A new face on the Georgia scene . . . Tour Co-ordinator Eileen Wren, previously with the Vancouver Convention Bureau.



Chummy Room Service threesome at the Winnipeg Inn . . . from left; Juergen Wysocki, Merry Koznik and George Peters.



Two new staff additions to the Hotel St. Francis' Purchasing Department are Storekeeper Martin Langeveld and Typist Debra Johnson.



Dining guests of the Bayshore Inn's Terrace Grill leave the Room with a pleasant glow lit by the warming smile of Cashier Ursula Beger.



Thomas Palavilayil, Wine Steward at Marco's Ristorante—located just across the street from the Calgary Inn—is justly proud of the restaurant's extensive wine selection that has helped make Marco's one of Calgary's favorite dining spots.



Purchasing's Sam Wells of the Antlers Plaza exhibits a slab of beef that has been aging in the hotel's recently installed aging racks.

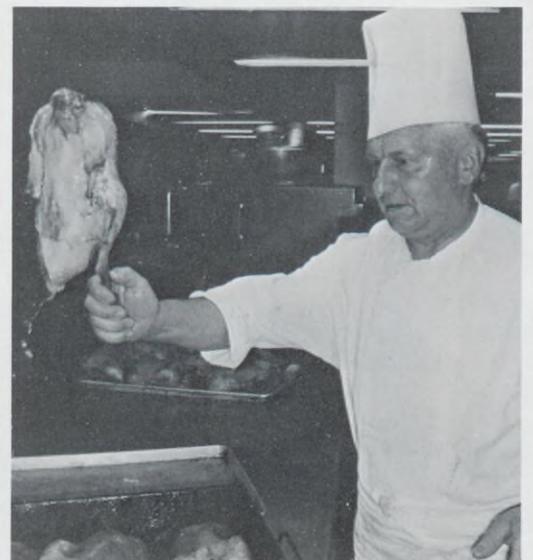
PHOTO ALBUM



Behind every successful hotel Salesman . . . a super Sales Secretary. At the Olympic they are (from left) Betty Barry, Ellie Dilling and Beth McClure.



"Welcome to our world"—the cordial invitation offered by Hubs Guenther, Manager of the Benson's Piccadilly Bar and by Bartender Junior Sampson.



Jean Potroviac, Banquet Chef at the Bonaventure, checks a roast duckling scheduled for an upcoming banquet menu.

The Mayflower

MARCH 4, 1925 . . . a chill late-winter's evening in Washington, D. C.

At the hotel's flood-lit entrance on Connecticut Avenue, lines of arriving automobiles awaited their turn to discharge their warmly wrapped VIP passengers. Among them were the Nation's leading political figures, foreign dignitaries, news people, and prominent citizens from throughout the country.

The history-making occasion was the Inaugural Ball for the thirtieth President of the United States . . . Calvin Coolidge. It was also the occasion of the official opening of the newest and most handsomely elegant hotel in the Nation's Capitol . . . The Mayflower.

From that moment, the Mayflower established the beginnings of a reputation that was to continue to grow in stature internationally . . . that as the Nation's "history maker" hotel.

To date, the Mayflower's glittering Grand Ballroom has been the scene of eleven Presidential Inaugural Balls. From its many other rooms, both public and private, have come countless other Mayflower datelined events that have made national and world-wide news history.

"HISTORY IN THE MAKING" gold marker plaques mounted on lobby walls record many of these national and international events that have taken place at the Mayflower. And, to commemorate the visits of some of its most distinguished guests, on the doors of guests rooms and suites are brass plates inscribed with names of world famed personalities "who slept here."

MAYFLOWER IS WASHINGTON D.C.

Indeed, the Mayflower has played and continues to play an important role in the living history of the Nation's capitol as it has for several decades. The Mayflower IS Washington, D. C.!

AS OF November 1st last year, the Mayflower has become a member of our WIH family. The 703-room hotel, which occupies an entire block, is located just three blocks from the White House. It is within walking distance of many national monuments such as the Lincoln Memorial, the towering monument to George Washington, and the domed Jefferson Memorial. Closer in are smart shops, major government buildings and the business and

financial district—the hotel could not be more ideally located!

For many visitors and residents of the District of Columbia, the 10-story Mayflower is recognized as a landmark in itself. In addition to the main Connecticut Avenue entrance, there are entrances on 17th Street N. W. and DeSales Street. Between the 17th Street and Connecticut Avenue entrances runs a block long, crystal-chandeliered grand promenade where most of the hotel's public rooms are located.

FINE FACILITIES

An extensive improvement program for the hotel—both inside and out—is under way. Currently, the hotel has four restaurants. Le Chatelaine, featuring elegant old world decor, dinner and dancing. The Carvery, an intimate restaurant with international menus. The Town & Country, a favorite with Washingtonians and visitors alike for quick luncheons, cocktails, and a nightcap, and the busy Coffee Deck draws diners particularly for breakfast and in between snack breaks.

THERE are some 18 banquet and meeting rooms . . . the smallest being the Columbia Room which seats 20 persons, and the largest is the Grand Ballroom with a seating capacity for over a thousand people for meetings and banquets. Its 7500 square foot space is also ideal for trade shows and exhibits, and the room may be divided in two for separate functions.

Guest rooms and suites are large, comfortable and attractively decorated. The hotel's management is now undertaking a major renovation program which includes

color TV throughout, improved air conditioning and new furniture in all rooms. Other upgrading touches have been added or are contemplated in keeping with WIH quality standards.

THE Mayflower, like all great hotels, owes much of its reputation and guest acceptance to the quality and performance of its employee staff. Under the skilled and spirited direction of General Manager Mike Lambert, assisted by a top department head team, goals for even greater performance standards are being established.

Washington, D.C.'s "history maker" hotel is making a little internal history of its own as it begins an exciting new chapter in its distinguished career. It is a chapter that could be entitled, "A Western International Hotel . . . Where People Make the Difference."



BANQUET Manager Walter Seligmann has been with the Mayflower for 35 years.



FOOD servers of the Employee cafeteria, The Anchor Room, Ana Figueroa and Roberta Jones.



MAYFLOWER staff conference brings together (from left): Controller Ole Olson; Catering Manager Bernard Scherbaum; Executive Chef Kurt Wuest; Director of Housekeeping Renate Seybold; Director of Sales Larry Stephan; Resident Manager Louis Martinelli; General Manager Michael Lambert; Senior Assistant Manager Ray Sylvester; Front Office Manager John Hardaway; Assistant Manager Phil Chesley; Director of Reservations Frank Alexander; Sales Manager Gary Mabee.